

Stand out.

 **Conseq**

NH
L O N D O N
V I R G I N H A I R

CHRISSIEMILAN.COM

ELOISE


**jess and the
beanstalk**
ENTERPRISE VENTURES WITH A FOCUS ON THE

Your Host



Mehnaz Khan

Daughter
Friend
Mentor

Food lover (no, seriously)
Professional Troublemaker
Executive Leadership Coach
Commercial Lawyer





Today

AN AFTERNOON OF VIRTUAL NETWORKING
AND TALKS AIMED AT HELPING YOUNG
ENTREPRENEURS GROW THEIR BUSINESSES

COLLABORATE

COMMUNICATE

CREATE





LNH

L O N D O N

Start with why



Present Day



Performance

Total Revenue

£2.02m

Orders fulfilled

13.5k

Avg. order value

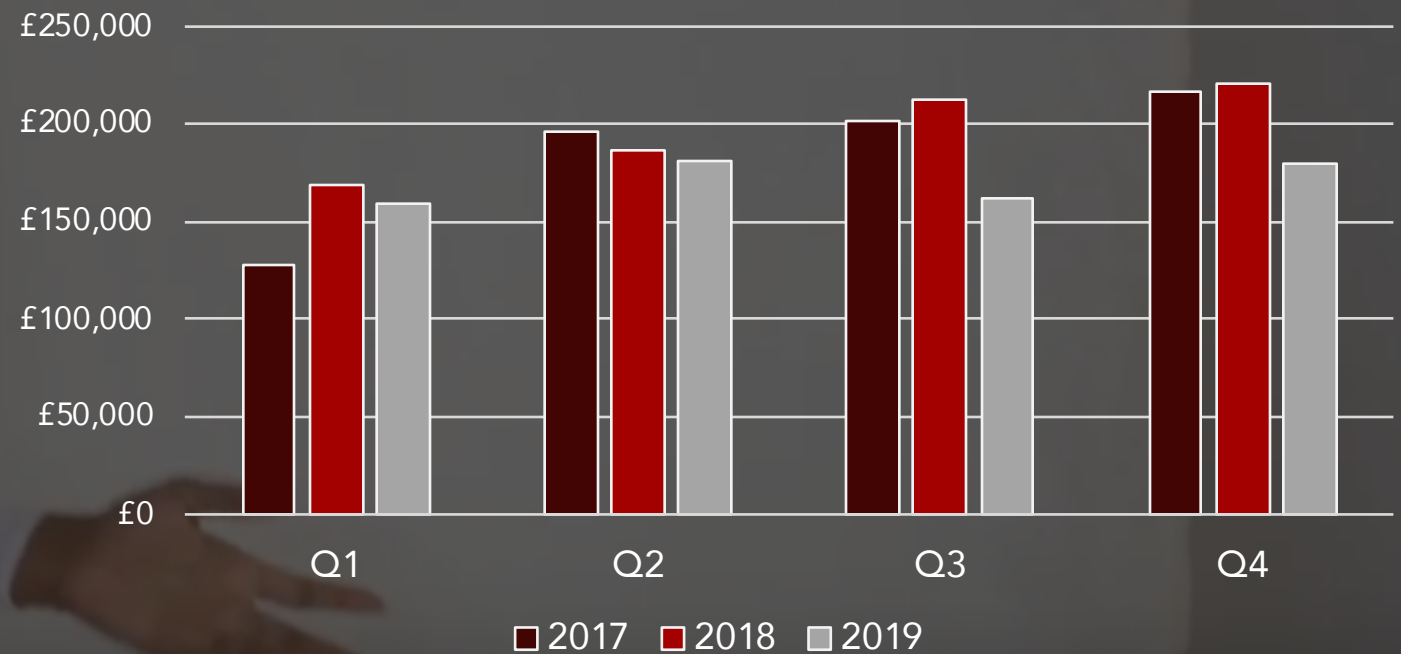
£155

Net Profit (2018)

