



Entrepreneur Hub

Take your freelance career to the next level

Brunel Freelance
Incubator

2023/24
Programme



Brunel
University
London





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ABOUT THE ENTREPRENEUR HUB

Are you looking to work freelance or start your own business or side hustle?

The Entrepreneur Hub provides tailored support, advice and guidance to students and recent graduates and helps develop the entrepreneurial and transferable skills you need.

students.brunel.ac.uk/career/be-your-own-boss

About the Programme

Take your freelance career to the next level and explore your self-employed potential with our specialised support services for early stage freelancers.

Brunel University London's Freelance Incubator Programme consists of free in-depth personalised support from a range of internal and external specialists who will work with you on an individual basis, designed to fast track your success and get you ready for the next stage of your freelance journey.

This collaborative programme will help you as a budding freelancer to understand and develop all elements of your business; from exploring customer needs to how to market your idea. Participating in this programme will also enable you to develop your transferable skillset, which will be of great value to you in any future career.

Through one-to-one mentorship, the programme will guide you to see the big picture and to fill in gaps you may not have known were there. It will also help you to solve problems relating to your freelance business.

Meet the Team

Mentors have been carefully selected to ensure that you are led by the very best, providing you with helpful, practical advice and suggestions to apply to your business and freelance skillset.



Emily Arnold
ENTREPRENEUR HUB OFFICER



Emmy Botterman
ENTREPRENEUR HUB CONSULTANT



Farida Danmeri
ENTREPRENEUR HUB CONSULTANT



Kay Kukoyi
FOUNDER OF PURPOSEFUL GROUP

OVERVIEW OF PROGRAMME

If you are accepted onto the programme, you will receive one-to-one support ranging in the following areas:

Planning and personal development

- Build a realistic plan to guide your development throughout the programme
- Uncover your personal strength and behaviours

General business support

- Overview of the business model canvas; cover different online business models and strategies, prepare a simple business plan
- Be recommended a wide range of products, tools and resources that could help shape your freelance journey, perfectly curated for you

Marketing and financial support

- Explore practical tips to help with marketing and sales
- How to boost your business with tech
- Explore relevant insurance and expenses, paying your employment and business taxes, billing clients and legal
- Budgeting

Personal development

- Manage your time, setting your work hours, keeping track of time spent on projects
- Winning work, negotiating rates, marketing yourself, building a realistic plan
- Improve your confidence, positive thinking, overcoming imposter syndrome, management of stress

Sales

- Build your sales pipeline
- Learn how to get your first customer

Sell yourself & perfect your pitch

- Develop your pitch deck and content optimisation
- Explore your delivery style and perfect your pitch
- Improve your communication and presentation skills

Other Benefits...

- Regular check-ins with your very own Entrepreneur Hub experienced entrepreneurship advisor
- Access to workshops and training events
- Make connections and build relationships with our specialists
- Peer support groups and opportunities to learn from and grow with like-minded freelancers

Incubator Timeline

The Freelance Incubator Programme sees the most promising Brunel freelancers join the programme throughout the year.

You will decide when you start your sessions once your place on the programme has been confirmed by us here at the Entrepreneur Hub. However if accepted onto the programme, we recommend you start your sessions as soon as possible. Failure to start your sessions within 1 month of being accepted onto the programme may result in you being removed from the programme.

Key Dates

Based on your needs, the Entrepreneur Hub will allocate a specific number of hours for you to spend with each mentor.

The programme is completely tailored to you; you will decide the frequency, times and days you work with our specialists at the beginning of the programme. However, note that the hours allocated must be used within 3 months of starting the programme.

Throughout the programme, you must also be available for regular check-ins with your Entrepreneur Hub business consultant – these will be confirmed with you based on your availability.

Take Part Anywhere

To ensure the programme is as accessible and flexible as possible, all mentoring sessions will take place online via Zoom or similar video platforms.

Optional workshops and other activities recommended throughout the programme will range from in-person live events on campus at Brunel University London or Zoom and will cover all aspects of growing a business and validating your idea.

