The PopUp Business School is a start-up training course that’s the complete opposite of the traditional approach to starting a business. Forget business plans and funding; we get people going quickly, testing their ideas to make money doing what they love.

The PopUp was funded by:

- Santander
- University of Reading
- Henley Business School
- Centre for Entrepreneurship

There were 5 days of workshops including:

- How to start a business with NO money
- How to build a website for free
- How to make money from your sofa

PopUp was signed up by 88% of attendees from PopUp Business School Henley Report.
DID YOU MAKE A SALE OR START YOUR BUSINESS?

One of the key points on an entrepreneur’s journey is the first sale. The first time you hold that £10 profit in your hand can become the catalyst that drives you forward to build your business. We do everything we can to help people reach their first sale, with 14% achieving this in the first week!

WHERE ARE YOU NOW WITH YOUR BUSINESS?

- Trading 11%
- It’s Not For Me 14%
- Almost Ready 75%

SALES WITHIN THE FIRST WEEK

- Yes 14%
- No 86%
CONFIDENCE
How confident do you feel? We measure this because we have found that it is one of the most important elements to someone’s success. If they are feeling confident, they are more likely to take a chance and approach someone to make that sale and build their business.

HAPPINESS
How happy are you? Having a clear purpose in life helps people to feel happier and get more done. We uncover people’s purpose and business ideas and help them to feel it is achievable.

SELF-EFFICACY
This is the ability to get things done and your belief that they are possible. Your self-efficacy plays a huge role in how you approach goals, how you work and how you react to challenges.

BUSINESS SKILLS
Do you feel you have the business skills you need to run your new business? Whether you believe you have the tools to succeed in running your business plays a huge role in your future success.
BOOT CAMP ENERGISSES PARTICIPANTS TO CREATE WEBSITES

Here is a sample of the websites that were built, launched and developed over the course. It is amazing how being able to build a website quickly helps people feel that their business is becoming real.

https://diakjohnfitness.weebly.com
https://filter-ed.weebly.com
https://samanthascakes.com
https://sites.google.com/view/spanglish/home
https://vinnyvideography.weebly.com
https://idisky.weebly.com
https://megharealestate.weebly.com
https://sweeneysblog.com
https://turnoverteam.crd.co

www.coachyourselfhappy.weebly.com
www.dealchamp.weebly.com
www.designsbykatyy.weebly.com
www.educoachleaders.co.uk
www.emtba.weebly.com
www.sunorak.com
www.talentsgo.com
www.walkingwonder.weebly.com
BOOT CAMP ATTENDEES KICKSTART THEIR BUSINESS PRESENCE ON SOCIAL MEDIA

Here are a sample of the social media accounts and businesses that we helped get going online. Feel free to click through and talk to anyone.

ARON7_7  docharlz18  JaninaMo2  mcgrorytom  paulpierce82  sarahcharley2  SyedMaqbool  Vinny'sVlogs  Aseel_r_Bihhbm
davisonio  deborah_j.jane  Emmydan1  Farahsid  hardeepbrar28  Kjetilmskarstein  Lisachan12343  megharealestate  NanyaoLi  wang_tf
@aronkaratayev  @darkfigs  @designsbykatyy  @grigoriisorokin  @sweenster11  @Aseelbrn  @ayeshamkk  @Bihhbm  @Carl_marks  @craigdavisonio
@docharlz18  @eatwriteravelrepeat  @Farahsiddiquicoach  @Fateneenmaqbool  @hardeep283  @ipker.9527  @Malaak.haz  @Maximus_007  @megharealestate  @Murisken
@nanyaolee  @rezasheik98  @samanthas_cakes  @Stcharley  @Slightlylazy  @StellaZhang66  @vincentmoulton  @ya_emmy

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One of the foundational principles of the PopUp Business School is that it’s possible to build a business and make money doing what you love. With that in mind, we always start with passion and what people love to do. This creates an incredible range and diversity of start-up ideas at our events.

On the final day of the Boot Camp participants had the opportunity to ask questions on legal, accounting and banking matters to a panel of experts.
NEXT STEPS

Following the PopUp Business School event we ask participants what their next steps are. This word cloud shows what people are focusing on following our workshops.
WHAT WAS YOUR LIGHTBULB MOMENT?

We asked the participants what their Lightbulb moments were at the event.

