



SOUTH of
SCOTLAND
ENTERPRISE

ActivatE

Foundations for Enterprise Success

Welcome Pack



Welcome

Develop and grow your business with 1st class practices and an entrepreneurial mindset

Welcome to ActivatE, a programme designed to help budding entrepreneurs and start-up founders turn ideas into businesses set up for success.

It's great to have you on board! For the next 12 months, you will be working through all aspects of your business to build solid business foundations from which to grow your business.

You will become part of a team of business owners, building strong connections and sharing the experiences that come with building a business.

The SOSE team will be on hand to guide and support, provide expertise, help build networks, coach, train and teach.

We look forward to working with you!

Let's get started!

ActivatE Objectives

Who is it for?

ActivatE is a programme designed specifically for businesses which are early in the entrepreneurial lifecycle. This means people, businesses or enterprises who:

- have a new idea they want to turn into a business
- want to develop business skills to build a strong business
- have been operating as a freelancer or as a micro-business and want to develop their business
- want to develop a diversified part of an existing business.

What does it do?

ActivatE will support people with business ideas in creating:

- solid foundations for business growth
- entrepreneurial and innovative skills to support all areas of the business beyond the initial business idea
- a clear direction with focus on value-add activities based on strategy
- a strong mindset with resilience, confidence and skills to make robust business decisions
- a strong network of business relations to develop opportunities and for support

What do you get?

ActivatE aims to bring maximum value to participants. You will receive or develop:

- SOSE support and guidance throughout and beyond the programme
- a clear purpose and business plan
- a strategy, operating model, structures and processes which scale
- a brand story that translates into pitches which can be used to generate sales and various forms of funding
- and much more

ActivatE Overview

Modules & Content

Module 1

- Get clear on your vision and mission
- Define your Purpose and Values
- Define the problem you solve, how you solve it and who you solve it for
- Business models that work for your business or enterprise

Module 2

- Develop your Strategy
- Find your route to market
- Operating models for your business
- Create an execution plan, test the market
- Identify supportive networks and partnerships

Module 3

- Organisational Structure and Culture
- Business structures and processes
- Know your business data; management & financial accounting
- Understand Risks and ROI for decision-making

Module 4

- Create your Roadmap
- Develop your 1yr/3yr/5yr Strategy
- Create your 1yr delivery plan
- Complete your business plan
- Perfect your pitch

How it works

Attending the sessions and events

South of Scotland Enterprise supports business across the South of Scotland in The Border and Dumfries & Galloway. This large area means that businesses are likely to be dispersed across the region. For that reason the majority of this programme will be delivered online via video calls.

Monthly online sessions

- 1 group learning – structured session on a specific topic
- 1 group coaching mastermind session
- 1 collaboration & networking session
- 1 1:1 coaching session
- 1 digital session

Events

- Innovation Brainstorm Session – develop innovative thinking skills
- Social / Networking event with speakers incl. Keynote
- Optional 1/1 Consulting session with SOSE Expert on specific topic

Your Commitment

How to get the best results

The ActivatE programme aims to provide a great deal of support to you and your business. This is not a 'one size fits all' approach. The outcomes of the programme will be tailored to your business by you. That means that the results you achieve from this programme will be based on the effort and commitment you bring to it.

Most months, this programme requires at least 5 hours of your time to attend the sessions, with a quarterly event which will take a day.

Additionally, from the sessions, you will also spend time to work on and in your business to develop the various programme outputs.

Your commitment, engagement and active participation will determine the return you will achieve in your investment of time, effort and energy.

Your Commitment

As a participant of ActivatE, you commit your time, effort and energy to the programme. This will benefit both you and your business as well as all the participants of the cohort.

Spaces to the programme are limited and that means that we look for agreement to the commitment required from all participants.

That includes the time of the sessions as well as the engagement and work outside of the sessions and in your business.

We do know that life happens and that there has to be a work/life balance, and that's why we have set a minimum required attendance of 80% of the sessions. Any catch up activities will be the responsibility of participants themselves where possible.

The schedule has breaks built in around Christmas, Easter and 2 separate weeks in summer.

There's more to follow

Continue to grow with SOSE

SOSE's support doesn't end there! We're keen to support you and your business beyond the ActivatE programme. This means that support, networking, learning and more will continue to be available to you once you've completed ActivatE!

You will join a community of ActivatE Alumni where you can continue to connect, network, collaborate and more.

Even better, there are follow-on initiatives and programmes to further help support businesses along their journey. These include IncubatE and AcceleratE, aimed to grow enterprise across the South of Scotland.

At SOSE, we know that starting and growing your business or enterprise can feel challenging and lonely. That is why we're committed to help you build your business and your network with helpful resources and support

Beyond ActivatE

IncubatE and Accelerate are the follow-on initiatives to help you and your business or enterprise build on the solid foundations you already have.

Any organisation is ever-evolving and that means change! And change can be challenging... SOSE aims to help you create the adaptability necessary to grow your business further, using industry best-practice and the support of experts and peers.

Beyond a community platform and networks, these initiatives will include events, challenges and further learning and coaching sessions.

You can choose your level of involvement in these. As an ActivatE Alumni you'll automatically be part of the community and you can sign up to further initiatives and receive more in-depth support as is helpful to you!

Contact SOSE

- www.southofscotlandenterprise.com
- Twitter - @sosenterprise
- Facebook - South of Scotland Enterprise
- Instagram - @sosenterprise_
- LinkedIn - South of Scotland Enterprise
- Our SOSE App - search 'SOSE' on App and Google Play Store
- YouTube - search 'South of Scotland Enterprise'

