



Product Builder Programme

Applications open: 02 May, 2023
Applications close: 15 June 2023
Programme starts: 03 July 2023

 **BARCLAYS** | **Eagle Labs**

 **Funded by
UK Government**

 **plexal**



Accelerating early-stage entrepreneurs from idea to product

In collaboration with Plexal we have created a new programme, Product Builder which is designed to fit around the busy lives of budding entrepreneurs. This online programme will teach you how to develop, test and validate a digital product.

By using the power of collaboration and digitally-enabled innovation this programme helps to solve society's challenges. Throughout this programme you'll work with experts and meet likeminded founders to share your journey.

The challenge

We're looking for innovative product ideas to tackle society's pressing and future challenges.

Our programme is sector-agnostic and we'll have experts on hand from a wide range of industries to help you understand and validate the market that your digital product will address.

Why join?

With support from best-in-class speakers, mentors and course materials, our Product Builder Programme will help you accelerate your product from idea to build.

By the end of the programme, you'll have rapidly prototyped your digital offering, tested it with users, validated it with industry experts and produced a pitch deck to take it to market.

Please note, we will not take any equity or intellectual property if you're selected to be part of the programme.

How is the programme delivered?

Our Product Builder Programme is a virtual two-month accelerator that fits around the busy schedules of budding entrepreneurs, comprising a mixture live sessions and on-demand content you can engage with in your own time.

At the end of the programme, the ten most promising ideas will be selected to attend a two-day in-person Minimum Viable Product (MVP) Bootcamp to build and validate their product with industry experts.

Who's it for?

Our Product Builder programme is for anyone looking to learn the fundamentals of designing and testing a digital product. Whether you have an idea or industry expertise with a desire to innovate, this programme will teach you the core technical and business skills that'll take you to the next level.

Future founders with an idea

If you have an innovative idea, the programme will allow you to carve out time to work on your product. We'll help you stress-test the validity of your idea, introduce you to industry experts and help you understand basic product build principles. You'll also be surrounded with like-minded individuals to learn from and could even meet your future co-founder.

Budding entrepreneurs looking for a change

If you have an area of industry or academic expertise and are looking to innovate, the programme will help you validate your market, create a value proposition and test an MVP. We'll teach you the fundamentals of ideation and rapid prototyping, all while networking with others that could help you on your journey.

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