Support after Programme

After completing the initial Incubator programme, you (and all other members) can reach out to the Entrepreneur Hub for a further nine months to request more support if needed. We want to ensure that you feel super supported whilst you test and hopefully implement everything you have learned throughout the 3 months on the programme, to really grow your freelance business.

Throughout these nine months, the Entrepreneur Hub will be in contact via Email if they come across any relevant opportunities they feel would specifically benefit your freelance journey.

IS THIS PROGRAMME FOR YOU?

Brunel Freelance Incubator programme is available to early-stage freelancers with a viable freelance business, founded by a Brunel student, researcher or recent graduate.

Your freelance business can be in any industry.

There are limited spaces on the programme. These spaces will be awarded to the most promising freelance students and recent graduates.

For your best chance of getting a space on our incubator, you will already have researched your idea thoroughly. You are also likely to have completed a Business Model Canvas to a high level and be able to demonstrate that:

- You have shown passion and commitment in making your freelance business happen
- You will be able to evidence your interest in self-employment
- You have identified a specific skill you'd like to bring to the market and researched competitors to have a better understanding of what sets you apart
- You have tested some features of your product or service with potential users to demonstrate demand

What the Entrepreneur Hub are looking for...

- You must have a desire, aptitude, passion, time and energy to run your own business or social enterprise
- You must have a freelance idea (product or service) which you are capable of delivering to customers
- You have the time to spend outside of 1-1 sessions to explore, research and complete tasks discussed throughout sessions with your mentor
- Organisation and commitment
- You must be self-disciplined

HOW TO APPLY

Complete the following application form

Online application link:
**[brunel.onlinesurveys.ac.uk/
freelance-incubator-application](https://brunel.onlinesurveys.ac.uk/freelance-incubator-application)**



Top tip: Please prepare your responses before you start to complete the above online application form as you **CANNOT** save your answers as you go on the online platform.

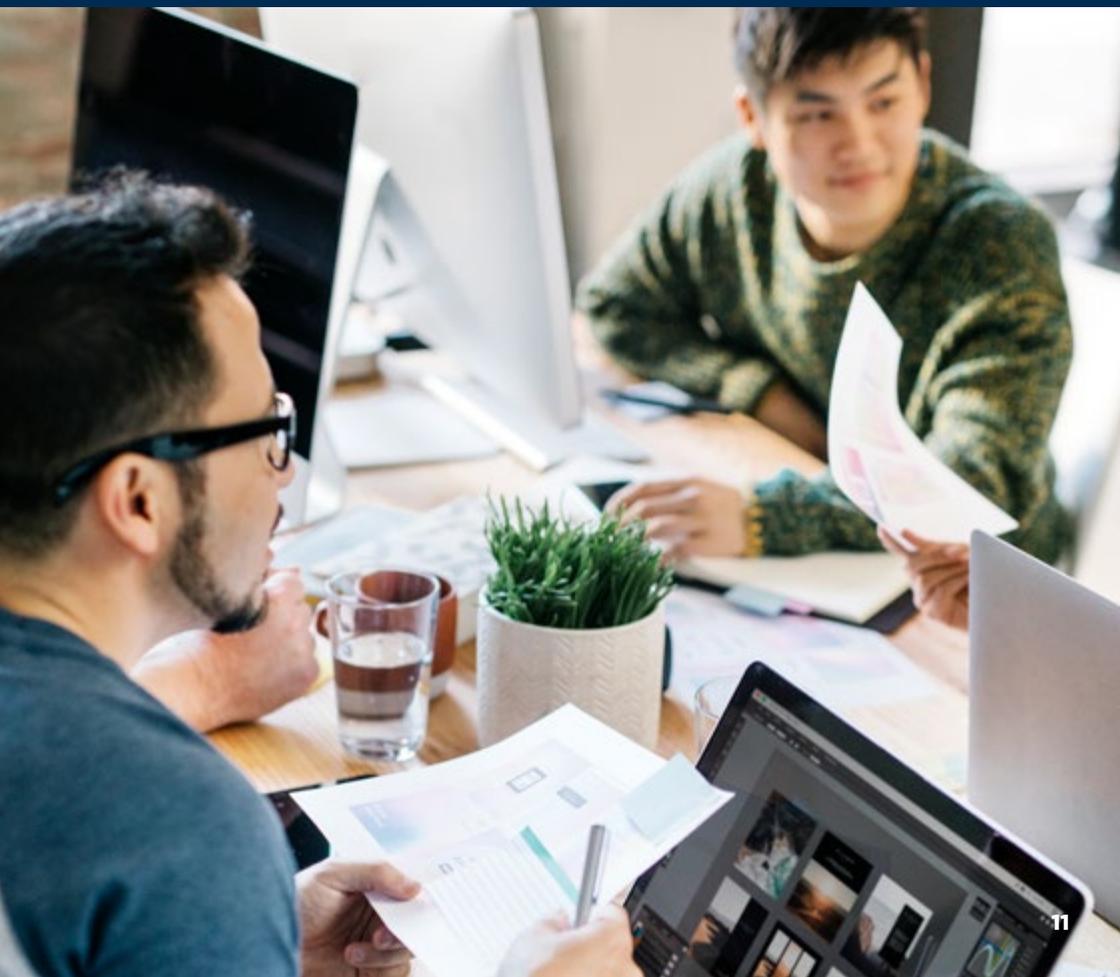
All questions listed below on this information pack are listed on the online form in the exact order – we recommend you form your answers in advance using the below question guide and then copy and paste your answers into the online application form.

