

Programme

THE NEXT GENERATION OF ENTREPRENEURS FOR UKRAINE

Date

10 September - 19 November

Duration

10 weeks

Fees

£0

Language

Lectures will be taught in Ukrainian. A good level of English (B1) is also required.

The Programme

Transform your idea into a reality and help rebuild Ukraine as an entrepreneur.

Entrepreneurs play a crucial step in revitalising the Ukrainian economy. This programme will equip you with the skills, tools and knowledge you need to transform your idea into a successful business venture.

Experts from the UCL School of Management and leading Ukrainian universities will equip you with the tools you need to build a business that can survive in the changing global landscape and unprecedented situation in Ukraine.



The Impact

This programme has a strong focus on equipping you with the knowledge to successfully navigate the current landscape in Ukraine. It aims to help you develop an understanding of the full entrepreneurial journey, from developing your idea to launching your start-up. By the end of the programme, you will:

- Understand the latest thinking on corporate sustainability and apply it to discover and validate new business ideas
- Build a successful team
- Master business models
- Create a unique value proposition
- Understand customer development
- Deliver a successful pitch and attract investment

Programme Outline

1. Start-ups as a new form of entrepreneurship
2. The intricacies of forming teams
3. Developing a successful start-up
4. Conducting a competitive analysis
5. Developing a start-up business model
6. Market segmentation and value proposition canvas
7. minimum viable product and the product adaptation curve
8. Start-up marketing
9. Irrational customer behaviours
10. Pitch Day presentation and competition

Learning Environment

You will learn in-person on Level 50 of One Canada Square, the highest floor in Canary Wharf, at the UCL School of Management, the business school of University College London, one of the world's leading universities. Your fellow programme attendees will be entrepreneurs or aspiring entrepreneurs from a range of industries, bringing a wealth of different experiences.

This programme will be a dynamic exploration of how to make your start-up a success and help rebuild the Ukrainian economy. It will prepare you for the challenging entrepreneurial journey and provide a full overview of building a start-up, from market analysis, leveraging technologies and understanding the competitive landscape to pitching your idea and securing investment.



Applications

This programme is designed for entrepreneurs and aspiring entrepreneurs who want to help rebuild the Ukrainian economy with their start-up idea. Applicants may wish to launch their start-up from the UK, but they must have a genuine interest in helping support the growth and development of Ukraine with their start-up.

There are no formal entry requirements, but the programme is taught in Ukrainian so all applicants must be able to understand and converse in Ukrainian. The Pitch Day event will be conducted in English therefore a good level of English (B1) communication skills is also required.

[Apply online](#)

The Pitch Day

Pitching is a crucial part of any entrepreneur's story, from informing people about their idea and building their team to securing investment. Understanding how to deliver a successful pitch can be the make or break of an entrepreneur's dream.

To conclude the programme, applicants will pitch their idea in English to a panel of expert judges, both in industry and academia, to win a prize of up to £500 to fund their start-up idea.

Why Choose Us

As a programme attendee, you'll benefit from a personalised approach that champions innovation, creativity and cross-disciplinary working.

The UCL School of Management, based in Canary Wharf, London, was recently ranked in the top five of UK business schools by The Guardian, and UCL is consistently ranked in the global top 20 for its academic excellence and research. You'll be learning from a university that combines cutting-edge thinking with a disruptive spirit, helping you to develop the skills that will allow you to fulfil your potential and turn your start-up idea a reality.