IDENTITY
Who are we? What do we do? How do we deliver? What are our values? What’s our market? How do we fit in? How do we look our best?

ENGINE & FLAGS
What is our financial engine? Look at the numbers. What makes our profit? What do we do that people are prepared pay for? What do people like about us? What do we do to attract attention? What flags do we wave? How do we let people know about us? How do we get them to remember us?

PARTNERSHIPS & TRIBES
Who are our people? The ones we work with and the ones we sell to. Cross-cultural partnerships. How do we work with those who might not be a natural fit?

STORYTELLING
Turning interest into engagement into sales. How do we talk about our product? How do we talk about our business? What’s the story? Constructing a compelling narrative that will lodge in the brain.

SHINING LIGHT INTO THE DARKNESS & OVERCOMING RESISTANCE
How do we address what we ignore? How do we address weaknesses? How do we overcome obstacles and self imposed limits? What aspects of our business do we leave till last or avoid altogether? Strategies for success in the areas we don’t like. Developing new projects from the edge our activities.

ALTERNATIVE FUTURES & HONEST PITCHING
Making plans and setting goals that evolve with changing circumstances. Five year plans with fluidity and built in responsiveness. Making a compelling case from where you are.

PITCH SEMI FINAL
All teams will pitch for a place in the final.

PITCH FINAL
Winners from the semi-final will have a chance to pitch for a £10,000 George Farha New Venture Award.