11.2%

Revenue Breakdown

(2017 - 2019)





THE AGENDA

14.30-15.00: ICEBREAKER

15.00-15.30: HOW TO BUILD A BUSINESS IN 30 DAYS

15.30-16.00: BUILD A BRAND THAT CUSTOMERS WILL LOVE

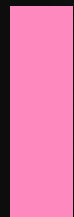
16.00-16.30: ACTIVE BREAK

16.30-17.00: 'STAND OUT' PITCH COMPETITION

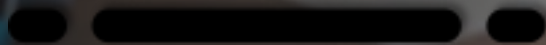
17.00-17.30: Q&A SESSION WITH PANELISTS

17.30-18.00: WINNERS ANNOUNCED AND CLOSE





ICE BREAKER

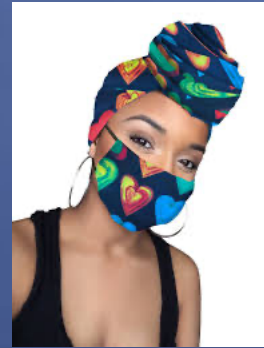


How To Build A Business In 30 Days

Sponsored by Wrapgame Ltd.



Introducing “It’s a Wrap”...



Natalie Blair

Founder and Director, It's a Wrap

How To Build A Business
In 30 Days

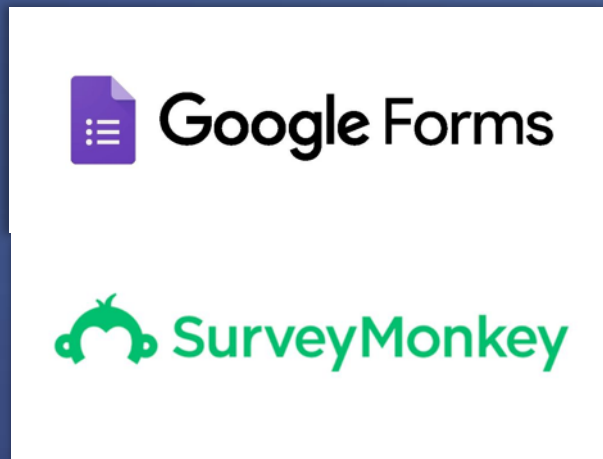
Day One: She Validates Her Offering



How much is the Market worth?
How easy is it for a new company to enter?
Is this a time-bound opportunity?



Focus Groups



Surveys



Market Research

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In 30 Days



Day Seven: She Gathers Her Resources

| Success Criteria | | | | | | | |
|--------------------|-----------------|----------------------------|----------|----------|---------------|----------------------------|------------------------|
| Product or Service | Supplier | Cost (Per m ²) | Location | Ethical? | Delivery Time | Source | Your Score (Out of 10) |
| Material | Nina's Textiles | \$4.99 | China | No | 4 weeks | Click Here | 3 |
| Material | Premium Yards | \$9.99 | Nigeria | Yes | 2 weeks | Click Here | 5 |
| Material | Atatürk fabrics | \$7.99 | Turkey | Yes | 5 days | Click Here | 8 |