Any questions please contact **hub@brunel.ac.uk**.

About You

1. First name
2. Last name
3. Email address
4. Telephone number
5. Student ID number
6. Course
7. Are you a...
8. Please tell us about yourself in a short bio
9. Which areas of the programme are you interested in taking part in?
10. Please highlight 1-3 key objectives that you hope to achieve by joining the incubator along with how you might measure progress or success in each one?
11. When would you like to take part in this programme?
12. What is your freelance specialty? (e.g. physiotherapy, bookkeeping, music, design, etc.)

13. When did you start freelancing?
14. Why are you freelancing now? What are your key motivating reasons?
15. Who is your target audience – describe your target customer?
16. How do you make (or plan to make) money from your skill? Do you have a pricing model?
17. What has been your biggest achievement to date?
18. Please indicate how you have started to build a portfolio of work that can be shown to clients (e.g. Instagram, LinkedIn, website, etc.)
19. If you have a website or social media, please provide links below
20. What else would you like to tell us about your journey so far? Is there any other information you think will be beneficial or noteworthy to know about you or your freelance journey?



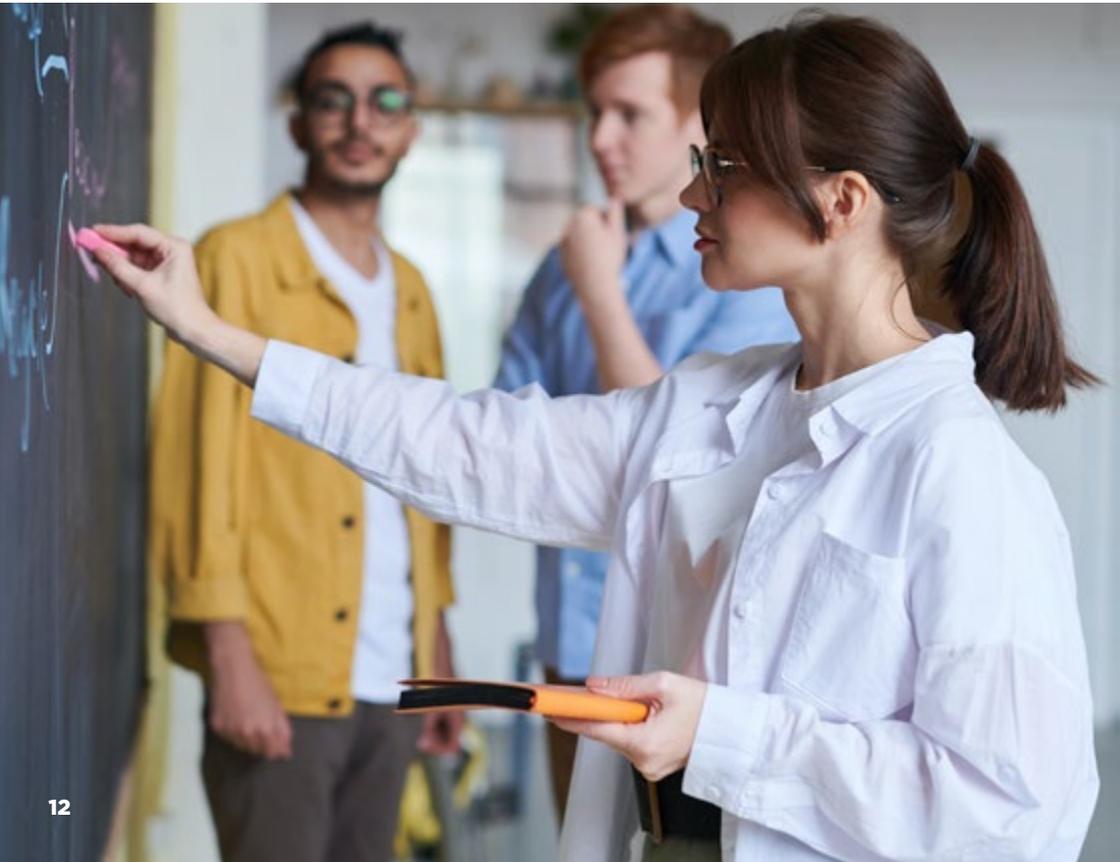
HOUSE RULES

What happens if I'm not proactive or meeting expectations of mentors (within sessions or outside of sessions)?

If your mentor feels that you are not devoting an appropriate amount of time and effort to the programme and has communicated this to you but no change has occurred, your mentor will notify the Entrepreneur Hub to discuss next steps and potentially removing you from the programme.

If I'm accepted onto the programme can I change the start date?

You must start and complete the programme within 3 months of being accepted onto the programme - the sooner you start, the better! This will ensure you are able to fully immerse yourself into the programme and get as much as possible out of your allocated mentoring sessions.



