

### So you need some help!

Are you an entrepreneur with a great idea?

Are you an innovator and have a great new business idea?

Do you want to start or develop your own business?

Have you seen a niche and wish to exploit it?

Do you want to turn your business idea into a reality?

Are you already trading and wish to change direction or develop new products or services?

Would your business benefit from professional mentoring support?

**If the answer is yes, you need to talk to us.**

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## Proof-of-Concept Programme For business improvement AND business start-ups

Our Proof-of Concept programme is ideal for both established businesses with a new idea, and new business start-ups. It helps you assess the commercial viability of your business idea and helps turn it into a profitable reality:-

- Shape and evaluate a business concept through University research.
- Evaluate business opportunities to identify and reduce commercial risks.
- Identify profitable niche markets.
- Direct your passion and enthusiasm into tangible realities, knowledge, skills and confidence.
- Prepare structured business, marketing and financial plans.

### Leading to:

- Reduced risk of failure.
- Quicker success.
- Known investment requirements.
- The evidence on which to base a commercial decision on starting a new business.
- The action plan to ensure your business success.

## We run three programmes per year Next programmes start March and September 2012

We are looking for businesses with good, entrepreneurial ideas who will benefit from access to the resources of Nottingham Trent University, who want to prove the viability of their new product, service, process or market idea and who will help generate new business and employment in the region.

We are primarily looking for businesses with brilliant new business ideas based in the **Districts of Ashfield, Bassetlaw, Chesterfield or Mansfield.**

**There is no age limit or qualifications necessary for staff to join**, just a great new idea and the passion and drive for it to succeed.

### What we offer you:

You will enroll as a student of Nottingham Trent University where you will have access to unique resources to help you research and evaluate your idea.

Through 15 taught days over a 12 week period, we will help you focus on your strengths and find suitable customers. We spread it over this period to allow you to undertake the learning and research whilst continuing to run your business.

If the idea is viable you will have a plan for commercial success to justify your planned investments.

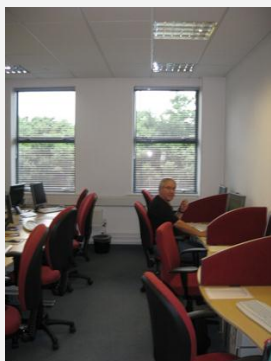
**Proof-of-Concept programmes** are at the core of World Class business success. These

businesses always research and plan every idea before spending any development money on it. This is a unique opportunity for you to learn how they succeed and to apply proven techniques and by accessing specialist resources, have the confidence to succeed.

This is not just another training course. It is a learn-by-doing workshop programme where the skills acquired will be applicable to your future career and business development

To find out more, talk to our Project Manager, Michael Huxley.

**Contact Michael today on 01623 600829 to see if you qualify.**



Broadband Enabled  
"Hot Desks"



"We would recommend the Hive to anyone who is an entrepreneur and wants to start their own business."

**Angie and Ray Young**  
Young Creations

## Course Details – Weeks 1 to 4

Two days per week for weeks 1 & 2, then one day per week (normally Thursday) for the rest of the programme, plus one hour mentoring each week (normally Monday or Friday).

### Review of the market for the business idea:

- Market research techniques.
- Project management.
- Protection of intellectual property.
- Who are the customers?
- Why would they buy it?
- Where would they buy it?
- What features are they looking for?
- Production of your marketing plan.
- What are the benefits?
- What is the value to customers?
- How often would they buy it?
- How much would they pay?
- How many would be bought?
- Branding and negotiation skills.
- Training in marketing issues.
- Presentation of market viability to our internal panel.

## Course Details – Weeks 5 to 8

### Review of financial issues:

- How much do you need to earn to cover living expenses?
- How much will it cost to deliver the service or product to the customer?
- Other operational costs.
- Legal and regulatory issues.
- Sources of funding.
- Company structures.
- Accounting issues (Tax, National Insurance, VAT etc.).
- Production of robust cash-flow forecast.
- Production of financial profit & loss and balance sheet.
- Presentation of the financial viability of the idea to an internal panel of experts who provide written feedback.

## Course Details – Weeks 9 to 11

### Selling your idea:

- Selling and negotiating skills.
- Presentation skills (your message, developing confidence, elevator pitch, body language, self image)
- Selling on the internet and eBay.
- The Executive summary.
- Production of your Business Plan.

In the last week of the programme, you present your finished business plan to our external panel of experts and then together we conduct a review and evaluation of your progress.

Throughout the programme all participants have full access to the following resources and facilities...