How To Build A Business
In 30 Days



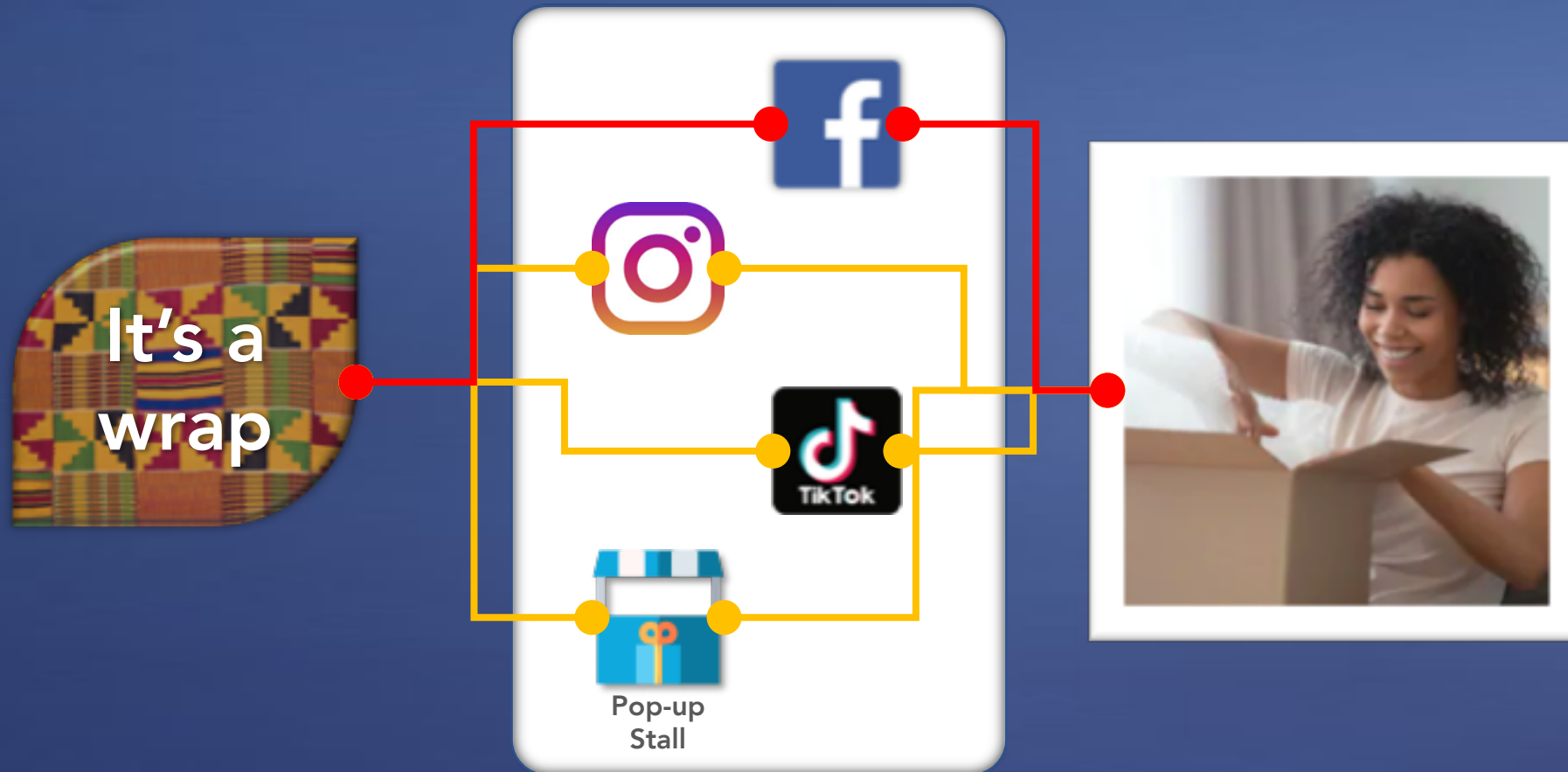
Day Nine: Market and Competitor Analysis



