**Title:** Liam Hopper’s – Build Your Business from Day One | 1-Day Business Launch Event
**Text:** Starting a Company in the UK | Single-session, 1-day event
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**Liam Hopper presents the following event:** Starting a Company – Entry Level Business Launch Event

**Overview:**
This 1-day, entry-level event is designed to walk you through the essential steps of starting a business in the UK. Whether you are turning a side hustle into a registered company or launching a new start-up idea, this session provides the foundations to get you legally and practically up and running.

From forming your company on Companies House to choosing a business bank account, setting up web hosting and email, understanding company structures, managing payroll, starting to trade, and preparing for your first VAT return - this day will guide you through it all.

The event includes step-by-step walkthroughs, real examples, and starter templates to help you hit the ground running with confidence.

**Liam Hopper** - *Entrepreneur | Property Developer | Investor*

Liam Hopper is a seasoned entrepreneur and investor with over 20 years of experience in the retail industry, property development, and business restructuring. Known for his strategic mindset and hands-on leadership, Liam has founded, scaled, and exited multiple multi-million-pound businesses, with expertise spanning acquisitions, financial structuring, and operational management.

In the last 24 months, Liam has successfully delivered a variety of property developments which include different exits - including two houses, six apartments, and a supermarket. He will talk about the full process from site sourcing and planning to funding, construction, and final exit, whether through sales, long leases, or buy-to-let investments.

Liam also brings extensive experience in team leadership and business operations, having managed large workforces, overseen audited accounts, and ensured compliance with health and safety standards across both commercial and construction settings.

Passionate about sharing his knowledge, Liam offers real-world insights into starting a company where he talks about pitfalls, choices, commitments and shares with you some of his biggest successes and failures.

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**Key Information:**

* **Dates:** 19th June or 20th June
* **Dates:** 16th July or 17th July
* **Time:** 9:00am – 16:00pm (Arrival 8:45am)

**Times:**

* **Break:** 15min
* **Lunch:** 30min
* **Soft Refreshments:** Included
* **Lunch Provided:** Charcuterie board

**Location:**

* Quantum - Unit A, The Potteries, Linden Park Rd, Tunbridge Wells TN2 5FQ

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**Costs:**

**£ 125** 1 x Ticket

£ **225** 2 x Duo Ticket saver

**Tickets available:** 15

**The Event Line-up**

**Liam Hopper’s Business Event Itinerary**

**From Idea to Income – A Guided Path to Starting your UK Business**

**Step 1: Define Your Business Goals**

Start with clarity. Understand your “why,” define what you’re offering, identify your customer, and outline how you'll bring your idea to life.

* Define your purpose and mission
* Clarify your product or service
* Profile your ideal customer (demographics, needs, pain points)
* Outline the delivery method (in-person, online, etc.)

**Step 2: Write a Business Plan**

Turn your thoughts into a strategy. Learn to write a practical, goal-focused plan that attracts funding and guides growth.

* Business overview and goals
* Market need and solution
* Revenue model and operations plan
* Marketing and sales approach
* Financial forecast and funding strategy

**Step 3: Conduct Market Research**

Research your competitors, pricing strategies, and target audience so you can enter the market with a competitive edge.

* Identify direct competitors and market gaps
* Study pricing models and customer feedback
* Build ideal customer profiles and avatars
* Gather insights to shape branding and marketing

**Step 4: Form Your Company & Choose the Right Structure**

Understand the key business structures and register your company properly.

* Sole Trader vs Limited Company vs Partnership
* Registering with **Companies House**
* Director responsibilities and legal obligations
* Choosing a unique, available business name
* **Articles of Association**: Setting the rules for your company's operation
* Choosing the right **Customer Relationship Management (CRM)** system for your business

**Step 5: Set Up Web Hosting, Email & Digital Foundations**

Your digital identity matters. Get set up professionally and securely.

* Choose and secure a domain name
* Select a hosting and email provider (e.g. Google Workspace, Microsoft 365)
* Set up professional email addresses
* Launch a simple website or landing page with security basics
* Use AI for help, spelling, inspiration, research (e.g. Chat GBT)

**Step 6: Accounts, Accountant & Financial Tools**

Get the numbers right from the start.

* Understand book keeping basics
* What your accountant should handle (VAT, PAYE, year-end accounts, filings)
* Choosing accounting software (Xero, QuickBooks, SAGE)
* VAT registration threshold and first return process

**Step 7: Understand Funding Options**

Plan how you’ll finance your launch and first year.

* Estimate start-up and monthly operating costs
* Explore funding routes: personal savings, family loans, business grants, crowdfunding, investors
* Build a lean budget and funding plan
* P&L & Balance sheet

**Step 8: Design & Develop Products or Services**

Begin building what you’ll deliver to customers or clients.

* Source materials, tools, or freelancers
* Develop a reliable process for service delivery
* Set clear outcomes, policies, and terms of service
* **Outsourced Help**: Understand when and how to hire contractors or freelancers for tasks such as marketing, accounting, or admin
* **T&C and Pricing**: Establish clear terms and conditions for your products/services and set competitive yet profitable pricing

**Step 9: Employment, Team Building & PAYE Basics**

Get ready to grow your team legally and responsibly.

* Hiring basics and writing a job description
* Freelancers vs employees: pros, cons, legal obligations
* Registering for PAYE and understanding payroll duties
* Staff contracts and workplace rights

**Step 10: Branding, Marketing & Promotion**

Shape how your business shows up in the world.

* Build a visual identity (logo, colours, fonts)
* Choose your brand voice and messaging
* Set up social media profiles and a basic online presence
* Promote through ads, print materials, discounts, influencers
* **Your Ethos & Goals**: Clearly define your brand's ethos, mission, and long-term goals to guide your decisions and marketing efforts

**Step 11: Planning for Business Growth**

Think ahead and scale smartly.

* Set short- and long-term growth goals
* Office & Space
* Explore additional revenue streams
* Expand your products or services / offerings
* Use customer feedback and data for decision-making
* Prepare for investment or partnership opportunities

**Wrap-Up & Q&A**

Review the full start-up journey, clarify key steps, and leave with a confident action plan and launch checklist