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|  | Week One28th & 30th Sept | Week Two5th & 7th Oct | Week Three12th & 14th Oct | Week Four19th & 21st Oct | Week Five26th & 28th Oct |
| Topics | Introduction to Self-EmploymentMindset for SuccessDo, Re-cycle, Delay, DelegateBusiness CanvasSmart Goals/BHAG | **80/20 Rule**Introduction to Market ResearchTarget Market/ Customer Personas**TBC****Guest: Speaker** **City Business Library****Esther Greenwood** | Target Market/ Customer PersonasMarket ResearchPart TwoTrading StatusHMRC - HMRTax**TBC****Guest Speaker** **Eben Afriyie** **TL Leads** | Contracts SuppliersMarketing & 7PsPositioningStart Up and Running Costs | CashflowPricingValue 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 IdeaTime ManagementFunding and Finance**TBC****Guest:**  | Marketing Part TwoNetworking for Business SuccessPresentation Skills | Social Media WebsitesBusiness ResourcesBusiness Canvas Your 90 Day Plan | Business Law & OperationsBusiness Insurance**TBC****Guest: Noah Lagunda****Insurance** | Business ResourcesFunding and FinanceNext 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**