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In 30 Days



Day Ten: She Identifies Her Route-to-Market



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In 30 Days



Day Twelve: She Builds Her Cost Model

| | Jan-20 | Feb-20 | Mar-20 | Apr-20 | May-20 | Jun-20 |
|----------------------|------------|-----------|-----------|-----------|------------|------------|
| Revenue | | | | | | |
| Projected Sales | £5,000.00 | £6,250.00 | £7,000.00 | £8,000.00 | £11,000.00 | £12,500.00 |
| Actual Sales | £5,201.00 | £5,783.00 | £6,375.00 | £7,899.00 | £11,567.00 | £12,998.00 |
| Cost of Goods Sold | | | | | | |
| Materials | £3,000.00 | £4,000.00 | £5,000.00 | £5,000.00 | £6,000.00 | £7,000.00 |
| Seamster | £400.00 | £450.00 | £500.00 | £550.00 | £600.00 | £600.00 |
| Total | £3,400.00 | £4,450.00 | £5,500.00 | £5,550.00 | £6,600.00 | £7,600.00 |
| Gross Profit | | | | | | |
| Total | £1,801.00 | £1,333.00 | £875.00 | £2,349.00 | £4,967.00 | £5,398.00 |
| Operating Expenses | | | | | | |
| Storage | £200.00 | £200.00 | £200.00 | £200.00 | £200.00 | £200.00 |
| Website | £300.00 | £300.00 | £300.00 | £300.00 | £300.00 | £300.00 |
| Adverrtising | £1,000.00 | £800.00 | £800.00 | £750.00 | £750.00 | £750.00 |
| Insurance | £250.00 | £250.00 | £250.00 | £250.00 | £250.00 | £250.00 |
| PoC Charges | £250.00 | £312.50 | £350.00 | £400.00 | £550.00 | £625.00 |
| Attendance at events | £200.00 | £200.00 | £200.00 | £200.00 | £200.00 | £200.00 |
| Consultant Services | £500.00 | £500.00 | £500.00 | £0.00 | £0.00 | £0.00 |
| Employee Salaries | £1,400.00 | £1,600.00 | £1,800.00 | £2,000.00 | £2,400.00 | £2,400.00 |
| MISC | £1,000.00 | £750.00 | £750.00 | £600.00 | £600.00 | £500.00 |
| Total | £5,100.00 | £4,912.50 | £5,150.00 | £4,700.00 | £5,250.00 | £5,225.00 |
| Performance | | | | | | |
| Net income | £-1,700.00 | £-462.50 | £350.00 | £850.00 | £1,350.00 | £2,375.00 |
| Net Margin | -33% | -8% | 5% | 11% | 12% | 18% |

