

## Business Bootcamp Workshops

*Creating successful business entrepreneurs*



*"The Business Bootcamp project has really motivated our students to pursue their ambitions. The workshops gave them crucial insights into the process of setting up their own businesses and how, by combining these skills with their knowledge, they could become a successful entrepreneur."*

**Harriet Griffin, Personalised Learning Co-ordinator,  
Oaklands College, Hertfordshire, UK**





## ***What the students say...***



***"Really fun and insightful"***

***"Well paced, very friendly and extremely useful, many thanks"***

***"Very enjoyable and gave me confidence with a wider range of ideas."***



## Business Bootcamp Workshops

**Red Potato** designs and delivers a series of half-day workshops to equip students with the information they need to set up in business.

The workshops are highly interactive and feature 'real-life' local entrepreneurs conveying their own stories, and mentoring the students as they develop their business ideas.

**Red Potato** stays in touch with the 'Bootcamp Alumni' to see how many students go on to set up in business.

Business Bootcamp workshops are designed to provide colleges and universities with support that complements existing curricular activities.

By enhancing students' learning experiences, we help students to gain confidence, knowledge and real-life skills:

- a flexible, workshop-based approach to entrepreneurship, taught by local entrepreneurs
- how to set up a business and start trading successfully
- covers tactical marketing, cashflow, the power of networking, channels to market, including social media and pitching skills
- customisable programmes, to meet your requirements

### The **Red Potato** Business Bootcamps

- enable young people to quickly acquire the skills necessary to set up and start trading as a business
- allow colleges and universities to provide mentoring and follow-up services to the students
- show to funding organisations the journey and steps that students have taken to set up a business.

To find out more, contact Jay Wheeler at Red Potato:

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Help your students get the job  
they really want -  
being their own boss!





Over **90%** of the participants  
said they found the workshops beneficial



### Key benefits to students

- enables students to get an insight into what it takes to be an entrepreneur
- provides access to on-going support through alumni and updated resource bank
- mentoring from local entrepreneurs

### Key benefits to the college

- enables you to build links and engagement with the local business community
- allows you to track the numbers of businesses set up and jobs created
- flexible structure allows the sessions to be tailored to reflect your students' aspirations

Over **78%** of the participants  
would recommend the session to a friend

**Red Potato** works with customers to run partnership projects, business bootcamps and community engagement programmes.

We help customers demonstrate the social and financial outputs on projects and the long-term outcomes from programmes.



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