



D&AD Start-Up
School

BOOTCAMP

Course Syllabus



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**BOOTCAMP
Overview**

The creative start-up bootcamp for all budding entrepreneurs.

For those in the creative industries, new ideas are often in abundance. But how can you tell the good from the bad, and see the spark in those that could reach the giddy heights of business success?

This 4-part short course is for anyone with a glimmer of a creative business idea. During the course you'll learn, alongside 24 other entrepreneurs the first crucial steps to take as you get your idea off the ground, how to tell those that are worth pursuing from the rest and realise your ambitions of launching a business.

Throughout this course you'll learn via a variety of delivery methods. They are:

Video - pre-recorded video to watch at a time to suit you

Audio - pre-recorded audio interviews

Live session - scheduled Zoom calls

Tasks - activities to put the learning into practice

Over the 4 modules you'll move from idea to pitch-ready deck by following these steps:

Think It - every business starts with an idea, but not all ideas create great businesses. In this section, you'll learn the basics of business models, what foundations do you need to lay to create successful enterprise and how will your idea make money.

Feel It - this is the section where we get personal. The entrepreneurs journey is rarely smooth, so in this module we'll help you find the resilience to work on complex and demanding business ideas, and provide tips and tools to be productive and thrive during the process.

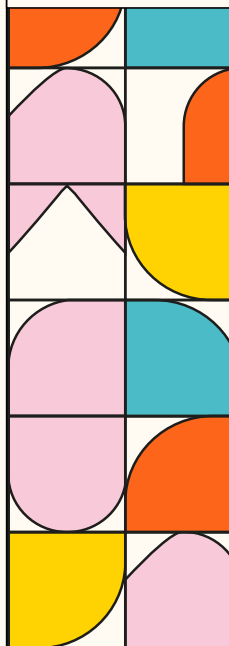
Make It - in this step we look at how to bring your business idea to life, the processes you need to go through to get things made, the importance of an MVP, and map out the resources you'll need to make your thing a reality.

Fund It - in the last module you'll learn about the multitude of different options out there to get money for your business. From crowdfunding to angel investors, or simply getting customers buying your product or service, you'll weigh up the pros and cons of each.



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BOOTCAMP
Instructors



TOM EVANS



Tom is the co-founder of Behaviour - a Creative Consultancy that exists to create sustainable companies: creating, elevating and transforming brands for the audiences of tomorrow. Before this, he founded BleepBleeps, an award-winning hardware startup creating internet-connected consumer electronics and digital services that make parenting easier.

CONTRIBUTORS



Alongside Tom, you'll hear advice, tips and lessons from a series of experts - Jo Barnard, Founder and Creative Director of Morrama, Liv Sibony, CEO and Founder of SeedTribes, self-confessed Side Hustle cheerleader Nikky Lyle, Shamil Thakrar, co-founder of Dishoom, co-founder of Uncommon, Natalie Graeme, founders of Habibi, Imad and Jessica, and Art Director at Goodby Silverstein & Partners, Matt Dunn.



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THINK IT

Every business starts with an idea, but not all ideas create great businesses. In this section, you'll learn the basics of business models, what foundations do you need to lay to create successful enterprise and how will your idea make money.

Live session

THINK IT: Get started on your entrepreneurial journey with a live kick-off with Tom Evans. Get to know your fellow learners and explore what the next 4 weeks will entail.

Video

What's a good idea?: With so many ideas and so little time this step provides a litmus test to understand if yours can go the distance

Video

Purpose vs Profit: Join Liv Sibony to explore how purposeful business created to do good can be balanced with making a profit.

Audio

Reason for being: Understand how the core reason for starting your business can become a powerful mantra behind your new venture.

Video & Tasks

Purpose and Positioning: Pinpointing your core purpose and positioning form the cornerstone on which the rest of your business is built. In this step you'll work through identifying yours.

Tasks

Personality: Explore your businesses' personality, and establish how your business will act and communicate going forward.

Audio & Tasks

Business Model: Map your new business with a walkthrough of Strategyzer's Business Model Canvas.

Live session

Wrap-up: Round off this module with a live session to review your canvases and share your positioning statements.



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FEEL IT

This is the section where we get personal. The entrepreneurs journey is rarely smooth, so in this module we'll help you find the resilience to work on complex and demanding business ideas, and provide tips and tools to be productive and thrive during the process.

Video

FEEL IT: As a founder, your business is intrinsically linked to your passions, visions, and motivations. This step starts you on that journey.

Audio & Task

You and your business: Understand how your uniqueness and talents form the foundation of your business.

Video & Audio

Making mistakes: Hear from our contributors on how mistakes can make you stronger, and how to channel failures into positive outcomes.

Audio

Finding a co-founder: Understand the importance of finding a co-founder, and what skills to look out for.

Video

Starting with a Side Hustle: Starting something on the side can provide the perfect platform to test, risk-free. This step will help guide you through this process.

Tasks

Motivation & Resilience: Explore the principle of ikigai, and align your business purpose with your personal motivation and vision.

Live session

Wrap-up: In this closing session, explore the tips and techniques you've learned to build resilience, and work with your fellow attendees and share these skills.



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In this step we look at how to bring your business idea to life, the processes you need to go through to get things made, the importance of an MVP, and map out the resources you'll need to make your thing a reality.

Video

MAKE IT: In this step you'll explore what it takes to bring your new business idea to life, what an MVP is and how your network will play a vital role as your business takes shape.

Video

Making an MVP: Focusing on launching a product, this step takes you through the stages of getting your product off the page and into the hands of customers.

Video

Case Study - Angle Razor: Follow Jo's journey of launching a new product and navigating the world of manufacturing and production.

Video

Service vs Product: Explore what an MVP looks like for a service, and identify at what stage do you need to consider protecting your new venture.

Video & Task

What and How?: Take the first steps in creating your MVP by identifying what it is, and how you're going to create it.

Audio & Task

Who?: Who you have on your team is crucial to the success of your venture. In this step you'll identify who can help you get there.

Live session

Wrap-Up: You'll end this module with a live session to share your MVPs, get advice on the best way to get them created.



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FUND IT

In the last module you'll learn about the multitude of different options out there to get money for your business. From crowdfunding to angel investors, or simply getting customers buying your product or service, you'll weigh up the pros and cons of each.

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Video & Task

Article

Video

Video

Video

Audio & Task

Task

Live session

FUND IT: Start this final module with an overview of different funding options and exploring how your customer could be your best investor.

Pricing: Get a base-line understanding on pricing your product or service, and the costs you need to consider.

Investment: Explore the different options available and know when, where and who to seek investment from.

Sell Your Story: Learn how to tell a compelling story about your idea, whether it's for investors, backers, or customers.

PITCH IT: Know what to have in your pitch deck, and the vital elements to include to succinctly tell the story of your business idea.

Design Your Deck: Pull together the strands from the past 4 modules and come away with a pitch deck ready for you to take to investors, bring new team-members onboard, sell to customers, or simply solidify your new business venture.

What's next?: This process doesn't stop at your pitch deck. Explore two more tasks to help complete your 12-months plan and business plan.

Wrap-up: In this last step reflect on the past 4 weeks and get feedback on your pitch deck.



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Visit here to book your place.

Key dates:

1st session | 4th March 6:00–8:00 pm
2nd session | 11th March 6:00–8:00 pm
3rd session | 18th March 6:00–8:00 pm
4th session | 25th March 6:00–8:00 pm
5th session | 31st March - 6:00–8:00 pm

Contact the D&AD Masterclass team
on masterclasses@dandad.org for more
information, help and advice.