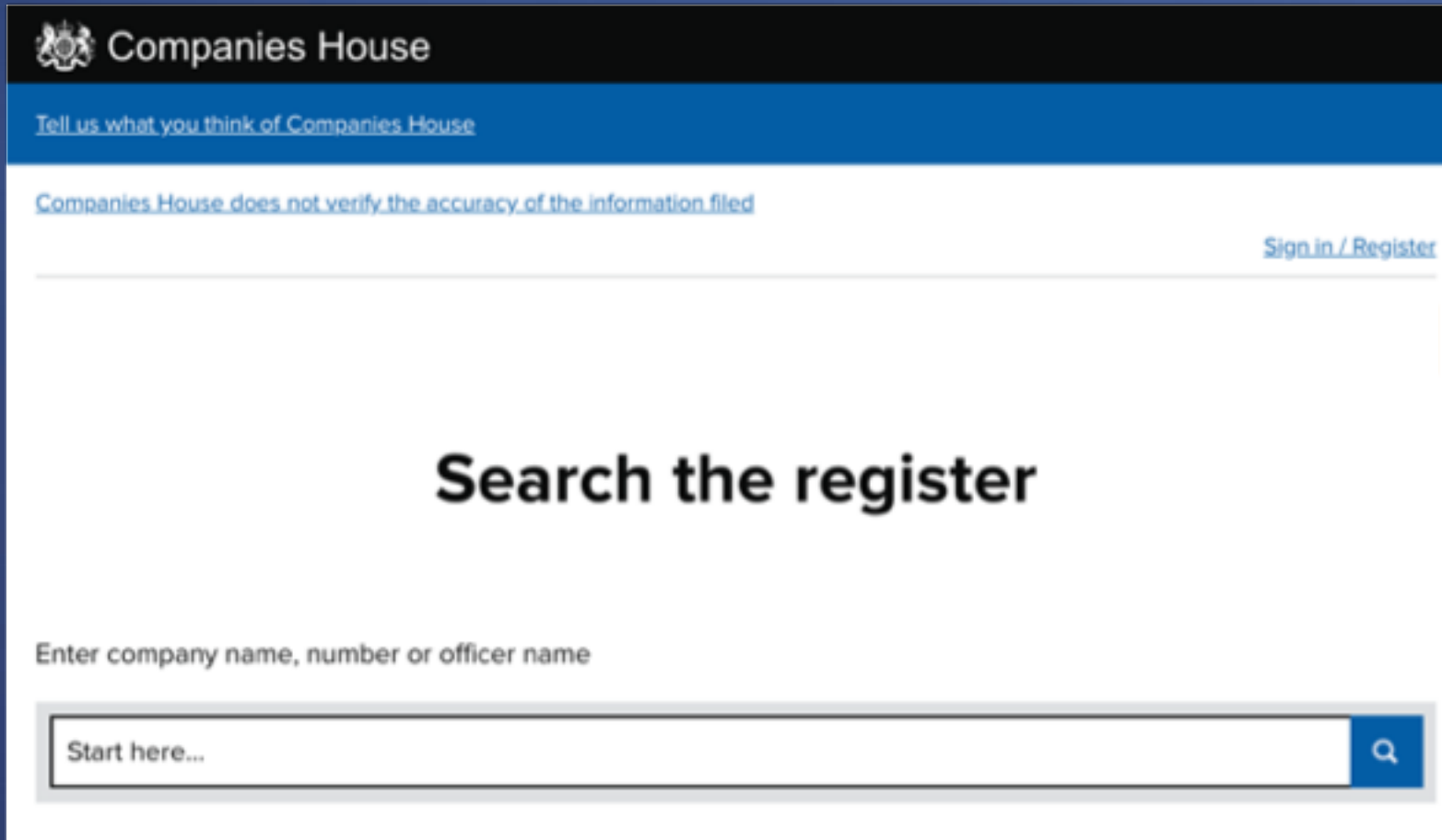
IT'S A WRAP: SALES FORECAST



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In 30 Days



Day Fifteen: She Registers Her Company



The screenshot shows the Companies House website. At the top is the Companies House logo and name. Below it is a blue banner with the text "Tell us what you think of Companies House". Underneath is a white banner with the text "Companies House does not verify the accuracy of the information filed". To the right of this banner is a link "Sign in / Register". The main content area has the heading "Search the register". Below this is a text input field with the placeholder "Enter company name, number or officer name". At the bottom of the input field is a search button with a magnifying glass icon. The input field contains the text "Start here...".

Companies House

[Tell us what you think of Companies House](#)

[Companies House does not verify the accuracy of the information filed](#)

[Sign in / Register](#)

Search the register














Enter company name, number or officer name

Start here...

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Day Twenty: She Starts Selling!

| Register your Domain Name | Set-up a professional email address | Build a Website |
|---|---|---|
|     |     |      |

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In 30 Days



Day Twenty Three: She Sets up A Business Account

TRADITIONAL

VS

CHALLENGER



NatWest



LLOYDS BANK



monzo



tide

Revolut

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In 30 Days



Day Twenty Five: She Maps Her Stakeholders

| Stakeholder | Relevance | Influence | Impact | Engagement Approach | Frequency | Contact Details |
|-----------------|-----------------|-----------|--------|---------------------|--------------|-----------------------|
| Atatürk fabrics | Supplier | Low | High | Email | Once a Week | A.fabrics@Gmail.com |
| Joanne | Seamstress | Low | Medium | Phone call | Once a Week | Joanne@Hotmail.co.Uk |
| Linda | Event Organizer | Medium | Medium | Email | Once a Month | Linda@Alistevents.com |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| @Miss_Gina | Influencer | High | Medium | Instagram DM | Once a Month | @Missie |

