

Lecture Series

# THE NEXT GENERATION OF ENTREPRENEURS FOR UKRAINE

**Date**

11 September  
18 November

**Duration**

10 weeks

**Fees**

£0

**Language**

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

**The Lecture Series**

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

Entrepreneurs will 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 lecture series will provide you with the knowledge to successfully navigate the current landscape in Ukraine using best practices from entrepreneurship in the UK. It will give you the tools required to transform your idea into a successful start-up and become an effective entrepreneur.

By the end of the series, you be able to:

- Discover, validate and develop new business ideas
- Build a successful team
- Master various business models
- Create a unique value proposition
- Understand customer development
- Deliver a successful pitch and attract investment

### Lecture schedule

1. Entrepreneurship in the 21st Century: UK Startup Success Stories
2. The Art of Team Formation: Approaches, Models, and Technology
3. Start-up Ideation: Best Practices from UCL School of Management
4. Decoding Customer Behaviour & Competitive Analysis in UK and Ukraine
5. The Creation of a Simplified Product Prototype
6. Developing Start-up Business Models: Case Studies from the UK
7. The Value Proposition Canvas & Minimum Viable Products: Insights from UCL's SustainTech Pitch Day
8. Selection of Pitchers for this year's Pitch Day
9. Business Registration and the Basics of Tax Reporting
10. The Art of Pitching & Funding Your Start-up in the UK

### 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. You will be taught by Ukrainian academics both in-person and online. Your fellow programme attendees will be entrepreneurs or aspiring entrepreneurs from a range of industries, bringing a wealth of different experiences.

Lectures will be a dynamic exploration of how to make your start-up a success and help rebuild the Ukrainian economy. They 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 lecture series is designed for existing and aspiring entrepreneurs who 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 attendees must be fluent in Ukrainian. Attendees must have a good level (B1) of English.

**Applications close on  
06 September 2024**

[Apply online](#)

### Securing Investment

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

To conclude the lecture series, attendees will have the opportunity to win a prize of up to £500 to fund their start-up idea. More information about this will be provided at the first lecture.

### Why Choose Us

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

The UCL School of Management, 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 at 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.