

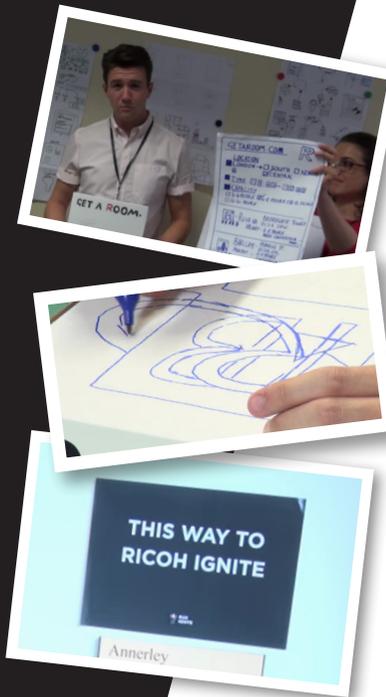


RUK IGNITE

Join the new start up accelerator in Northants

- One year programme, starting April 2016
- Up to six places available, free for the best entrepreneurs in the midlands
- The knowledge and support you need to build and scale your business
- Apply online by 11th February 2016
- Shortlisted companies will be invited to an Assessment Day at Ricoh's Head Office in Northampton on 26th February

ignite.ricoh.co.uk



What you'll gain from Ricoh Ignite

- One day per month of intense entrepreneurial learning in the Ricoh Northampton office
- Access to experts from Ricoh and mentors from 50th Generation to help you accelerate your idea
- Use of the 50th Generation business growth methodology to build your product, scale your business and grow your leadership skills
- Co-working space, one day per month
- A knowledge sharing wiki and thriving online chat forum to share ideas and support
- A lively community of around 25 committed entrepreneurs and Ricoh innovation leaders



50TH | GENERATION



syllabus

Validate your product or service

- Develop a product or service vision
- Use Lean Start Up to validate the persona, problem and solution - and pivot if necessary
- Explore and test the best business model in Business Model Canvas
- Develop a positioning that enables you to claim the right price from the right audience
- Build relationships with third parties who will pre-sell your product
- Create your 'marketing machine' to scale up sales
- Designing customer journey that delight your customer and close out the competition

Create a business that scales

- Determine the stage you are at in your business and what you should do next
- Beyond product: Explore and codify your 'asset'- the source of long term revenue streams
- Understand how businesses make money - and how to optimise the revenue flow
- Get the right people doing the right jobs and build a self-responsible culture
- Scale your business through capacity planning
- Create an automated and lean back office
- Build your team

Grow your skills as an entrepreneur

- Define your personal vision - what you are on the planet to do
- Understand the entrepreneurial communication styles and how to use each to connect better
- Learn 'clean communication' - the most open and authentic way to build relationships
- Communicating through the power of meaning and purpose
- Understand when you should pay yourself and how much
- Create a bigger business, by changing your belief system
- Scale your business without stress
- Become a strong entrepreneurial leader

