PRESS PACK · OCTOBER 2026

BACK OF THE NAPKIN

A business entertainment podcast with Mike and Amin

NEW EPISODES EVERY MONDAY · 1PM UK



01 — POSITIONING

Some of the best business ideas started on the back of a napkin.

We sit down with founders who turned their ideas into something huge and ask the questions everyone's too polite to ask. Learn loads, laugh a bit, get better at business. That's the goal.

Mike and Amin are founders themselves — and they're learning alongside the listener in every conversation.

01 SHOW LINE
A business entertainment podcast with Mike and Amin

02 FORMAT
Long-form founder interviews, video and audio

03 CADENCE
New episodes every Monday, 1pm UK

04 LAUNCHED
Episode 1 · Monday 19 October 2026

05 PRODUCTION
IAM Podcasts

02 — HOST 01

Mike Bandar

CO-FOUNDER, WAYBOOK

Mike is Co-Founder of Waybook, the business playbook tool helping growing teams document their systems and knowledge. Waybook grew from Turn Partners, the startup studio Mike co-founded in 2013. Building businesses since 15, he is a Lecturer in Entrepreneurship at UCL, Chair of the Aston Business School advisory board, an angel investor in Monzo, Nothing and Grind, and a British Empire Medal recipient.

01 Co-Founder, Waybook
02 Co-Founder, Turn Partners
03 Lecturer, UCL
04 BEM recipient
05 Angel investor



"The best businesses are built on a system."

03 — HOST 02

Amin Hamzianpour

CO-FOUNDER & CEO, QUBE

Amin is Co-Founder and CEO of Qube, a members' club and studio network for music and content creators, co-founded with Nicholas Sonuga. He studied Human Sciences at Oxford, worked at Morgan Stanley, then left finance to produce music as A-Minor, with records played on BBC Radio 1, before co-founding Qube.

01 Co-Founder & CEO, Qube
02 Oxford alumnus
03 Former Morgan Stanley analyst
04 Music producer, A-Minor
05 Creator community builder



"It's the community that interests me most."

04 — WHERE TO LISTEN

Watch, listen, follow.

01	YouTube	Full episodes and Shorts youtube.com/@backofthenapkinpod
02	Spotify	Audio and video episodes open.spotify.com/show/3ppDyDREm8rBTa9cIkupVC
03	Apple Podcasts	Audio episodes podcasts.apple.com/gb/podcast/back-of-the-napkin/id6827145208
04	Website	Episodes, Weekly Quiz, Napkin Coach, Rate Calculator backofthenapkinpod.com
05	RSS	For podcast apps backofthenapkinpod.com/podcast/feed.xml

05 — BRAND ESSENTIALS

Midnight, napkin, one accent.

Midnight	Napkin	Blue-grey	Periwinkle
#0B1020	#F5F2EA	#9AA3C0	#6D5CF6



BACK OF THE NAPKIN

EMBLEM + WORDMARK

HEADLINES	Inter Tight — sentence case
BODY	Inter — calm, readable copy
LABELS	JETBRAINS MONO — DATES, NUMBERS
WORDMARK ONLY	BACK OF THE NAPKIN

Please don't recolour, stretch or retype the wordmark. Use the official artwork on dark backgrounds.

06 — APPROVED PHOTOGRAPHY

From recording day.



STUDIO WIDE



IN CONVERSATION



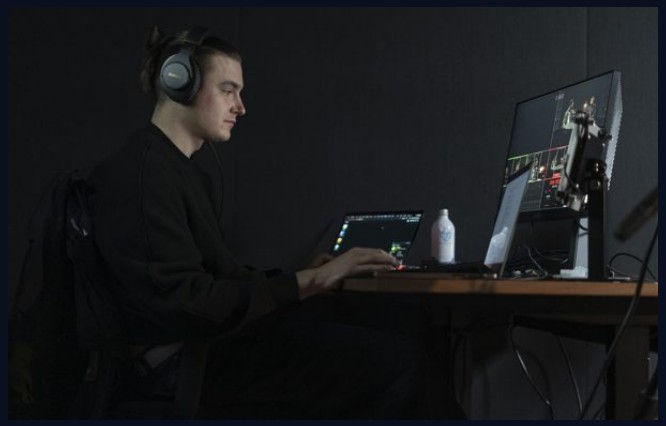
HOSTS ON SET



MIKE AND AMIN



BEHIND THE CAMERA



PRODUCTION DESK

07 — PRESS & BOOKINGS

Let's talk.

Interviews with Mike and Amin, guest suggestions, partnerships and high-res assets.

EMAIL

hello@backofthenapkin.co.uk

WEBSITE

backofthenapkinpod.com/press

PRODUCTION

IAM Podcasts



Learn loads, laugh a bit.