

THE BUSINESS BUILDER PROGRAMME

In collaboration with Enterprise4Good, UCL School of Management and Fashion Business School, London College of Fashion, UAL have developed a 6-week programme designed to support entrepreneurs or small businesses based in east London.

The Business Builder Programme will be taught in-person with sessions commencing on 29 April 2026 and will involve visits to London College of Fashion's east London campus and UCL East in Stratford.

Participants will gain a sound understanding of the entrepreneurial mindset, as well as the tools and knowledge to develop an effective marketing strategy and interpret financial metrics and make data-informed decisions.

This programme is suitable for local east London small and medium enterprises (SMEs), who are based within east London and have been trading for at least one year and have between 1 and 4 employees.



THE SCHEDULE

- Session 1:** Understanding the Entrepreneurial Mindset
(in-person at LCF) - Wednesday 29 April, 14:00-17:00.
- Session 2:** Exploring Purpose and Values (in-person at UCL East)
Wednesday 06 May, 14:00-17:00.
- Session 3:** Developing a Marketing Strategy (in-person at LCF)
Wednesday 13 May, 14:00-17:00.
- Session 4:** Using Financial Metrics (in-person at UCL East)
Wednesday 20 May, 14:00-17:00.
- Session 5:** Reviewing Organisational Capacity (in-person at LCF)
Wednesday 27 May, 14:00-17:00.
- Session 6:** Reviewing and Implementation (in-person at UCL East) -
Wednesday 03 June, 14:00-18:00 + 1 hour of networking.

Find out more about the
Business Builder Programme
and apply today!



Unable to scan the QR code? Visit the [UCL School of Management website](https://www.ucl.ac.uk/school-of-management).