



HANNAH SAUNDERS

KEYNOTE SPEAKER

From Military to Dragons' Den to Boardroom to Stage

Keynote Speaker | Founder | Non-Executive Director

Former military leader equipping founders and leaders with practical strategies for sustainable success

Contact:

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Background & Experience

Hannah Saunders

Military Foundation: After serving in the military, Hannah transitioned to entrepreneurship, bringing leadership principles from high-pressure environments into the business world.

Entrepreneurial Journey: As a founder who's been in the trenches, Hannah has built multiple businesses, navigated funding rounds, and learned the hard lessons that textbooks don't teach. She's raised investment and even secured funding from two dragons on **Dragons' Den**. She has managed teams and experienced both the wins and the struggles that come with building from scratch.

Governance & Advisory: Hannah now serves as a Non-Executive Director on multiple boards and chairs transformation committees, giving her a unique perspective on what actually works at both the operational and strategic level.

Mission: Hannah is dedicated to one mission - giving founders and leaders the practical frameworks they need to build sustainable businesses, without the burnout. She shares what actually works in the arena, not just what sounds good in theory.

Previous Speaking Engagements

Universities & Education:

- Loughborough University

Incubators & Accelerators:

- Town Square Spaces

Corporate & Professional:

- Multiple corporate strategy sessions
- Women in Business networks
- Coaching organisations



Audience Sizes: From intimate cohort workshops (20-50 founders) to large-scale university events (200+ attendees)

Speaking Topics

1. Go-to-Market Strategy for Early-Stage Startups: *From product to paying customers.* How to position your product, define your market, and create a marketing strategy that works from day one. Plus: how to find and approach investors who care about GTM.

2. Creating Investment Rounds That Actually Close: *What investors need to hear (and what kills deals).* How to create a pitch deck that stands out, find the right investors, negotiate effectively, and communicate with confidence - including body language that builds trust.

3. From Military Leadership to Business Strategy: *Translating combat principles into commercial success.* How military decision-making under pressure translates to startup environments. Building resilience, making decisions with incomplete information, and leading teams through uncertainty.

4. The Difficult Conversations Founders Avoid: *Co-founder conflict, pricing, and knowing when to quit.* The conversations that kill startups aren't about product or market - they're about relationships, boundaries, and hard decisions. Learn how to have them before it's too late.

5. Building Sustainable Businesses Without Burning Out: *Founder mental health and scalable systems.* Why resilient founders build resilient companies. How to separate your identity from your business, build systems that work without you, and know your limits before you hit them.

6. Growth & Scale Strategy: *From startup to scale-up.* Creating growth targets, HR skills gap analysis, finances for scale, raising investment, and building marketing strategies that truly scale.

What Makes Hannah Different

Why Book Hannah?

Not Just Theory - Recent Reality: Hannah isn't speaking from 20-year-old success stories. She's in the arena now - founding, governing, and advising daily.



Military Discipline Meets Startup Agility: Unique perspective combining military strategic thinking with entrepreneurial pragmatism.

Board Room + War Room Experience: Sees patterns across multiple companies as a NED while understanding operational reality as a founder.

Frameworks, Not Just Stories: Every session includes practical tools attendees can use Monday morning - not just inspiration that fades by Friday.

Honest About Failure: Shares what didn't work and why, not just highlight reels. Founders connect with reality, not perfection.

Available Session Formats

Keynote Sessions: High-impact talks for large audiences. Combines storytelling with actionable frameworks.

Interactive Workshops: Deep-dive sessions with practical exercises. Attendees leave with completed frameworks or action plans.

Panel Discussions: Expert perspective on startup challenges, investment, and scaling.

Pitch Review Sessions: Live feedback on founder pitches with specific, actionable improvements.

Cohort Advisory Sessions: Ongoing support for accelerator/incubator cohorts during their programme.

Custom Content: All sessions can be tailored to your cohort's specific stage, industry, and challenges.



Testimonials & Impact

What Attendees Say

"I felt really stuck, and then I felt like I had a really clear idea of what to do next. A lot of people talk conceptually about things you can read in a business book, but Hannah tells you what you need to do next

when there are 100 different things you could do - that was incredibly helpful."

- Founder, Loughborough University

"After Hannah's pitch workshop, I changed my deck exactly as she said. I've now closed my investment round."

- Early-stage Founder

"I was thinking of giving up, but Hannah's session was so motivational and inspiring. I really want to give it a try now."

- Student Entrepreneur

"Hannah doesn't just talk about theory - she gives you frameworks you can actually use. Our cohort left with clear next steps, not just motivation."

- Programme Director

The Impact That Matters:

- Founders who change their pricing and close deals at higher rates
 - Students who clarify their direction and move forward with confidence
 - Cohorts who learn to have difficult conversations before they become crises
 - Leaders who build sustainable businesses instead of burning out
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Work With Hannah

Ideal For:

- University Enterprise Hubs
- Incubators & Accelerators
- Startup Programmes
- Corporate Innovation Teams
- Founder Networks
- Business Schools



Topics Include:

- ✓ Go-to-Market Strategy
- ✓ Investment Readiness
- ✓ Founder Resilience
- ✓ Growth & Scale
- ✓ Leadership & Decision-Making
- ✓ Difficult Conversations
- ✓ Military to Business Transitions

Session Types: Keynotes | Workshops | Panels | Pitch Reviews | Advisory

Fees & Pricing

Hannah delivers keynote talks, workshops and cohort sessions tailored to the needs of universities, incubators and founder programmes.

Sessions start from £400, with pricing based on format, length, audience size, level of customisation and travel requirements (if applicable).

All sessions are designed to deliver **clear, practical outcomes**, not just inspiration.

Next Steps:

Email hannah@digitalpitch.co.uk for Bookings.