



Changing more than a name

Key information

Dates:*

12th – 13th, 26th – 27th March 2021

9th – 10th, 23rd – 24th April 2021

7th – 8th, 21st – 22nd May 2021

4th – 5th June 2021

* Subject to change

Format:

- 14 days, 09:00 – 17:30
- Virtual online delivery.

Costs:

- Full programme: £7,000
- Individual session attendance: £600 per person per day
- Discounts available for multiple bookings
- No VAT is charged.

Apply now

cass.city.ac.uk/power-up

Find out more:

Aurore Hochard
Head of Entrepreneurship
Programmes
The Business School
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Power up programme

Scale ups: Have you just completed or are you about to complete your series A funding round?

Programme overview

Making the transition from startup to scale up is an incredibly exciting step. Also a very challenging one.

This is why we created the highly experiential Power up programme, designed and delivered by our Business School world-class faculty, accomplished entrepreneurs and senior talent from some of the world's most successful firms.

We will help you and your founding team to develop a credible plan and equip you with the right knowledge, mindset and toolkits to lead you to your next important milestone.

- The programme is delivered in blocks of two days, over a few weeks, to allow time to learn and reflect between teaching days
- We encourage you to attend the full 14-day programme; but the option of attending individual days is also available
- Virtual online delivery
- 90-minute teaching blocks
- Lots of opportunities to interact with faculty, guest speakers, other attendees and mentors.

“Join a small, carefully selected cohort of entrepreneurs and decision-makers, acquire new insights and toolkits through leading faculty and experienced entrepreneurs and create your own expansion plans.”

Aurore Hochard,
Head of Entrepreneurship
Programmes

Who is it for?

This programme is right for you, if you have the following:

- You are a promising scale up registered in the UK
- You have secured a minimum of £1 million in seed round(s)
- You are currently raising (or have just completed) your Series A funding round
- You are looking to significantly increase your team size, grow your customer base and expand in the UK and/or abroad.

Benefits

You will join other fast-growth companies during this intensive programme in cohorts of no more than 20 people to:

- Better understand what scaling up looks like in reality
- Learn how to best handle the rollercoaster ride of scaling up by navigating challenges, including developing leadership skills, building a growth culture, optimising sales and hiring people, through hands-on learning experiences and practical case studies
- Improve your skills in accelerating the growth of your venture and compare best practices.



Focus and structure

During the programme, we will explore the following themes, which are central to the scaling process:

- Leadership shift in a scale up: from doing to managing (2 days)
- Invest in the right infrastructure
- Scaling your team
- Strategy and competitive advantage
- Business models: Creating and capturing value in a digital world
- Understanding the capitalization journey of high-growth companies
- Get out: Planning for exit
- Why you (probably) should not trust your gut: Data driven decision making
- Big Data and Machine Learning
- Marketing (I): Pricing for Success

Aurore Hochard, Programme creator



Originally from France, Aurore Hochard read law at the City Law School (City, University of London) to change her career

after teaching French for a few years in the US and then in the UK. Aurore first had the idea for her tech startup, Taskhub, while involved with various volunteering and community activities. With no technical background, Aurore built a team for Taskhub in London and was then selected out of over 1,000 applicants for funding by Wayra, a tech startup incubator. She then went on to raise funding from a Venture Capital fund as well as signing a distribution

- Marketing (II): Secrets of persuasion
- Sales and marketing for optimised growth focus
- Grow the top line. Fast. (B2B).

Flexibility:

We understand that time is money

Whilst we believe that the whole programme is valuable to any CEO and founding team looking to step up their game, it may not be possible for all of them to attend the 14-day programme entirely.

This is why we're offering each participating company the flexibility to send more than one employee to attend the programme. Please get in touch with Aurore Hochard to discuss: Aurore.Hochard@city.ac.uk

partnership with a multinational telecommunications provider. A City alumna, Aurore came back to the education sector only this time to share her passion for entrepreneurship and to work alongside the school's faculty, staff and students, who are interested in creating and / or supporting the creation of new ventures whilst at the Business School. As well as supporting students contemplating an entrepreneurial venture, Aurore enjoys working with small and large businesses through the creation of entrepreneurship programmes and events, including startup weekends and hackathons.

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Faculty*

Professor Costas Andriopoulos

Professor Cliff Oswick

Zoe Peden

Dr Alessandro Giudici

Dr Paolo Aversa

Deana Murfitt

Dr Aneesh Banerjee

Dr Dimitris Paraskevopoulos

Xavier Louis

Lucy Woolfenden

Professor Scott Moeller

Karen Kerrigan

Flavia Richardson

*Faculty subject to change

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