

From Concept to Market Workshop

One Day workshop with Kate Castle

Find out all there is to know about turning an idea into a profitable business



A one day workshop focusing on the process involved in turning an idea into a profitable business.

Run by Kate Castle, Director and Founder of BoginaBag.

In 2008 Kate Castle was camping in Dorset with her two children.

Whilst lying awake and desperate for the toilet she decided there had to be a better option than a bulky camping toilet. So BoginaBag was born - a portable toilet that doesn't rely on chemicals and weighs less than 1Kg. It launched on the UK market in 2010, in 2011 she gained a new business partner; Theo Paphitis. By 2012 Boginabag was trading internationally and was hitting the listings as one of the UK's most exciting and innovative businesses.

For booking and availability please contact Kate on kate.castle@boginabag.com or telephone 0845 305 4111.



Concept testing and market research

Product design

Intellectual property and the patent process

Licensing or self manufacture

Sales & Marketing

How to bag a 'Dragon'



The cost of a one day course is £125 including VAT which includes refreshments and a buffet lunch. Courses are run independently by Kate but are hosted at Innovate Product Design Studios, 36 Endless Street, Salisbury, Wiltshire, SP1 3UH.

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Monday 28th January 2013, 9am - 5pm

Tuesday 29th January 2013, 9am - 5pm

Friday 1st March 2013, 9am - 5pm

Saturday 2nd March 2013, 9am - 5pm

