



## Careers and Enterprise

# Working for yourself

QMUL Enterprise

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## Housekeeping rules

- **The session and the chat is being recorded so do let us know if you prefer no to be.**
  - **Throughout the session, we will ask you to engage through polls and questions on Mentimeter so have your phone close by.**
  - **We invite your comments and questions throughout the session through the chat**
  - **It would be great to put faces to names so please turn your camera on if you are able to.**
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# Purpose of the session



- **Explore** motivations and challenges to work for yourself
- **Discover** how to get started
- **Find out** what support you have at QMUL



# Meet the Enterprise Team



## Julie Kouamo

### Enterprise Manager

Prior to my current role, I set up Kouamo, a textile lifestyle brand selling in stores internationally. I also collaborated with companies such as Made.com and Swoon editions for exclusive collections.

I was part of Cockpit Arts, a crafts incubator space before setting up my home studio.

Email: [j.kouamo@qmul.ac.uk](mailto:j.kouamo@qmul.ac.uk)



# Meet the Enterprise Team



## Miriam Irungu

### Enterprise Advisor

Miriam has spent the last 10 years providing advice and guidance on personal finance and business start-ups.

Prior to this role, she has successfully supported more than 300 entrepreneurs to secure funding and launch or grow their start-ups.

Email: [m.irungu@qmul.ac.uk](mailto:m.irungu@qmul.ac.uk)



# Menti.com 7473 9272

**Why would you work for yourself?  
What would be your motivations?**





**Freedom**

**Flexibility**

**Work life balance**

**Autonomy**

Building a portfolio

**Experience**

**Creativity**

**Being able to say no**

**Grow your skillset**





# What are the challenges?



**Menti.com**  
**Code: 7473 9272**





# What are the challenges?

**Social isolation**

**Work-life balance**

**Taxes**

**Responsibility**

**Accounting**

**Marketing yourself**

**Work-life balance**

**Unpredictable finances**

**Productivity**



# Where can you start?



## Define your big idea

- Who are your customers?
- What problems are you solving?
- What makes you unique?





## Problems

Top 3 per customer/user  
Alternative solutions

## Solution

Your possible solution

## Unique Value Proposition

Simple, clear reason you are different and important  
Combine with high-level concept (e.g. Gumtree = free eBay)

## Unfair Advantage

What you have that others can't copy or buy

## Customer Segments

Customers vs. users  
Hone in on early adopters

## Key Metrics

What markers will prove success?

## Channels

Paths to access customers

2

8

3

5

1

## Cost Structure

Fixed and variable costs

## Revenue Streams

List of revenue sources

7



6

# Freelance copywriter



<p><b>Problems</b> Top 3 per customer/user Alternative solutions</p> <p><b>WHY?</b></p> <p>2</p>	<p><b>Solution</b> Your possible solution</p> <p><b>WHAT?</b></p> <p>4</p>	<p><b>Unique Value Proposition</b> Simple, clear reason you are different and important Combine with high-level concept (e.g. Gumtree = free eBay)</p> <p><b>HOW?</b></p> <p>3</p>	<p><b>Channels</b> Paths to access customers</p> <p><b>WHERE?</b></p> <p>5</p>	<p><b>Customer Segments</b></p> <p><b>WHO?</b></p> <p>1</p>
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# Where can you start?

Build up your portfolio/ experience

Useful websites to start or find freelance work



# Explore Enterprise at Queen Mary



## 1-2-1 appointments

We offer 30-minute appointments (Wednesday and Friday mornings) to discuss your business idea, programme applications and any other entrepreneurial matter in confidence.

## Events

23rd March 3.30-5pm: Exploring creativity, freelancing and the arts

This panel conversation will detail the different paths into the field, whilst also giving you the chance to ask your questions to alumni who work in the creative industry in an open Q&A style format!





## QHack 4 - 6th March

High energy bootcamps to learn how to get businesses off the ground

Meet entrepreneurial students

Network with mentors and experts

Develop your entrepreneurial skills

**Applications open - Deadline 20th February**



# We invest in promising ideas



**Try It** - £500 to test an idea.

**Launch It** - £3,000 to launch a business

**Grow It** – up to £3,000 to grow an existing business.

**Open 28 March – 18 April 2022**

**Open 16 May – 12 June 2022**



Eleni Sophia, English graduate won Grow it Award £1,600 for her publishing company Perspective Press Global, which supports authors under 20



**Olga Kravchenko, Drama Graduate** won Build It Award for Musemio. Musemio is a virtual reality edtech platform that connects culture to children





# A few things to think about

Think about **why** you want to become self-employed

Will it fit your lifestyle? **Work / life balance**

Can you afford being full-time freelance?

Would it be a side hustle start with?

**Know your numbers and your worth**

What makes you and your services unique?

How will you find clients? **Networking skills / Marketing skills**



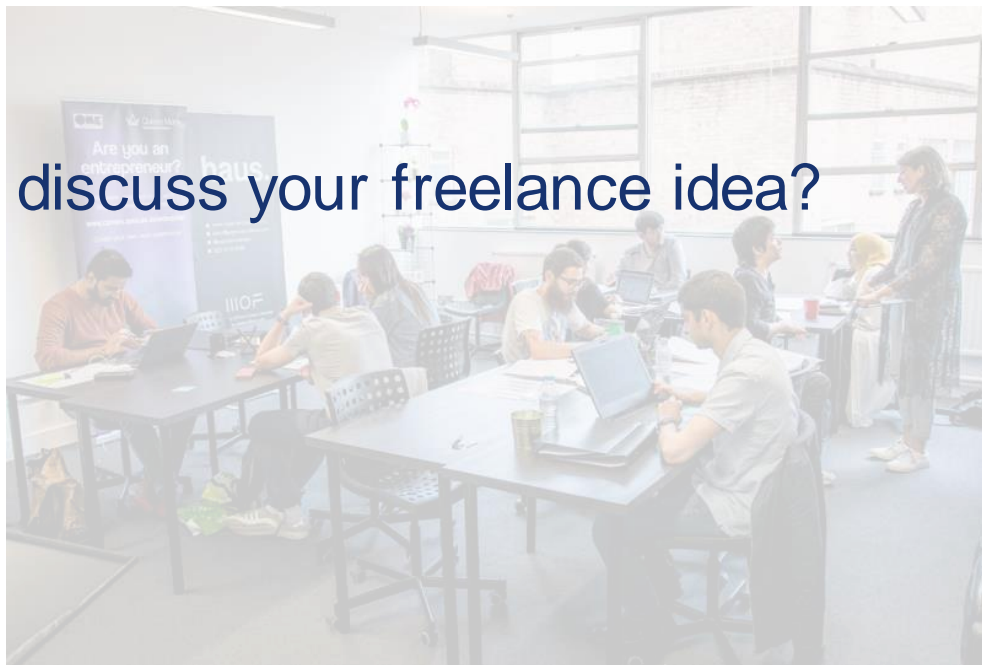


# What will you be your next steps...

Book a 1-2-1 appointment to discuss your freelance idea?

Apply for QHack?

Register to our newsletter?



# How to get started?



## Determine your business structure

Sole trader / Self employed

Limited company

Partnership





**Thank you**



**Queen Mary**  
**University of London**