



INCREMENTENTA

Case Study:

START-UP MENTORING



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To support graduates at the University of Westminster Incrementa provide monthly one to one mentoring to graduates on the Graduate Venture Accelerator. The mentoring can often be complex as the graduates face many different challenges .

- **Target participants**

Graduates from across all faculties who have successfully applied for the University of Westminster's Graduate Venture Accelerator.

- **Support provided by Incrementa**

- Design and delivery of a pre-selection boot camp to provide potential applicants a good foundation in business start-up prior to application.
- Judging the applications and selecting the 10 participants for the Accelerator.
- Monthly 1:1 mentoring providing advice and guidance, so the graduate can develop and grow the business as per the terms of the Accelerator.
- Monitoring reports for each graduate outlining details discussed and action points for the graduate.

- **Learning outcomes for the participants**

- Understanding the key factors to developing their idea.
- The process of starting a business in the UK.
- Ways to market their business idea.
- Key concepts to financial planning
- Relevant intellectual property guidance
- Additional support networks available to them in the UK



Testimonial

“I've had the privilege of be mentored by Incrementa through the venture accelerator programme at the University of Westminster. Stuart took the time to get to know me as a founder, as well as my passion for my business and what we aim to do as a brand. With this understanding, Stuart has shared countless tips, advice, and always has helpful insight when our business needs a bit of knowledge or a push in the right direction.” Emily – NuaX

“I met Stuart during the start of my Tier 1 Graduate Entrepreneurship visa program at University of Westminster, and I can say he's been such an incredible mentor. He's able to make complicated concepts simple to understand based on every individuals' experience and business. I can honestly say he's inspired me immensely” Mel – Myunisquare

