



Henley Summer Start-Up Boot Camp 2021 Report



Helping people to startup and make money doing what they love

21 June – 25 June 2021

Rebel Business School

We make starting a business achievable for anyone and everyone.

REBEL

BUSINESS

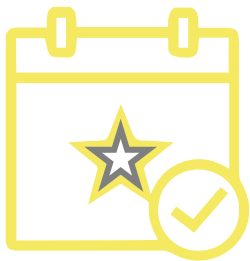
SCHOOL



Summer Start-Up Boot Camp OVERVIEW

102

SIGN UPS



5

days

COURSE DURATION

ATTENDEES

from
University of Reading
or
Henley Business School

84%

86

students, alumni
or staff members

vs 85 in 2020

The event was funded by:



What is THE REBEL BUSINESS SCHOOL?

The Rebel 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.



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

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 **11%** achieving this in the first week!



40%

TRADING

vs **12%** in 2020



57%

ALMOST READY



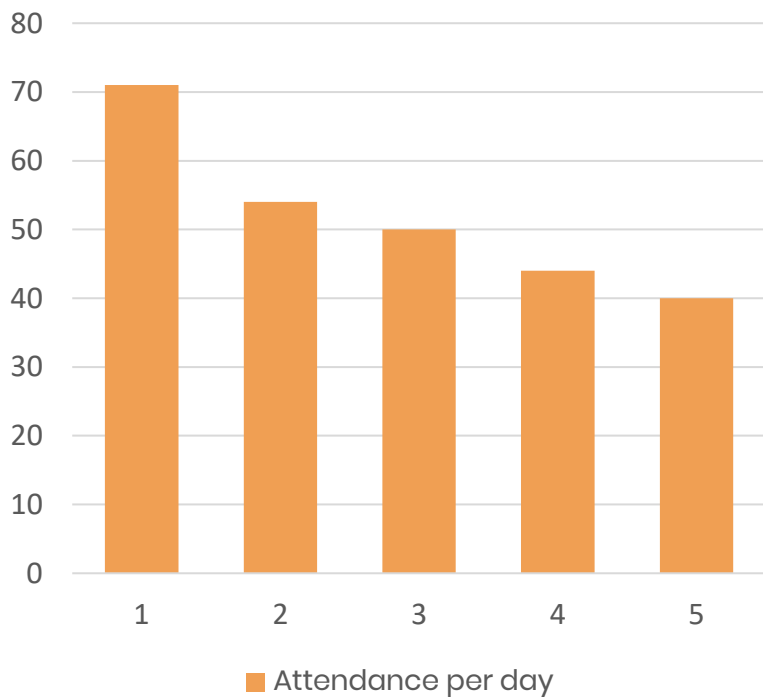
11%

MADE A SALE

vs **8%** in 2020

ATTENDANCE

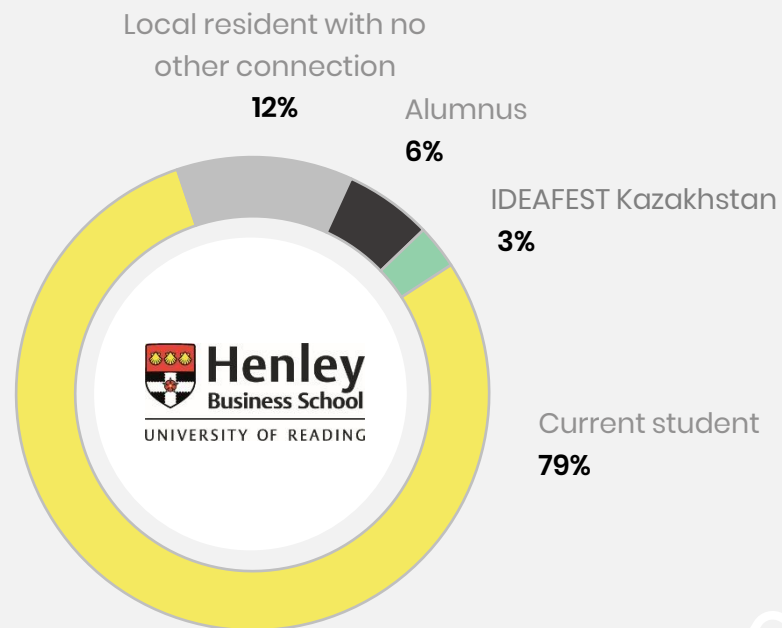
This Rebel event had a variety of different workshops over the days we were there. But how long on average did participants stay for?



Link to [Henley Business School](#)

Participants from Henley
on course

86



Boot Camp reveals **PARTICIPANTS' GROWTH**

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.