- Hot-desk room with eight PCs providing broadband internet access.
- Onsite Café and Crèche.
- Become a Nottingham Trent University (NTU) Student and get your own NTU email address.
- NTU library access (including online access). This includes free access to over 200 research

databases, over 10,000 trade publications on-line plus the normal library reference and loan stocks.

- Free telephone use for UK calls to potential customers



## How Much?

**There is no cost for the programme for eligible business ideas. Simple! It is FREE if you are based in the following local authority areas: Ashfield DC, Bassetlaw DC, Chesterfield BC or Mansfield DC.**

We are looking for potentially viable new business ideas from highly entrepreneurial individuals or teams who could benefit from access to the University's resources to ensure success.

Your business must have less than 250 employees and not be owned by a business that is not an SME (an SME has less than £50M turnover or £43M balance sheet total).

**The Hive Proof of Concept programme gives you the evidence and confidence on which to make sensible decisions on the commercial viability of your idea and the action plan of what you have to do to succeed.**



We also keep you posted by email on the latest business news and information, business support services, trade information, business legal updates, networking opportunities, funding and grant information and events, seminars, workshops and business awards which all go to help your business stay informed, up to date and to gain competitive advantage.

# What makes The Hive different?

What differentiates the Hive from other business courses?

The Hive@Mansfield offers a business innovation development programme that enables potential entrepreneurs to test and develop the viability of their business ideas prior to action.

It is run by Nottingham Trent University and based at the Mansfield i-Centre.

We target innovative business ideas from people demonstrating passion and entrepreneurial abilities.

- An opportunity to check how viable your business idea really is before committing to use valuable resources or engage in risk.
- In-depth and hands-on business training and professional mentoring to develop the idea and produce robust business, marketing and financial plans.
- Mutual support through peer group dynamics.
- Assistance through the Business Link Business Support Network in starting and developing businesses.
- Regular email updates and useful business tips and information through our blog.

*"Our objective is to create business winners. This is a unique opportunity for businesses in the eligible areas to be truly innovative and successful."*

**Michael Huxley**  
Project Manager

## The secrets of success

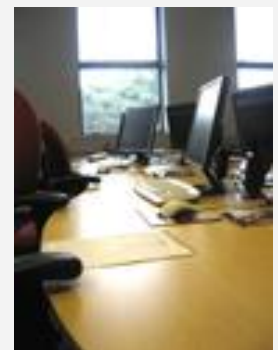
The **Hive Proof-of-Concept programme** is applicable for Pre-start, emerging, newly-started or established businesses that need to re-invent themselves or evaluate a business diversification idea to develop a technology, a product or service or to consider trading in new market sectors.

There are many people who have an idea for developing a business, a product or service. Unfortunately, they don't have the experience, resources or the confidence and often don't know where or who to turn to for information, research data, support, resources, training or guidance. We are looking for those people who potentially have a good idea and evidence of entrepreneurial flair who would benefit from access to university resources. The course is a combination of quality business skills training, personal mentoring, practical support and confidence building that will be of great value to you even if your business is not started or your development plan is not implemented.

Around 60% of the participants on the programme prove their idea is viable and start a new business. The others apply their newly learnt skills to alternative ideas and are grateful that they have not invested in a potential failure.

We may have places for candidates from other locations - please contact us for more information.

The Hive@Mansfield - **Hive Proof of Concept** programme aims to provide you with all the resources you need to turn your enterprising idea into a resounding success.



Training Room

# Developing complex businesses



*“An entrepreneurial course that answered all my business questions”*

**Henry Dudzik  
Freeform Design  
Consultants**

We help a wide variety of businesses from a range of industry sectors and markets.

Typically the kind of businesses we support will include the more difficult to start businesses, where there needs to be complex research to understand the customers and their needs or to work out the costs, or assess a multitude of risks in order to develop a successful business model.

These are unlikely to be simple business models.

Past Hive companies have included many types of designers, including fashion and textiles, websites, software and the development of various new products and services.

We have also had the more complex retail models involving internet or eBay trading and especially welcome social

enterprises and Eco businesses.

