

Idea Exploration Workshop

Idea Exploration: Marketing strategy

21st Jan 18:00-20:00, The Oxford Foundry

This workshop, delivered by Aggelos Mouzakitis, from [Growth Sandwich](#), will look at early stage marketing of your venture, more specifically, growth marketing. The work shop will explain how to build a framework for running experiments to maximize your opportunities and guide you through developing a pre-launch digital marketing strategy.

Link to sign up: <https://www.eventbrite.co.uk/e/idea-exploration-marketing-strategy-tickets-54532170189>

Idea Exploration: Branding

28th Jan 18.00-20.00, The Oxford Foundry

So what is branding and why is it so important to get it right? This workshop will focus on how to establish and embed a strong brand for your venture. It will also give you tips on how to build your own personal brand and demonstrate the value of doing this when establishing a business.

Link to sign up: <https://www.eventbrite.co.uk/e/idea-exploration-branding-tickets-54533163159>

Idea Exploration: Designing the Business Model

4th Feb, 18.00-20.00, The Oxford Foundry

How do you decide on the best business model for your venture? This workshop, delivered by BCG Digital Ventures will give an introduction to the different business model options that you have and give you tips on how to identify the best-fit business model for your venture.

Link to sign up: <https://www.eventbrite.co.uk/e/idea-exploration-designing-the-business-model-tickets-54533421933>

The above workshops are a part of our [12 part Idea Generation Series](#)

EQuip Yourself - Build resilience and positivity

30th January 18.00-20.00, The Oxford Foundry

Looking for tools to increase your resilience and improve your ability handle setbacks? This Workshop will explore both mental and physical health and how you can boost resilience by creating healthy working and life habits.

This workshop is a part of our [12 part EQuip Yourself Series](#)

Link to sign up: <https://www.eventbrite.co.uk/e/equip-yourself-build-resilience-and-positivity-tickets-54534857226>