

**FOLLOWING THE HUGE SUCCESS OF SEMINARS HELD AROUND THE UK,  
SCHOOL FOR STARTUPS AND T & T CONSULTING INVITE YOU TO JOIN US IN LONDON  
FOR TWO MUST-ATTEND EVENTS FOR DEVELOPING SUCCESSFUL AND PROFITABLE ENTERPRISES**

The inspiration of serial entrepreneur and angel investor, Doug Richard, founder and chairman of Library House, Chairman and CEO of Trutap, Founder of Cambridge Angels, Chairman of the Conservative Party Small Business Task Force and business guru panellist on BBC 2's Dragon's Den programme, School for Startups was formed to provide intensive training for budding entrepreneurs and business owners, through delivering a series of highly interactive one-day business seminars. The aim being to increase the number of innovative businesses in the UK and provide them with world class business advice.

During 2008 School for Startups helped over 1000 businesses in the UK, aiming to reach a further 5000 in 2009, with seminars already scheduled for London, Edinburgh, Aberdeen and the East of England, these London dates offer wonderful opportunities to learn the tips of trade from this hugely successful business guru, meet the man himself, as well as network and even perhaps pitch your business.

*"...it is the best money I have ever spent..."*

**The Six Rules for Startups: Get Started Right & Grow Fast Now**

**London, Monday 15 June 2009 - British Library**

Before we invest valuable time and money into a business idea, there are six essential questions we should ask ourselves:

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| 1. Who are my customers?                          | 2. What makes my proposition attractive? |
| 3. Do I have a sustainable competitive advantage? | 4. What type of industry am I in?        |
| 5. Do I have the right skills and experience?     | 6. Who else do I need to make this work? |

Comprising of eight interactive sessions throughout the day, hosted by Doug Richard with guest speakers and plenty of case studies, video presentations and interviews, this seminar provides the framework within which we can answer these questions, offering incisive and inspiring insight as to how to succeed.

**For more information and to register for this event, please visit: [The Six Rules for Startups: Get Started Right & Grow Fast Now](#)**

*"...I found the advice gained from Doug Richard invaluable. You don't get this type of opportunity very often..."*

**How to Make Money: Funding – Investment – Revenue – Profit**

**London, Monday 22 June 2009 – British Library**

The fastest way to fail in business is to get the finances wrong. Yet by understanding the basic rules of startup economics, we can radically increase the chances of success. The second of these stand-alone seminars, "How to Make Money" is the essential guide to creating a profitable business.

During six interactive sessions, this one-day seminar explains the pros and cons of the most popular business models and examines a wide range of proven, profitable revenue models. Hosted by Doug Richard, with guest appearances from other experienced entrepreneurs the seminar focuses on the two most critical questions: "How will I fund my business?" and "How will my business make money?" providing detailed analysis of investor motivation, a framework within which we can answer these questions and piecing together the ingredients for "The Perfect Investor Pitch".

**For more information and to register for this event, please visit: [How to Make Money: Funding – Investment – Revenue – Profit](#)**

*"...gave me a real chance to take a day out from the day to day running of my company and take an objective view with a clear head, reassess what we are doing and see what we can do better..."*

**TICKET TYPE & AVAILABILITY FOR BOTH EVENTS**

**Entrepreneur Ticket - £195 plus VAT**

For those who are thinking about starting a business or who have a business with less than 5 employees.

We are pleased to offer 10% discount for bookings made by 8 June for, *The Six Rules for Startups: Get Started Right & Grow Fast Now* and 15 June for *How to Make Money: Funding – Investment – Revenue – Profit*.

Please enter **Discount Code TTC**

**Business Ticket - £500 including VAT**

For businesses with more than 5 employees or volunteers.

You may be eligible for a FREE grant to cover the FULL cost. Please contact us for further information.

**Reduced Ticket - £45 plus VAT**

For students, unemployed and retired people. Proof of status is required.

Duration for both events is from 08:00 to 17:30, with food and refreshments provided.

These seminars are booking fast; to avoid disappointment you are encouraged to register at the earliest opportunity.

Discounts may be available for block bookings; if you would like further information on this or other aspects related to these events, please do not hesitate to get in touch.

**YOUR VISION : OUR MISSION.....everything is possible™**



**TURNING BUSINESS COMPLEXITIES INTO OPPORTUNITIES AND COMPETITIVE SOLUTIONS™**  
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