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In 30 Days



Day Thirty: Develop Your Marketing Plan



EXAMPLES

- Blog Posts
- Paid Ads
- Podcasts
- Thought leadership

EXAMPLES

- Targeted Campaigns
- Answering Queries
- Social Media Engagement
- Newsletters

EXAMPLES

- Partnering with well known brands
- Working with Marketing
- Direct Sales

EXAMPLES

- Discounts
- Limited Stock
- Calls to Action
- Freebies

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Resources



AdRoll



Thank You

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www.conseqgroup.com

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In 30 Days



Chrissie Milan's
INFLUENCER
MASTERCLASS

Chrissie Milan's

INFLUENCER MASTERCLASS

- **Social media Influencer**
Worked with global brands such as BET, Converse, UGG, Missguided and PLT
- **Social media Executive**
Managed campaigns worth over £200,000 with a variety of influencers in the health, beauty & lifestyle industry
- **A self-development platform & podcast @TheCEOTable**

MEET CHRISSIE



Chrissie Milan's

INFLUENCER MASTERCLASS

- **How to approach influencers?**
 - **What to know before working with influencers**
 - **Gift vs Paid**
 - **The influencer journey**
- **Campaign strategy**

WHAT WE ARE COVERING:

WHAT TO KNOW BEFORE WORKING WITH INFLUENCERS:

- **One influencer post does not equal one sale.**
- **Influencers are only one form of a larger marketing strategy.**
- **Someone with a large following isn't equivalent to someone who is an influencer.**

Chrissie Milan's

INFLUENCER MASTERCLASS

- **A goal for your strategy**
- **An entry message**
- **A contract**

WHAT YOU NEED BEFORE
YOU APPROACH
INFLUENCERS:

WHAT YOU NEED TO APPROACH INFLUENCERS

- **A goal for your strategy**

When approaching influencers you have to manage your expectations. An influencer may not be the reason you get 100 sales tomorrow.

Your audience and their audience are smart people who want to know more before investing into a product or service. One AD with an influencer may not send your business viral overnight.

Build a funnel which keeps customers interested. Your social presence, your website, the shopping experience all has to win over your customers.

WHAT YOU NEED TO APPROACH INFLUENCERS

- **An entry message**

How you approach a potential business partnership will set the tone for how it goes.

- **Introduce yourself**
- **Introduce your business**
- **Give some reasons why you think the partnership is a perfect match**
- **Ask if interested**

WHAT YOU NEED TO APPROACH INFLUENCERS

- **A contract**

The best way to ensure both parties keep up their end of the bargain is to put a contract in place.

This should outline exactly what is expected.

Nano influencers - Influencers with less than 5K followers

Micro influencers - Influencers with less than 50K followers

Affiliates - Commission based Influencers

Super fans - Think Glossier. Let the people who rave about your brand already be the influencers. [Click here to read more](#)

Influencer budgets can sometimes feel 'too high' but this is relative. There is always someone out there for you. Think of it as a matchmaker

Consider nano-micro influencers, affiliate programmes or even super fans.

