



# IN 48 HOURS

*The Bootcamp that Wires  
Small Businesses*

# WHAT WILL SCHOOL FOR STARTUPS BRING?



*In 48 Hours is to become the ultimate business vacation. It's a fantastic opportunity to showcase Sheffield as a major home for entrepreneurs and this brilliant course will deliver outstanding opportunities. We are immensely excited to be part of this initiative and will be working closely with School for Startups to deliver this national first."*

Chief Executive of Creative Sheffield,  
Paul Firth

**I**n 48 Hours is a unique 'boot camp' to unlock the potential of a digitally enabled business for 50 to 150\* small businesses. School for Startups (S4S) will bring content, hands on help and teaching to ensure all delegates finish the 48 hours with their business transformed and their expectations awakened.

In 48 Hours is the creation of School for Startups founder and Dragons' Den entrepreneur, Doug Richard. Doug runs the course personally and brings the expertise and energy to the 48 hours that has won the following of some 10,000 businesses around the country.

In 48 Hours brings with Doug some of the most talented and experienced digital experts in the world. Their team-teaching approach coupled with School for Startups recognized expertise in "action learning", means that the students leave after 48 hours with new competency already under their belt and with their businesses well down the path to becoming fully digital.

In 48 hours brings teaching to up to 150\* startup, small and medium businesses, making them effective in a digital economy. The businesses can range from home-based part-time mums to fast growing creative businesses. Regardless of their current state of digital effectiveness the goal is to take them to the next stage.

\*(venue and location dependent)



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*An excellent course, extremely well presented and very down to earth. A most enjoyable day”*

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Ian Kettlewell

S4S manages the entire event from the pre-planning stage through to the delivery.

**S4S creates:**

- 01 Detailed brand guidelines for all print collateral
- 02 Web site
- 03 Registration systems
- 04 Email templates
- 05 A fully interactive web based live streaming web tv system to support the event across all online media channels
- 06 Designs and builds a custom marketing and ticketing website focussed solely on the event

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## WHAT DOES SCHOOL FOR STARTUPS PROMISE THE ENTREPRENEURS?

We will get them up and running on Twitter

We will get them up and running on Linked In

We will get their blog up and running and devise their editorial schedule

We will get their good profile established and determine their effectiveness in google local.

We will establish a digital strategy for distribution including effective leverage of Google Product, Amazon WebStore, Amazon Marketplace, Amazon Fulfillment, Ebay Reseller programme and vertical market portals like Etsy where appropriate

We will provide them with the understanding of crowdsourcing and teach them to use elance and similar sites to plug into digitally enabled outsourcing

We will provide them with access to asian manufacturing and sourcing through Alibaba.

We will implement a digital PR strategy

We will get their Facebook presence up and test Facebook as an advertising strategy

*ALL In 48 HOURS. In short we will create a digital footprint for their business on the web and teach them how to leverage the web to drive their business.*

# HOW IT RUNS

**S**chool for Start-ups provides entrepreneurs and established businesses with the tools to bring their business into the digital age. Specialist speakers lead breakout sessions on how to use Word Press, how to maximise their SEO, how to design their business website and much more.

The 2 days are a mixture of Lecture Theatre based sessions followed by hands-on engaging and involving break-out sessions. Trained students are also on hand to ensure that everyone has some individual support to maximise the output of all sessions



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*I found the advice gained from Doug Richard invaluable. You don't get this type of opportunity very often. It was also a chance to expose my business to the other delegates present and I received some great feedback from them afterwards”*

Danielle Zitman, Heirtrace Ltd

# THE DELEGATE JOURNEY

## *Pre-event -*

Once delegates have registered, they are sent an email documenting some action points prior to their arrival at the event. These are a step by step guide to ensuring that all delegates arrive, on the day, with a Word Press website, a domain name and a look and feel to their website page/s. S4S provides a helpline service for all delegates for questions or any trouble shooting.

Nearer to the event, delegates are asked questions for S4S to gain a greater understanding of the audience and the level of knowledge within:

- 01 Is your business local or global
- 02 Do you have a website? How interactive are you with it?
- 03 Does their business have an ecommerce arm to it?

## *Registration -*

Delegates arrive the morning of the event to register. Any business that has been unable to action their 'pre event action points' can join us earlier in the morning where the S4S team will guide them through the set up

## *The Event -*

The 2 days is broken down in to 4 sessions followed by a 30mins break or 1hour lunch break.

Day 1 is centred around setting up businesses through Word Press and Social Networks, introducing you to ways of branding and telling people about your business, showing you examples of good and bad practice followed by time to get the delegates up and running with their own businesses.

S4S teaches you what you should be doing and why; we show you how it could look and what could work for you; we then help you do it for yourself.

Day 2 provides the chance for delegates to gain further knowledge, at a more advanced level in the areas they chose. Break out rooms provide different workshops for businesses to participate in throughout the day. This allows businesses to gain a full understanding of all the opportunities there are for their business and then select 2 – 3 areas where they feel their businesses can grow the most through implementing these ideas at a more advanced level.

## *Evening Activities -*

Working with the event partner, we encourage that this time be taken to showcase the city or location in which the event is taking place Typically a sponsor is brought on board to help create a fun and enjoyable drinks/food reception for all guests so they can network with their peers in a relaxed and enjoyable atmosphere.