



Nottingham University
Business School

UNITED KINGDOM · CHINA · MALAYSIA

Haydn Green Institute
for Innovation and
Entrepreneurship

Ingenuity19

Nottingham's Innovation Event

Develop: Business
planning and pitching your
idea - Resources

Supported by
Experian

Week 1 – Business Planning & Pitching Resources

The Pitch <https://www.gimletmedia.com/the-pitch>

Start-Up by Gimlet Media <https://www.gimletmedia.com/startup>

Project planning Monday.com

<https://www.amazon.co.uk/Free-Future-Radical-Chris-Anderson-ebook/dp/B002DYJR4G>

<https://smallbusiness.co.uk/business-plan-advice-1655133/>

Perfect Pitch Advice:

<https://www.youtube.com/watch?reload=9&v=-g7yVScjYyk>

Week 1 –Your body language may shape who you are (Amy Cuddy, Ted Talk)

https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are?language=en