GIFTVS PAID

GIFT

VS

PAID

Guaranteed

Exclusive

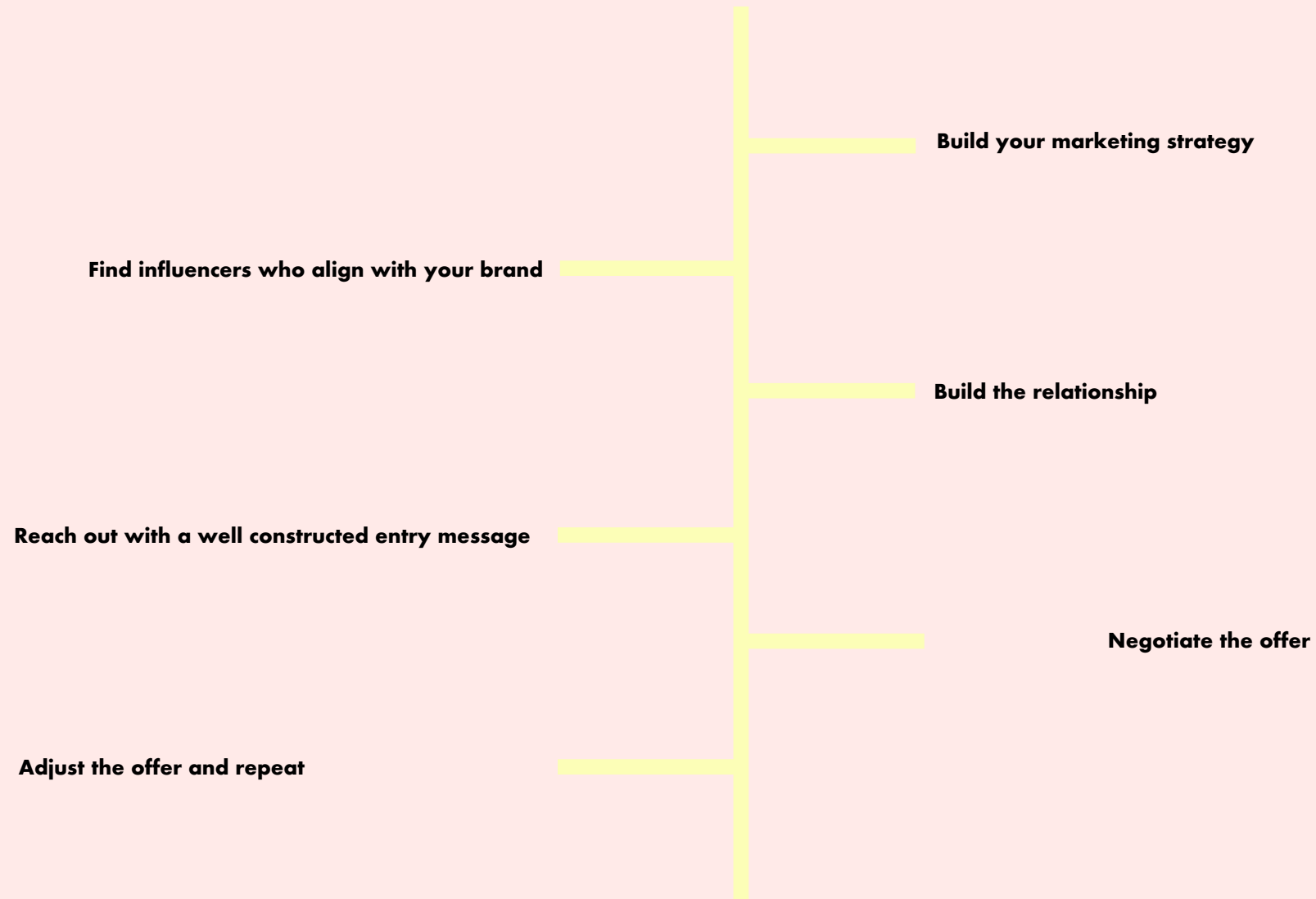
Controlled

Costly

Cost effective

**Builds
relationship**

Trial test



THE INFLUENCER JOURNEY

Chrissie Milan's

INFLUENCER
MASTERCLASS

THANK YOU

ACTIVE BREAK

**PITCH COMPETITION
APPLICANTS GET READY!**

SHOUT OUTS!

QUESTIONS

**USEFUL RESOURCES
FOR YOU**



Stand out.

Digital Accelerator Program

Six weeks of thought provoking and robust workshops designed to take businesses of all stages to the next level

Starting 28th July 2020



Validating your
Business

Effectively engaging
your customers

Sales in a digital age

Stakeholder mapping
for victory

Forecasting and
protecting your finances

How and when to
secure funding

Stand out.

Digital Accelerator Program

- ✓ Six tailor-made interactive business development modules
- ✓ Over 2 hours of interactive learning per week
- ✓ Access to company directors and industry specialists
- ✓ One-to-one mentoring sessions
- ✓ Personalised feedback and business support

Starting 28th July 2020

£199

REGISTER NOW

EXPENSIVE LESSONS



The podcast where company directors share their lessons learned from the successes and more importantly, their failures.



