

Built By Us

The 2024 Shape Programme for Built Environment Entrepreneurs



built by us

What is the Shape Programme?

The Shape programme has been designed for new and budding business founders who are working in construction and the built environment.

The programme features a series of learning workshops for early-stage entrepreneurs taking place between Spring 2024 to Autumn 2024. The programme will be delivered online (in English) with opportunities to meet in person (in London).

Workshop themes include business models, marketing strategies and brand development, legal formation, circular economy, social and environmental impact measurements, among other vital elements in strengthening a business in the built environment.

Who is Shape for

Shape is a programme designed for growing early-stage entrepreneurs (from 0-4 years established) in the built environment sector from designers to craftspeople the programme is open to a wide range of specialisms As participants you will be from a range of backgrounds, ages and stages in your careers; You will be looking for the tools and the spark to realize your vision.



Built By Us' Vision and Mission

Our vision is for a world built for all, by all. We will achieve this via our mission to drive greater diversity and inclusion at all levels in the construction sector. Shape aims to support the growth of diverse leadership for our sector.

Built By Us recognises the lack of representation and opportunity for marginalized people.

We therefore focus and encourage people who are underrepresented to apply for this programme, including:

- Women
- The Global Majority, people from Black, Asian and minority ethnic backgrounds
- Disabled people
- LGBTQIA+ people
- People who face socio-economic disadvantage

How to Apply as a Beneficiary

Visit the Built By Us website www.builtbyus.org.uk/programmes and complete our online form. **Applications are now open and close on the 31st of January 2024.** If you want to find out more about the programme please join our webinar on the 11th of January 2024 - further details will be available on the [website](#).



How to apply to be a Mentor

Visit the Built By Us website and complete our online application form. When applications close we will be contacted with an update on your application and where appropriate invite you for an informal interview.



Laura Whiting

The Shape mentoring project came at a really important time for me. During the pandemic I thought a lot about what values were important and how I want to practice. The mentoring gave me time to clarify these, and the confidence to make stronger decisions going forward.

Being connected to a cohort of other professionals was really supportive too. For those who have taken an untraditional route in their careers – or are still working this out – the process was made a whole lot less isolating being surrounded by supportive, encouraging and imaginative people. I'll certainly keep connected to the BBU network, and I see it as crucial to building solidarity between underrepresented practitioners.

Workshop Schedule

MARCH

Workshop 1:
Business Model Canvas

Workshop 2:
Entrepreneur Testimonials

APRIL

Workshop 3:
Developing your Brand

Workshop 4:
Pitching and Presenting

MAY

Workshop 5:
PLUS – Troika consulting session

Workshop 6:
Legal/Company Formation

JUNE

Workshop 7:
Management Accounts

Workshop 8:
Funding, Support and Investment

JULY

Workshop 9:
Partnerships and Collaboration

Workshop 10:
An Introduction to Inclusive Leadership
& Managing others

SEPTEMBER

Workshop 11:
Road to Net Zero/or Circular Economy

Workshop 12:
Social and Environmental Impact
Measurement

Frequently Asked Questions

Is the programme free?

Yes. We request a deposit to secure your place on the programme, that will be returned upon successful completion of the Shape programme. Beneficiaries need to attend 80% of the learning sessions to qualify.

How much time will I be expected to commit each month as a beneficiary?

On average beneficiaries will spend 4-6 hours per month on learning sessions and mentor engagement.

How much time will I be expected to commit each month as a mentor?

On average mentors spend 2-3 hours per month over a minimum of 6 months supporting their mentee, including meetings.

Are the dates fixed?

Please note that dates may change; the programme manager will be in contact with participants to confirm session dates. The Learning Sessions will typically take place in the evenings (6 pm to 8 pm).

You can arrange mutually convenient times to meet with your mentor.

The Programme is supported by the Laudes Foundation, Surface Matter and Built By Us.

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