**Annotated Bibliography:**

**Strategyzer. (2015). *The Business Model Canvas.* Available: http://www.businessmodelgeneration.com/canvas/bmc. Last accessed 4th Nov 2015.**

- This source was cited from the Strategyzer website, which is a very respectable business model agency.

**Bee Purple. (2015). *beepurple - Enterprise Skills.* Available: http://about.brighton.ac.uk/careers/enterprise. Last accessed 5th Nov 2015.**

- This link is located on the Brighton University website. It is an introduction to Bee Purple that is followed by a sign up form. This is so Bee Purple can keep in contact with you and send you relevant information when they have any.

**Ride the Wave. (2014). *Ride the Wave.* Available: https://www.businessinbrighton.org.uk/ridethewave. Last accessed 5th Nov 2015.**

**-** Ride the wave is a business support tab on the Brighton & Hove Chamber of Commerce. On this page you are able to download the summaries of the previous years to see the results they have had, which as it stands are exceptional.

**Ride the Wave. (2014). *RIDE THE WAVE 2014 REPORT.* Available: https://www.businessinbrighton.org.uk/sites/default/files/Summary%20report%20of%20Ride%20the%20Wave%204%202014-2015.pdf. Last accessed 5th Nov 2015.**

- This is a pdf document of the results Ride the Wave received for the 2014/2015 program.

**The Farm. (2015). *Brighton's Best New Media Freelancers.* Available: http://www.brightonfarm.com/. Last accessed 5th Nov 2015.**

- The Farm is a casual digital networking group that allows anyone to come along to their weekly meet ups, that are displayed on the homepage of their website

**Wired Sussex. (2015). *SUPPORTING DIGITAL INDUSTRY.* Available: http://www.wiredsussex.com/about/. Last accessed 5th Nov 2015.**

- They are a membership organisation that displays all of the digital events around Brighton & Hove.

**Bushell, C et al.. (2014-2015). *Code 7 Reviews.* Available: https://www.google.co.uk/search?q=code+7+reviews&ie=utf-8&oe=utf-8&gws\_rd=cr&ei=FaJAVu1Hga5SjIyVsAY#gws\_rd=cr&lrd=0x4875855ba68e09a9:0xece3bbded965e414,1. Last accessed 9th Nov 2015.**

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**Chapman, A. (1999-2015). *pest market analysis tool.* Available: http://www.businessballs.com/pestanalysisfreetemplate.htm. Last accessed 10th Nov 2015.**

- Businessballs is a free ethical learning and development resource for people and organizations. It offers: Free career help, business training, organizational development - inspirational, innovative ideas, materials, exercises, tools, templates.

**Sapsed, J & Nightingale, P. (2013). *The Brighton Fuse.* Available: http://www.brightonfuse.com/wp-content/uploads/2013/10/The-Brighton-Fuse-Final-Report.pdf. Last accessed 10th Nov 2015.**

- This is a link to the full pdf report on The Brighton Fuse results.

**Wired Sussex. 2013. *Findings from The Brighton Fuse Report.* [online]. [10th Nov 2015]. Available at:** [**https://www.youtube.com/watch?v=GgFl\_R\_sANw**](https://www.youtube.com/watch?v=GgFl_R_sANw)

- This link is a video uploaded by Wired Sussex explaining the results of The Brighton Fuse report. It is done as a video info graphic.

**University of Sussex. (2015). *Brighton Fuse 2 Project: The Role of Freelancers in the Brighton’s Creative Digital IT Cluster.* Available: http://www.sussex.ac.uk/spru/research/tim/timresearch/brightonfuse2. Last accessed 10th Nov 2015.**

- The University of Sussex posted a summary page about the Brighton Fuse 2 with a link to the full report at the bottom of the page.

**Sapsed, J. (2015). *Brighton Fuse 2: Freelancers in the Creative Digital IT Economy.* Available: http://www.brightonfuse.com/wp-content/uploads/2015/01/brighton\_fuse2\_online.pdf. Last accessed 10th Nov 2015.**

- The full pdf report of the Brighton Fuse 2: Freelancers in the Creative Digital IT Economy.

**Eric Ries (2011). *The Lean Startup*. USA: Crown Business (USA). p1-336.**

- The Lean Startup book gave me knowledge of a new business approach that would benefit me during the process of my business.

**LaunchSpark Video. 2013. *What is The Lean Startup?.* [Online]. [11th November 2015]. Available from:** [**https://www.youtube.com/watch?v=\_a3s0IXSuxY**](https://www.youtube.com/watch?v=_a3s0IXSuxY)**.**

- An informative video that I watched after reading the book that helped me visualise the information.