TESTIMONIALS

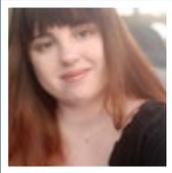
Diana Cirlig, Character illustration and design

BA Design

“I had very little knowledge of everything that freelancing requires. The incubator gave me all the tools to start, everything tailored to my business. It gave me the confidence to start and succeed.”



[instagram.com/animatedgirl_illustrations/](https://www.instagram.com/animatedgirl_illustrations/)



Jade Peters, Tez'asiya – Character illustration and design

BSc Digital Media

“The programme highlighted how important a healthy work-life balance is as a freelancer, and my mentor offered a huge amount of advice and guidance on seeking opportunity and sustainability. The incubator really helped with shaping the early days of my freelance experience.”

[artstation.com/tezasiya](https://www.artstation.com/tezasiya)

Jake Gifford, Personal trainer

PhD Sport, Health and Exercise Sciences

“Partaking in Brunel’s Freelance incubator programme was an insightful and incredibly useful experience. The mentoring sessions helped bring clarity, new directions and reinforce my positioning as a freelancer to grow beyond and pursue my future ambitions. Thoroughly recommend.”



[jakegifford.co.uk](https://www.jakegifford.co.uk)

**Louis Hitchcock
Photographer**

UG Industrial Design

“Working with the incubator programme has helped me to realise that I was missing key elements needed to develop a successful business, I worked with the mentoring team to develop systems & processes that has allowed me to turn my passion into a career. Highly Recommended.”



louishitchcock.photos/



**Jeffrey Oyinlola,
Founder of Pick Up The Mic**

Sustainability, Entrepreneurship and Design MSc

“Kay was able to highlight specific resources that could help me to develop and grow as a freelancer. Kay’s knowledge of the freelancing space and use of different tools to support them were greatly appreciated.”

pickupthemmic.co.uk

brunel.ac.uk/pdc/entrepreneur-hub

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hub@brunel.ac.uk



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