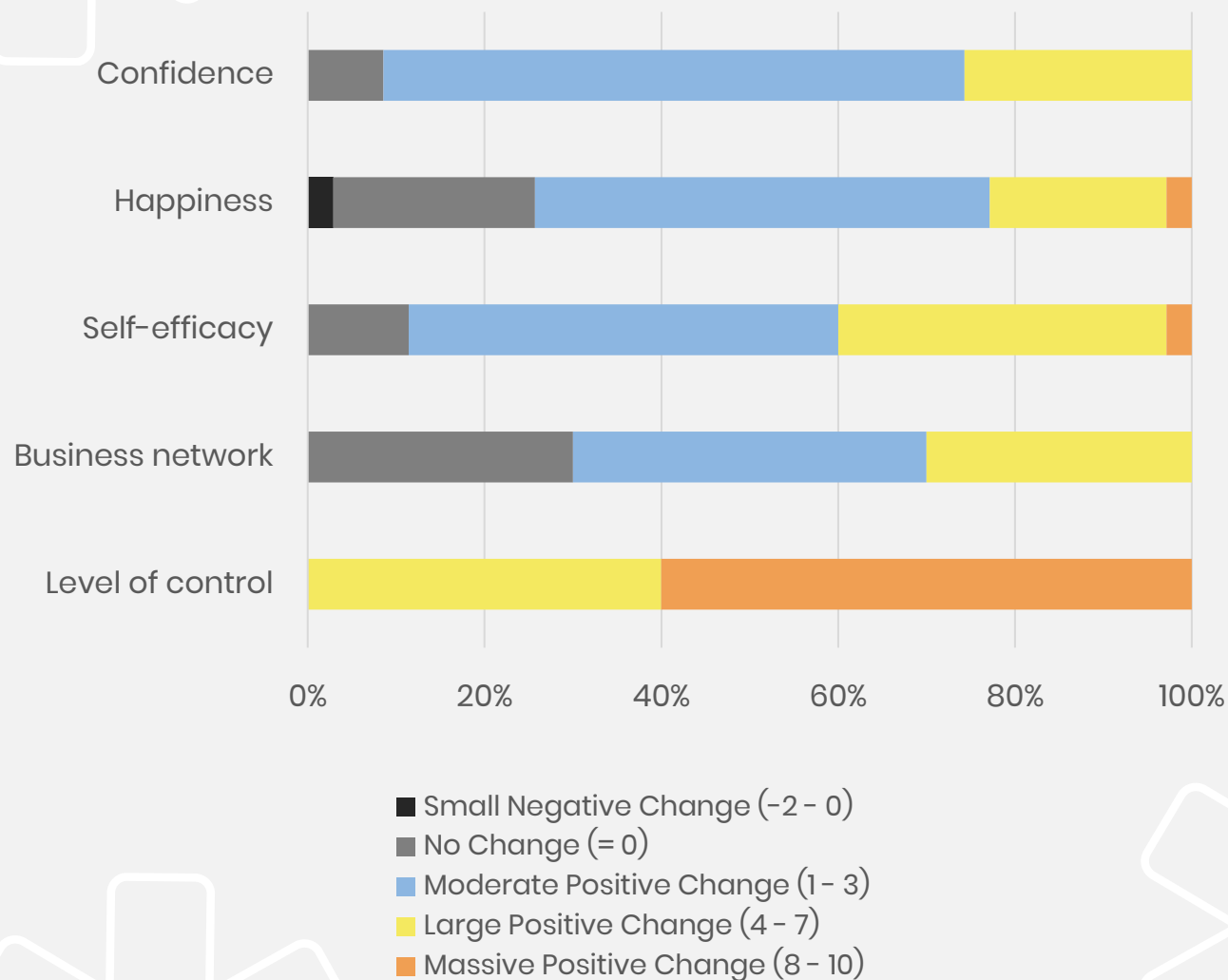
BUSINESS NETWORK

Do you feel you have gained a stronger business network and sense of community to support you to run your new business? We are the sum of the people we surround ourselves with. Surrounding yourself in a community of like-minded and inspiring people is a key element of pushing your business forward and thriving.

LEVEL OF CONTROL

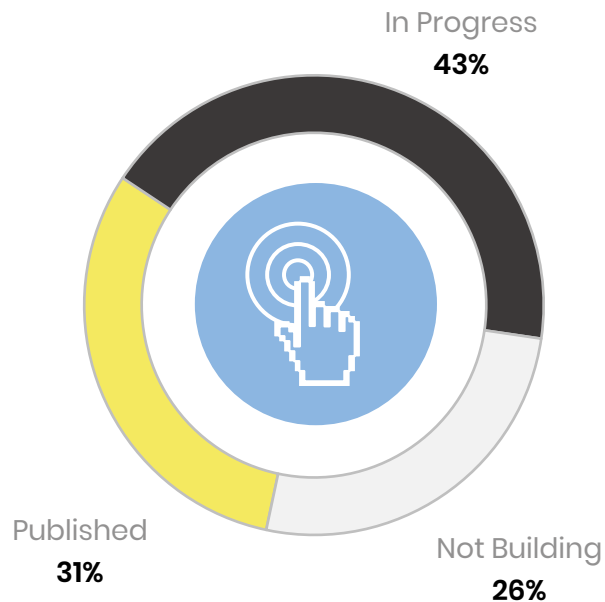
How do you feel about the level of control you have over your life direction, your ability to solve problems and make progress?

