



# EMPLOYABILITY INCUBATOR

POWERED BY



**PURPOSEFUL GROUP**  
DREAM IT. BUILD IT. LAUNCH IT.™

BEGINS 16TH MARCH (8 WEEKS)



**"POWERFUL CV ADVICE - PERSONALLY IT HELPED ME A LOT TO IMPROVE MY WORK"**

**"TAUGHT ME HOW TO BETTER ADVERTISE AND HAVE CONFIDENCE IN THE SKILLS I DO HAVE"**

**"THE SESSIONS WERE VERY ENGAGING AND ALLOWED US TO CONTRIBUTE RATHER THAN JUST WATCH AT HOME"**

**"IT HELPED ME DEVELOP AN ENTREPRENEURIAL MINDSET AND BOOST MY CONFIDENCE TO LAUNCH A STARTUP AND APPLYING TO JOBS"**

**EMPLOYABILITY PROGRAMME**

**50% OF THE  
COHORT WENT  
INTO  
EMPLOYMENT**

**100% OF THE COHORT  
NOW FEELS MORE  
CONFIDENT ABOUT THE  
STARTUP WORLD**

**60% WANT TO  
POTENTIALLY  
START THEIR  
OWN BUSINESS**

**EMPLOYABILITY PROGRAMME**





# EMPLOYABILITY INCUBATOR

# LEARN

EMPLOYABILITY PROGRAMME  
PHASE 1

DURATION: 3 WEEKS

# OVERVIEW

We believe we can facilitate the hiring process of students by providing resources in different forms from our experts, to up-skill students and get them ready for the world of work.

## LEARNING AIMS

Are you from Islington, Hackney, Tower Hamlets or Camden? Are you struggling to find employment in a flooded labour market? we will help YOU! Let's find help find employment in tech.

First we need to assess your level of knowledge around startups, understand your preferred sector and provide you with an overview of the Startup World.

This part of the programme is focused on skills development and an introduction to the main methodologies required to fail fast and adapt.

From here, we will build a strong foundation for them to progress to the second stage of the programme.

## DELIVERY

We will curate tailored content in the form of handbook, along with webinars held by experts in each topic.

Along with this we will be offering mentoring and coaching throughout the programme, to ensure students have acquired sufficient skills to face the next stages.

## Learning Objectives

- How to speak the language of digital business (startup vocabulary)
- Startup tools (Trello, Slack, Airtable, Notion, etc...)
- Testing and validation of projects
- Understanding failure
- Agile frameworks



**EMPLOYABILITY INCUBATOR**

# PROJECT

**EMPLOYABILITY PROGRAMME  
PHASE 2**

**DURATION: 2 WEEKS**

# OVERVIEW

In this phase we will introduce the startup projects on which each student will work independently. This hands-on approach will grant experience that will enrich work experience and CV.

## LEARNING AIMS

Through the startup projects you will be able to use the tools and frameworks learned during phase 1; adding skills to your curriculum.

This part of the programme is focused on hands-on experience and development of soft skills.

You will be expected to develop a project from beginning to end and present it at the end of the 8 weeks.

## DELIVERY

We will curate tailored content in the form of handbook, along with webinars held by experts in each topic.

Along with this we will be offering mentoring and coaching throughout the programme, to ensure students have acquired sufficient skills to face the next stages.

## Learning Objectives

- Managing projects individually
- How to plan a research project
- How to analyse reports [industry reports, etc...]
- How to map the solution to the problem
- How to analyse results
- How to reach out to people/organisations
- How to conceptualise design [design thinking + iteration]
- Working individually on a deadline





# EMPLOYABILITY INCUBATOR

# WORK

EMPLOYABILITY PROGRAMME  
PHASE 3

DURATION: 3 WEEKS



# OVERVIEW

The final phase of this workshop will be focused on getting you ready for the world of work.

## LEARNING AIMS

You will learn how to find and land your job in tech, how to stand out and to improve your soft skills.

This part of the programme is focused on workshops and mentoring to ensure students will be able to find a job through OneTech connections or by themselves after the programme ends.

In addition to the learnings from the workshop, you will be part of a Slack community where we will send regular offers coming from our network of startups and catch up on progress.

## DELIVERY

We will curate tailored content in the form of handbook, along with webinars held by experts in each topic.

Along with this we will be offering mentoring and coaching throughout the programme, to ensure students have a acquired sufficient skills to face the next stages.

## Learning Objectives

- How to write a CV
- How to prepare for interviews
- How to cope with the imposter syndrome
- How to use LinkedIn to find a job
- How to get the most out of mentoring
- Understanding failure

# THE TEACHER

Kay Kukoyi CSM FITOL is a software delivery specialist, global tech startup mentor, author, speaker and lecturer.

She has written 5 books for entrepreneurs and SMES, including the Amazon international bestseller, "Don't hire a software developer until you read this book", and has been recognised on the #IB100, the Financial Times and inclusive boards list of the 100 most influential BAME leaders in the UK technology sector.

Kay is the founder and CEO of Purposeful Group, a business, technology and training consultancy and tech startup academy, a global community and centre for learning which provides books, mentoring, workshops and programmes to support tech startup founders creating software from scratch to help them start and grow their business.

Kay worked in the IT recruitment industry, where she reviewed the CVs of thousands of tech professionals on behalf of clients hiring to build their teams.



# WORKSHOPS SCHEDULE

## Week 1:

- Programme overview: Introduction to startups
- Innovation and entrepreneurship: skills for employees
- Assignment

## Week 2:

- Confidence, resilience and the entrepreneurial mindset
- Practical skills for startup environments
- Assignment

## Week 3:

- Marketing skills for startups
- Project Management skills
- Assignment

## Week 4:

- Product Management/Hands on Tech workshop
- Mastermind & Office Hours sessions
- Assignment

## Week 5:

- How to write your CV
- How to use LinkedIn to find a job
- Assignment

## Week 6:

- Startup Speed Dating
- Interview preparation workshop
- Assignment





**Week 7:**

- Masterminds & Office Hours
- Final Assignments

**Week 8:**

- Graduation Day and Awards

## ADDITIONAL SUPPORT

- **Slack community:**  
Day-to-day support and job board
- **Startup network:**  
Connection to employers
- **Events:**  
Further access to OneTech events

# APPLY

Are you interested in applying  
for this exciting incubator  
programme?



TAKE ME TO THE  
APPLICATION

APPLY BY  
5 MARCH

FOR MORE INFO, CONTACT  
[FEDERICO@CAPITALENTERPRISE.ORG](mailto:FEDERICO@CAPITALENTERPRISE.ORG)



Camden



Hackney



ISLINGTON



TOWER HAMLETS