Apple Podcast



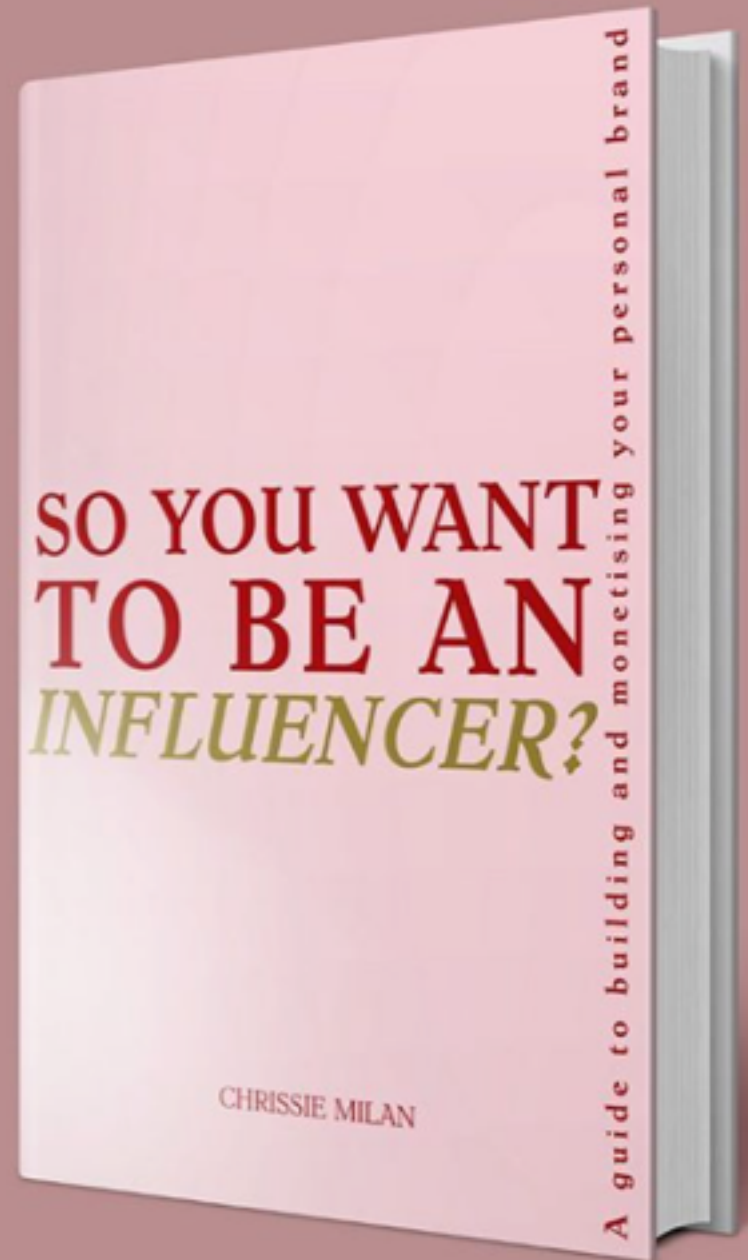
Spotify



Anchor



AVAILABLE
NOW



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STAND OUT



EACH FOUNDER WILL HAVE 2 MINS 30 SECS TO PROMOTE THEIR BUSINESS IDEA.

Meet The Panelists



Chrissie Milan

Founder , The CEO's Table
Social Media Executive



Afolabi Joseph

Founder, London Virgin Hair
Husband and father of two



Jessica Aryee


Founder, Jess and the Beanstalk
Wife and Mother of two



Tunde Babs

Co-Founder and COO, Eloise
Beauty Cosmetics

Thank You

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L N H
L O N D O N
V I R G I N H A I R


jess and the
beanstalk
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