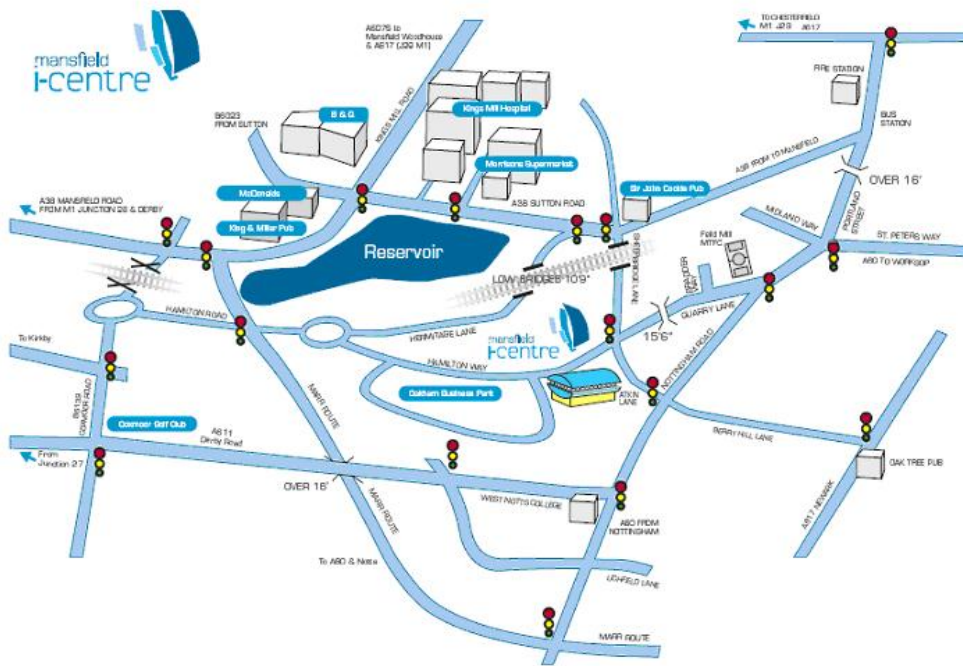
Any knowledge based business is suitable such as consultancies where you have specialist skills and expertise.

## What next?

You can contact us either by: telephone, email or through our website.

We'll invite you to come and view our Innovation Centre and discuss with you in confidence the potential and suitability of our services and resources to the business idea you have in mind. Our contact information is at the end and the beginning of this document. We will be happy to answer all your questions and queries.

## How to find us



Supported by Oxford Innovation at the Mansfield i-Centre

## Shell Live Wire Award



The Hive is a past winner of the Shell LiveWIRE Award for Enterprise in the East Midlands 2003 and is accredited A\* in an EMDA review of business incubation in the East Midlands. The Hive was also a finalist in the "Enterprising University" section of the 2009 Midlands Business awards.

### About us:

The Hive@Mansfield is part of the successful Hive in the Enterprise & Employability Unit of Nottingham Trent University. The Hive facilitates the creation and support of new and emerging business ventures with the expertise to promote high-growth start-ups and spin-out companies founded upon university research.

We also have a strong reputation for promoting innovation, creativity and enterprise. This means that we have the experience and can give you the knowledge necessary to launch a successful business venture or re-invent an existing one.

How can the Hive@Mansfield help to develop your business idea?

Learn more about us online and understand the ways in which we can help you.. [www.ntu.ac.uk/hive-poc](http://www.ntu.ac.uk/hive-poc)

Here you will also see business success stories of previous Hive participants.

#### Who to contact.

Speak to the Project Manager, Michael Huxley on 01623 600 829, who will invite you to see our facilities at Mansfield and discuss your idea in depth.



The Hive@Mansfield  
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Nottinghamshire  
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**Blog**  
[mansfieldhive.blogspot.com](http://mansfieldhive.blogspot.com)



Click [here](#) to apply online

Click [here](#) for a Google Map

Alternatively, visit our website for more information, directions and to apply online.



Supported by Oxford Innovation at the Mansfield i-Centre

## Skills gained through The Hive Proof of Concept programme:

How to test the commercial viability of an idea	Financial evaluation & analysis to identify funding requirements
The characteristics for entrepreneurial success	Selling and networking skills
Doing market research and analysis techniques	Protecting your idea and other intellectual property
How to develop a marketing plan	Presenting a business to customers
Branding	Reviewing your business models
Project management	Maximising the benefits of eBusiness
Operational planning	Producing a route map to success

## Typical businesses that could benefit from the Hive Proof of Concept programme:

Any sort of designer	Any sort of consultant	Any difficult to start business
Any business that could benefit from access to the University's resources	Complex web based businesses	Anyone developing new products



the **Hive@Mansfield**

NOTTINGHAM  
TRENT UNIVERSITY

**Contact us today:**

**Tel: 01623 600829**

**email: [mansfieldhive@ntu.ac.uk](mailto:mansfieldhive@ntu.ac.uk)**

**visit:**

**[www.ntu.ac.uk/hive-poc](http://www.ntu.ac.uk/hive-poc)**