- Need to determine what customer YOU want to target.
- All the info on SEO and social media, I was clueless before so this all helped loads!
- You can start a business for next to nothing.
- Trialling target markets for free.

- To stop thinking and just do! What’s the worst that can happen?
- Just do it. The bar is very low, most people talk and don’t do. Don’t overthink it.
- Using Twitter for ads and the seven nos gateway to a yes.
- Get selling ASAP and start from a profit, not debt.

- You can get so many things for free, you can start making profit first rather that get in debt.
- The most valuable part I learned was “Don’t wait for the moment”, the time will never be “Just right”.
- Don’t wait, do what you love, have fun, make profit.
- Let’s do the business now, try everything!

- The best moment was to trash the traditional methods of being an entrepreneur and start with sales.
- You get things for free. Ask and only then you will know the answer. Start now! Get going!
- Underlining the idea that you need to take action.
- The importance of customers as well as sales to business.
PARTICIPANTS’ VIEWS

Don’t believe what we say about the event. Listen to the participants and their views:

www.popupbusinessschool.co.uk/impact

What did you like about the course?

« The overall structure of the course. Was able to cover a lot in a week, as in every aspect of business start up. This was really good as I am from a science background and it really helped me a lot.

« It’s very practical, with accessible tools and leads to action. Panel was helpful.

« The interactive side, it was very different to what I expected.

« The enthusiasm of Alan got us all going and taking action immediately during the week, which we would have put off ‘til later’. He was wonderful and answered all questions so well!

« The whole course was good, because you’ve covered almost everything about how people can launch their business fast without any money. Isn’t it amazing?

« Interactive real world perspectives of what works rather than traditional stereotypes.

« It was really interesting and engaging, never a dull moment. It was also really motivating and I feel like it was useful for everyone at different stages of their business.

« Communication style and programme - was very easy to follow and learnt so much.

« The course is very hands-on, getting people ready to start.

« Alan is very inspiring and gives excellent advice.

« Unconventional application of the business theories.

« Easy to understand.

« I didn’t know how to be an entrepreneur, but this crash course gave me enough confidence to try my idea out.

« All speakers were engaging and interesting.

« Alan’s energy and his willingness to share his experience were amazing. Also, being able to now start a business without any investments is incredible.

« Alan was brilliant. Everything he shared, so much value. Very accessible, I’m very inspired and feel encouraged, motivated and inspired. And so grateful to all involved. Lovely people – made a huge difference. Other events I’ve been to had either inflated egos and scarcity tactics or broke people in suits not walking the talk.

« Very interactive and knowledgeable presenter. He gave useful examples that helped to emphasise his points.
What did you not like about the course?

« Could it be done in three days, starting earlier and finishing later?
« Quite a lot of time (especially questioning) taken up with things very easily answered by Googling for five secs.
« Maybe Alan was a little apprehensive or critical of some peoples comments, not a major issue, however it would be better to run with the concept and explain pros and cons before shutting it down.
« Many people were without a business idea.
« Maybe a bit too motivational and not technical enough.
« It was too much information sometimes but it was alright. Could have been spread over two weeks!
« Days sometimes seemed a bit short, many breaks.
« I need more time practice each skill.
« It’s too short, I want one more week.

What was missing?

« Attract more experts and investors, who might be interested in young talented entrepreneurs.
« Information on the cost of start-ups.
« If you can talk more about e-commerce like drop shipping.
« Lack of information about business laws.
« An explanation of business types, sole trader etc. at the start would have been really useful for a newbie like me.
« Better lunch.
« More case studies about unsuccessful start-ups in order to have a full imagination.
« How to build an app.
« Maybe a follow up/another event/learning experience/what’s next?
« More networking opportunities with investment.
« A social event at the end of the week.
« Maybe a wider variety of speakers.

How can the course be improved?

« Have more information in depth.
« Maybe provide PowerPoint slides online or hardcopy. That would be really helpful.
« Do a two week programme please.
« More guest speakers, influencers and mentors.
« More information on other networks in the area e.g. HBS, Reading area business networks.
« Integrate mix of case studies to reflect globality of participants.
« Section on networking with confidence.
« Maybe longer sessions over fewer days.
« Field trip, business in action.
« Possibly more realistic real world examples.
« More guest speakers who have actually been out in the industry trading. Would have liked to meet an online influencer or someone who uses social media for trading.
We are thrilled and grateful to work closely with you to help people create their own sustainable income doing something they enjoy.