welcome to

Strive.

the nicest place to start something

WHAT'S GOING ON HERE?

A GUIDE TO STRIVELIVE INCUBATORS

1

StriveLive Workshops are not webinars.
You'll find our sessions interactive and packed with fun, easy-to-understand concepts, tips, stories and useful tools.

Pst. StriveLive is live, nothing is recorded.

2

One-to-One Advice
A great way to talk about the specifics of your business. We love to help, talk shop, talk life, fix problems, grapple with tech or find a useful contact.

3

Online Courses & Resources
Diving into more detail and recapping our live sessions our online modules are full of links, resources, handy AI bots, and templates to use.



We like our Strive projects to have a little extra.
In addition to our core elements, you'll also find a few extra things you might like.

Strive Awards are a great way to show what your business can do. Oh, and win a micro-grant for your business.

Strive Weeklies invite you to cut through the hype and clutter to figure out and share what's important to your business.

Press Support with press releases and advice can help you make the most of the PR opportunities from being part of Strive.

Community.
Meeting a 'gang' of fellow start-ups could be the best part of joining the project. So, get involved.

LIVE TRAINING

BRINGING GRASSROOTS TOGETHER



You'll find we like to have fun in our StriveLive sessions. They are a mix of discussions, activities, tricks, tips and stories from the team about the businesses they've run and some core principals any size of business can use.

Wednesdays 7-9PM, from 4th November
Each week we'll have a slightly different feel at StriveLive, but we always have a break to stretch legs and refill glasses at 8pm.

In weeks 2 - 6 after the break, we'll split into smaller groups for 10mins. It's a great chance to meet other start-ups and get inspiration, feedback and suggestions for your own business. If it's not your thing, don't worry there is an option to opt out.

No Recordings
We don't record our workshops; we've everything you need online to recap, revise and action each topic we cover in our sessions.

Camera's On; Get Involved.
To make Strive work, we need you to turn up – camera's on and ready to get involved… we learn together as a group – and we want to see your votes, hear your opinions, questions and tips. *Bad hair days happen, camera's break – kids hijack laps… we understand, just let the team know if you can't have a camera on.*

8/10
OUT OF 100S THERE'LL ALWAYS BE ONE THAT THINKS YOU'RE JUST 8/10.

9/10
VERY HAPPY START-UPS

9.8/10
AVERAGE RATING OF
WORKSHOPS

10/10
SUPER HAPPY FOLKS

TOPICS

LIVE SESSIONS

SIMPLE, SILLY & SYSTEMATIC



Learning doesn't need to be dull or complicated to cover everything that you need to know. Expect to be entertained, engaged and active while we tackle everything from book-keeping to viral marketing.

WEEK 1

Nicknamed 'the best bit' by the team, this is when we first get to meet all the other cool people who've joined your Strive project and learn what they're striving to do.

Topics: WHERE YOU FIT?
BUSINESS IDEAS
CUSTOMERS
COMPETITION

WEEK 2

Week two (AKA 'Grand Plans') kicks off looking at the weird and wonderful world of pricing, before we step back to tackle your grand plan for the business and the numbers involved.

Topics: PRICING
START-UP PHASE
BUSINESS PLANS
CASH FLOW PROJECTION

WEEK 3

Week three we look at your brand, what it'll be and how to create it. Then it's time to unlock the power of 30 start-ups, as we all share and swop solutions to problems that we all face.

Topics: BRANDING
SWAPPING SOLUTIONS

WEEK 4

From your first sale to handling a tricky complaint, in week five we dive into the world of making, managing, and predicting sales for a new business.

Topics: GETTING SALES
CUSTOMER RELATIONS
START-UP PITCHING

WEEK 5

Week five we explore the exciting topic of how to promote our start-ups. To balance out all that excitement we also tackle different types of businesses and the tax they pay.

Topics: ADVERTISING
MARKETING STRATEGIES

WEEK 6

In our last week, it's nitty-gritty time. We dive into topics that we all need to consider if we're going to stay happy, responsible and legally compliant.

Topics: TAX | LEGAL STRUCTURES
GDPR | DATA | COMPLIANCE
TAX & EXPENSES

WEEK 7
GRAND FINALE

It's time to meet our friendly dragons, get some tips and advice, and find out who they've picked as our Strive Award winners!

STRIVELIVE

WEEKLIES

A NICE WAY TO FOCUS ON WHAT IS IMPORTANT

At the end of each live session the Strive team ask you to think about two ‘simple but not easy’ things:

- one deep and meaningful thing to ponder as an entrepreneur, and
- one practical topic that is critical to building a great business.

Each week we will invite you to come back and talk for a minute about our practical topic in small groups with other start-ups. *You don’t need to report back on your ‘deep and meaningful’ topic, that one is just for you.*

WEEK 1 to share week 2

After week one, your challenge is to come back in week two able to explain in just 60 secs where your business fits.

Who exactly are your customers and competitors?

WEEK 2 to share week 3

After week two, your weekly challenge is to come back able to share your grand plan and critical next steps (in one minute).

WEEK 3 to share week 4

Can you bring your brand to life in one minute?

Share what you want your brand to represent and how you’ll get that brand reaction from customers.



WEEK 4 to share week 5

In week four we’ll been talking sales and connections.

…so, it’s time to audit your hard and soft connections, your networks and report the opportunities and challenges you find.

WEEK 5 to share week 6

It’s marketing time.
What’s your plan for reaching your customers? How will you promote your business?

Remember you only have one minute.

