

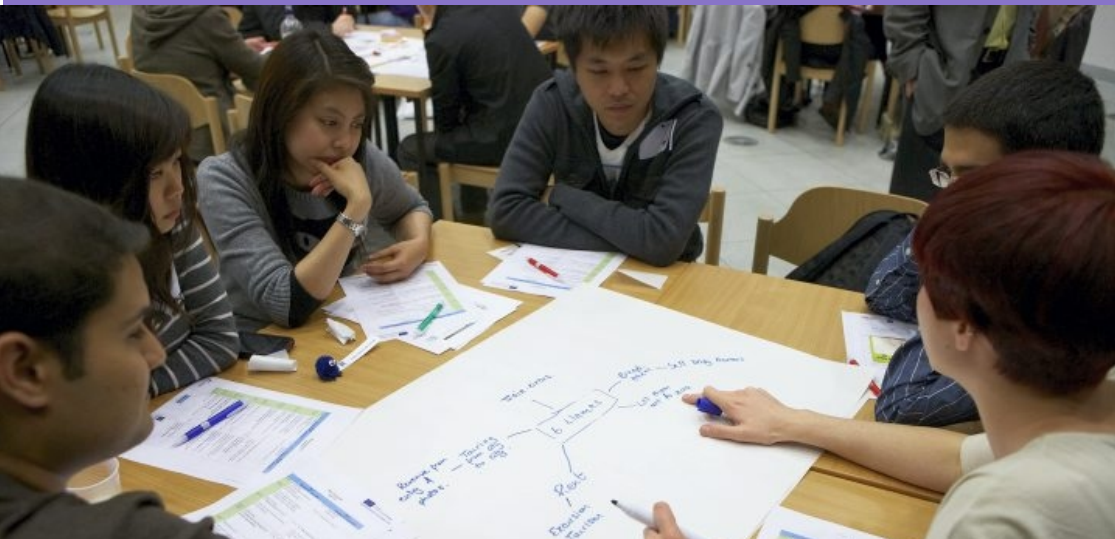
# NW HE ENTERPRISE CHAMPIONS

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englandsnorthwest

EUROPEAN REGIONAL DEVELOPMENT FUND



## Helping graduates start businesses within the North West

*“It helped give me more direction towards how to set up a business. It increased my ideas and how to be proactive. It made me believe in myself”*



Feedback from New Directions 2011



This initiative is part of the NCEE HE Enterprise Champions Project

Innospace

**ncee**  
Entrepreneurship in Education

  
Manchester  
Metropolitan  
University

# Which Activity is Right for You?

DEVELOP		<p><b>Can I really be my own boss? Is my idea viable?</b></p> <p>Making the decision to start up your own business is very exciting but it can also raise a lot of questions. Sign up for a Develop session and work with an experienced personal development and business professional who will get you on the right track to defining and achieving your goals.</p>
NEW DIRECTIONS		<p><b>I have a good business idea, now what?</b></p> <p>A two day enterprise development programme to equip students, graduates and recent alumni from across MMU with essential enterprising skills. New Directions includes sessions on building your personal brand, creativity, generating ideas, finding solutions to real life business challenges and how to make ideas happen for you.</p>
THE IDEAS FACTORY		<p><b>Is my business idea valid?</b></p> <p>Think you want to work for yourself but don't have a clue what to do? Do you have an idea but you know it needs developing? Are you curious about ideas and developing them further? Then the Ideas Factory is for you! This is a student-led group of like minded individuals who meet on a monthly basis to generate, test and grow ideas.</p>
ENTERPRISE ACADEMY		<p><b>How should I present myself as someone self-employed?</b></p> <p>Aimed at final year students and MMU alumni the Enterprise Academy sows the seeds of enterprise into MMU students and graduates, making self-employment a viable option in the current job market. The Enterprise Academy is a series of six workshops that covers how to innovate, develop as a leader and negotiate to create opportunities to succeed in your chosen field.</p>
MONTHLY BUSINESS GROUP		<p><b>I want to launch my own business - Help!</b></p> <p>The aim of the Monthly Business Group @ Innospace is to provide a supportive and informative environment to learn about business and enterprise. Every month we have a theme and a guest speaker who takes members through the different aspects of business or enterprise. Many who will attend have a keen interest in being self-employed, going freelance or launching their own business, but others attend to build their network and meet fellow enterprising people.</p>
BUSINESS BOOSTER		<p><b>What kind of goals should I set at the start of my business?</b></p> <p>This is a one-day highly interactive boot camp for people who are almost ready to launch a new business. Working in with a small group of ambitious fellow entrepreneurs we take you through all of the steps needed to prepare you to launch a new business. These include managing you and your opportunity, goal setting, managing risk, business resources and competitor analysis.</p>
GOING FREELANCE		<p><b>Can I really survive if I go Freelance?</b></p> <p>This is a short course made up of a set of short workshops aimed at students from the creative industries that want to go freelance when they graduate. The sessions are practical and interactive and are designed to encourage students on creative courses to think about why they want to go freelance, what they want to gain as a freelancer and what areas they need to know more about.</p>

The NW HE Enterprise Champions programme increases the number of new ventures and businesses started by graduates by scaling up the engagement in enterprise and entrepreneurial learning and supporting opportunities across the University campus. We substantially increase engagement in learning and support opportunities that encourage venture creation.

Sign up to one of our events now to create and work on a business idea that excites you. Alternatively, if you already have an idea and need specific advice, 1 to 1 sessions with our business advisor can be arranged.

**Get in touch:**  
[enterprisechampion@mmu.ac.uk](mailto:enterprisechampion@mmu.ac.uk)

MMU EC TEAM



Enjoyed the workshops and learned something new about myself, my values & attitudes

# FEEDBACK

Overall this experience was amazing and I have learned so much in terms of networking and other skills essential for an entrepreneur

I especially liked having reps from industry who gave insider knowledge

It has been a really good learning process for me and has given me the confidence and encouragement to follow up on my business ideas



MMU NW HE  
Enterprise Champions



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# MY ENTERPRISE CALENDAR

**NAME:**

Fill your bespoke calendar by booking yourself onto our Enterprising events, mentoring and 1 to 1's. All events can be viewed at <http://mmuenterprisechampions.blogspot.com> or contact us: [enterprisechampion@mmu.ac.uk](mailto:enterprisechampion@mmu.ac.uk)

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