

Pure Startup Academy

IDEA TO LAUNCH

3-Month Entrepreneurship Programme
From Idea to First Customer

Programme Overview

A practical 3-month programme designed to help aspiring entrepreneurs turn an idea into a launch-ready business. The programme consists of 24 interactive sessions focused on practical implementation, templates, workshops and real-world business strategies.

Who Should Join?

- Students and graduates
- Aspiring entrepreneurs
- Working professionals
- Freelancers and side hustlers
- Small business owners
- Anyone wanting to start a business in the UK

Programme Outcomes

- Validate a business idea
- Develop a business plan
- Identify target customers
- Build a brand
- Create a marketing strategy
- Understand UK business basics
- Launch with confidence

Programme Modules (24 Sessions)

Business Mindset & Idea Validation

- Entrepreneurial mindset
- Idea validation
- Opportunity identification

Business Planning & Strategy

- Business model
- Business planning

- Launch roadmap

Market Research & Customer Discovery

- Market research
- Customer profiling
- Competitor analysis

Branding & Business Identity

- Brand positioning
- Business identity
- Value proposition

Marketing & Customer Acquisition

- Digital marketing
- Content strategy
- Getting first customers

Sales & Business Operations

- Sales fundamentals
- Customer service
- Business operations

Finance & Legal Essentials

- Pricing
- Bookkeeping
- UK legal essentials

Business Launch & Growth Plan

- Launch preparation
- Business presentation
- 90-day action plan

Learning Method

- Live workshops
- Practical exercises
- Templates and tools
- Business case studies
- Mentor guidance
- Action plans

Certificate

A Certificate of Completion will be awarded to participants who successfully complete the programme.

Progression

After completing this programme, learners can progress to the 6-Month 'Launch to Growth' Programme.