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|  | Week One  28th & 30th Sept | Week Two  5th & 7th Oct | Week Three  12th & 14th Oct | Week Four  19th & 21st Oct | Week Five  26th & 28th Oct |
| Topics | Introduction to  Self-Employment  Mindset for Success  Do, Re-cycle, Delay, Delegate  Business Canvas  Smart Goals/BHAG | **80/20 Rule**  Introduction to Market Research  Target Market/ Customer Personas  **TBC**  **Guest: Speaker**  **City Business Library**  **Esther Greenwood** | Target Market/ Customer Personas  Market Research  Part Two  Trading Status  HMRC - HMRTax  **TBC**  **Guest Speaker**  **Eben Afriyie**  **TL Leads** | Contracts  Suppliers  Marketing & 7Ps  Positioning  Start Up and Running Costs | Cashflow  Pricing  Value  Proposition |
|  | **Week Six**  **2nd & 4th Nov** | **Week Seven**  **9th & 11th Nov** | **Week Eight**  **16th & 18th Nov** | **Week Nine**  **23rd & 25th Nov** | **Week Ten**  **30thNov & 2nd Dec** |
| Topics | Developing Your Business Idea  Time Management  Funding and Finance  **TBC**  **Guest:** | Marketing Part Two  Networking for Business Success  Presentation Skills | Social Media  Websites  Business Resources  Business Canvas  Your 90 Day Plan | Business Law  & Operations  Business Insurance  **TBC**  **Guest: Noah Lagunda**  **Insurance** | Business Resources  Funding and Finance  Next Steps |

**Learner Timetable**

**Hours: 10.00am -12noon – Tutorial 12noon – 12.30pm | Every Tuesday & Thursday**

**28th September – 2nd December 2021 (subject to change)**

**Location: Zoom content (subject to change)**

**Contact Number: 020 8257 5700**