WEEK 6

We are off to our finale in week seven, so we’ll be giving you a few tips to make sure you have a great time when you meet our panel of judges.

60 SECS

Why 1 minute?
Just starting out? Up and running?
Either way there’s a lot to think about, perhaps too much. Sometimes, we need to get back to what’s truly important to the business. Only having 60secs is a great way of forcing us to focus on what’s



STRIVE

ONETOONE

GET TAILORED ADVICE YOUR WAY

It's in our one-to-one work where we can really dive into the detail of your business, environment and challenges. You can schedule up to 3hrs one-to-one support from the team.

You can also send through files or links for the team to conduct a business, marketing or application review.

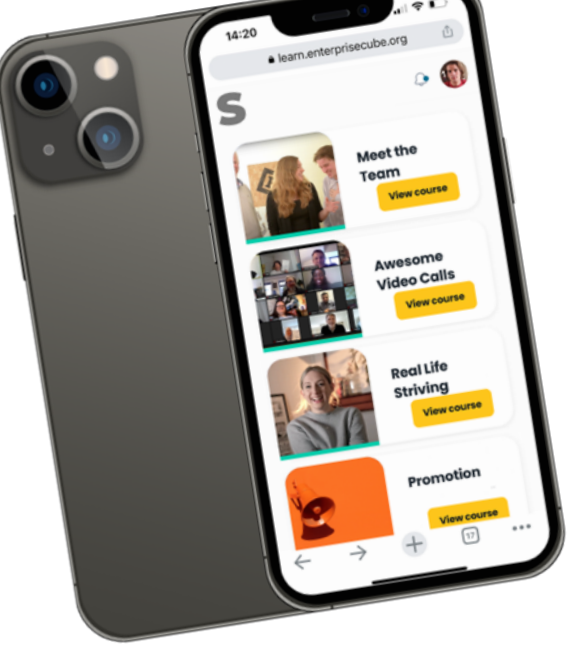
Our default is to run one-to-one meetings over Zoom to enable us to share screen and look at things with you, but you can opt for a telephone or text chat instead.

To book a one-to-one head to www.homeofstrive.com/book and pick a time that suits you.

When you book each one-to-one, you can opt for 15min quick chat, or longer 30min 50min sessions to dive in details or tackle bigger topics.

You pick your advisers at Strive. You can pic'n'mix seeing different advisers, or work with the same adviser each time.

Our one-to-one sessions are optional. If you plan not to use this service, please let us know so we can allocate your time to other start-ups.



STRIVE RESOURCES

WE DON'T SET HOMEWORK | DO YOU

We're guessing you decided to start a business and become your own boss, so you could make the decisions. We get it.

You're the boss!
So, we don't set homework.

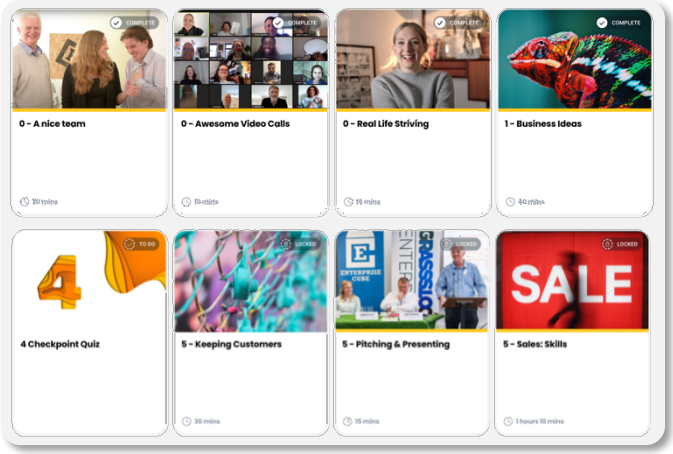
We do however have a whole bunch of modules, templates, activities and tools you can use if you want to.

ONLINE COURSES

Our on-demand online courses allow you to recap our live sessions at your own pace, diving deeper into each topic.

You'll also find an expanding number of bonus topics we don't cover in StriveLive workshops.

We'll share a magic link to create a free account in your first week at Strive. Once you've created an account you can login at www.homeofstrive.com





LINKS, TEMPLATES & ACTIVITIES

We've collected all the links, templates, guides, start-up activities and our step-by-steps from across all our topics. It's all in one easy-to-find place.

Just log into the Strive Portal and head straight for the **Activities & Resources** module.
You can't miss it!
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COMMUNITY

Our North Yorkshire community is growing, we meet-up socially in real-life, chat online, have bonus online sessions and often spotlight and connect new businesses coming through our projects and ones like it.

We create a WhatsApp group for each StriveLive incubator project, so you can connect and talk to the other people in your group. **To join the group**, just follow the link in week one or message us at **447481344213**

Chatting to new people can be daunting, but you find…



…we're all nice here!

Who's behind this?

StriveLive Virtual Incubator is run by Enterprise CUBE CIC.

Founded in 2012, we exist to Create & Unlock Business for Everyone. We've launched three award-winning social enterprises, run co-working spaces, pop-up shops, start-up projects, advised large organisations and run hundreds of Strive start-up projects.

All our profits go to supporting disadvantaged entrepreneurs.

Who's paying for all this?

This project is free for residents of York and North Yorkshire.

The project is commissioned by the Y&NY Growth Hub and is funded by UK Government through the York and North Yorkshire Combined Authority's Shared Prosperity Fund allocation.

YORK & NORTH YORKSHIRE COMBINED AUTHORITY

York & North Yorkshire GROWTH HUB

Funded by UK Government