

Start-ups in today's society



A bit about me...



- 2002 LSE Undergrad (BSc Economics)



- Graduate: Mars Management Development Programme

- Mergers & Acquisitions at Mars in the US



- Start-ups & Corporate development at Virgin in the UK



- Launched Virgin Digital Help

Be on Trend, Be Passionate... Be Disruptive

Gadgets and Technology

UK £50 Billion, grew 80% & 140% growth in next 5 years



Mobile Apps & Social Media

Changing the way we live



Natural & Healthy Products

UK £1 Billion, grew 7% last year



Small Businesses

Fastest growing segment – everyone wants to be their own boss

People are key – build a strong team

- Trust
- Right mix of skills
- Bring in experience where you don't have it
- Make sure you get the incentive right
 - 100% of nothing is...

Partnerships - business the SMART way

- Corporates find it difficult to innovate & execute quickly, but have scale and routes to market
- Start-ups think up new ways to ride trends
- Combine the two and you can deliver the nimbleness of a start-up with the support of a corporate
- Use them for favorable supply terms, accessing their customer base, strategic partnerships, PR & credibility

Go in with your eyes wide open

- 90% of Start-ups fail from poor cashflow management
- Working capital is critical in estimating funding
- Build a credible business plan
- Use it to get backing from potential investors
 - Qardan, family, friends or partnerships

Be Disruptive.

Weekly Clinics on Skype every Tuesday

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