

Tuesday 13<sup>th</sup> June | 3pm-6pm | Canbury Works, Kingston

## Facing your fears: De-Risking the Start-up Journey

### How to identify start-up risks and avoid the pitfalls

Over half of all tech start-ups fail but apparently that's ok! The myth from Silicon Valley is that you should fail fast and fail often. That's all very well except that your friends and family have boot-strapped your business and you've bet the house. You can't afford to fail! The good news is that there are plenty of ways to de-risk your start-up journey and improve your chance of success.

In this session we will touch on a number of reasons for start-up failure including poor access to finance, equity mismanagement, poor product execution, running out of money and pricing/cost issues.

#### Barry E James — Beyond Boot-Strapping; New Routes to Funding



Barry is the author of [New Routes To Funding](#) - "The Handbook for Modern Funding" and the **Founder/CEO** of [TheCrowdDataCenter.com](#) and The Crowdfunding Centre based in Sheffield. He is the Community Manager of Crowdsourcing & Crowdfunding (the World's Largest Crowdfunding Community) and is **Founder/Chair** for [The Deep Impact Conference](#) – the UK's premier modern funding conference.

Barry will discuss how new routes to funding can reduce financial risk by pre-qualifying market appetite, cash-flowing against pre-orders, reducing early stage equity dilution and building advocacy.

#### Ben May – De-Risking the R&D Journey



For 25 years Ben has been taking risk out of product design development, guiding design teams in the use of prototyping strategies and technologies to achieve faster, more efficient design iteration. The work of Ben's company, Interactual, has given him insights in a range of subjects including development strategies for start-ups, Industry 4.0, additive manufacturing and sustainable design. Ben is also CTO of PuzzlePhone, a modular mobile phone start-up that seeks to combat tech obsolescence with upgradeable hardware.

Ben will look at how placing risk management front and centre of your R&D strategy can, not only help to avoid cost escalation and failure of your product/service in the market, but can accelerate and optimise the development process.

#### Kishan Bhatt — From Incorporation to Exit; Thinking Ahead for Success.



Kishan is currently the Business Development Officer at the London Law Practice, a business focused law firm. Kishan's areas of practice include corporate and commercial law, employment and HR, and commercial litigation. Kishan works closely with award-winning business consultants, accountants and tax advisors, and has advised hundreds of start-up companies from the birth stage all the way to funding. Kishan assists many start-ups and SME companies with unique packages that offers start-ups and SME's with quality commercial, corporate and employment law services and advice each month.

Kishan will consider some of the legal pitfalls along the start-up journey, show how start-ups need to assess and manage equity value, negotiate with investors and manage team growth, and discuss UK start-up investment incentive mechanisms.

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### Agenda

3pm	Arrival, registration & refreshments
3.30pm	Talks (1 hour)
4.30pm	Drinks break
4.45pm	Panel discussion
5.15pm	Networking
6pm	Thanks & Finish

### Venue Location

#### Canbury Works Co-Working Space

Units 6-7 Canbury 2000 Business Park , Elm Crescent ,  
Kingston upon Thames , Surrey , KT2 6HJ

### Getting there

Canbury Works is located in the heart of Kingston only 3 minutes walk  
from Kingston Station and Kingston Bus Station.

### Parking

We regret that there is no available parking on site but there are public car parks within 5 minutes walking distance including [Canbury Place Car Park](#) and [Seven Kings Car Park](#) There is off-street parking with a 4 hour limited duration on [Gordon Road](#)

