



Masood
Entrepreneurship
Centre

GET STARTED (GLOBAL) INFO PACK

Get Started Info Pack

Introduction

Welcome to Get Started! We're excited to have you here. This info pack is your guide to programme.

What is Get Started?

A fully online, challenge-based programme designed to help you identify gaps in your understanding of your idea to become **pitch-ready**. Perfect for early-stage entrepreneurs, it transforms initial ideas into clear, business-ready concepts.

Structure of Get Started

No idea is perfect - think of it as a hypothesis that needs testing. Get Started enables you to explore your concept, then equips you with the skills to reflect, identify opportunities for continued discovery, and plan your next steps.

Get Started uses a Pitch Deck framework to shape your idea into a complete proposition for a viable business. Whether you've begun research or are starting fresh, this programme identifies your next steps to advance your idea.

1. Assessment and Exploration

Get Started begins with a 'needs assessment' to identify gaps in your 'pitch'. You will be assigned a task to help you to fill that gap. The questionnaire and tasks are based on the first five sections of a Pitch Deck:

1. Problem Statement

Understanding what problem your idea solves, who experiences this problem and the proof that this problem truly exists.

2. Solution

Articulating your solution, how it works and how it uniquely solves the problem.

3. Target Market

Identifying who your customers are, and their demographics, behaviours or needs.

4. Market Opportunity

Scoping the market size, evidence that the market is growing, and the market share your idea can capture.

5. Competitor Analysis

Discovering who else is in the game to establish how their solutions compare to yours, and their strengths and weaknesses.

2. Reflect and Plan

Having completed your task, you'll have access to short videos produced by MEC to help you to:

- *Reflect critically and analytically on the initial task*
- *Formulate discovery questions based on your reflection findings*
- *Ascertain which of your available next moves should form your next step*
- *Create a roadmap to continue to drive your idea forwards*

During reflection, we'll also include the next two sections of a Pitch Deck:

6. Traction

Proving that there is interest in your idea, and it has potential.

7. Revenue Model

Defining how your business will generate income.

3. Submission

You'll submit evidence of:

- *Full task completion*
- *Significant and meaningful insights from the task (via guided reflections)*
- *Exploratory Discovery Questions*
- *A clear plan of your next step*
- *A roadmap of longer-term goals for your business idea*

MEC will evaluate submissions and award up to £500 to ideas showing significant progress and most business potential. All submissions receive further resources and signposting to further MEC opportunities to grow your idea.

4. Pitch What You've Learnt

At the end of the programme, you'll get priority access to **Ready, Set, Pitch!** - a chance to refine your pitching skills and compete for prizes up to £1,000. Impress judges in a 3-minute pitch and gain expert feedback. Find out more [here](#).

For more information about Get Started, including eligibility and key dates, visit our website: www.entrepreneurship.manchester.ac.uk/what-we-do/get-started/global/



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