We asked participants to tell us how the course changed their feelings:

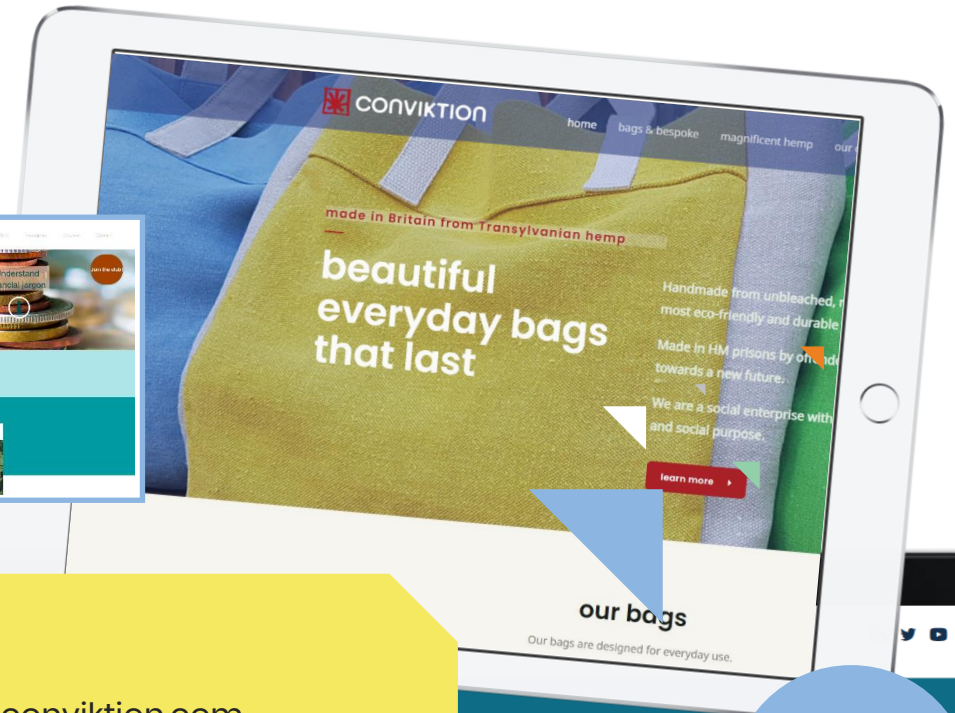
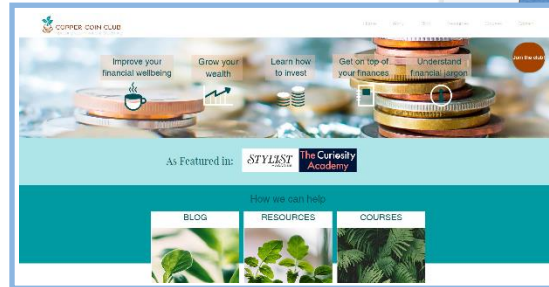


Boot Camp energises participants to **CREATE WEBSITES**

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.



Check out the websites created by Henley Summer Start-Up Boot Camp 2021 participants by selecting the links.

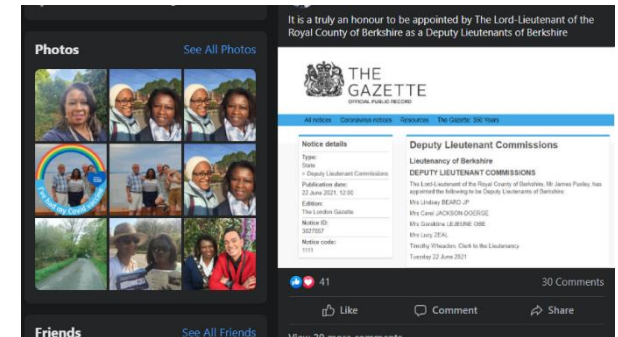
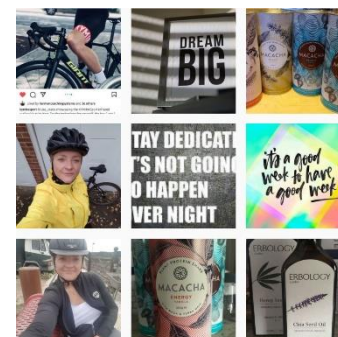
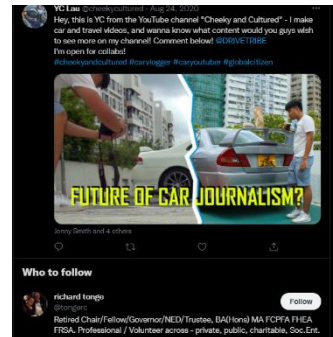


<https://www.conviktion.com>
<https://www.coppercoinclub.com>
<https://www.jcurv.com>

**WHERE WE HELP
OUR CLIENTS**

Boot Camp participants kickstart their business presence on **SOCIAL MEDIA**

Click through the links below to view the businesses.



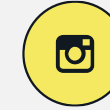
Feel free to click through the links below to view the businesses



[coppercoinclub](#)
[cheekyandcultured](#)
[ShlokM](#)



[coppercoinclub](#)
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[leanne.sikorski](#)
[shlok.mah](#)

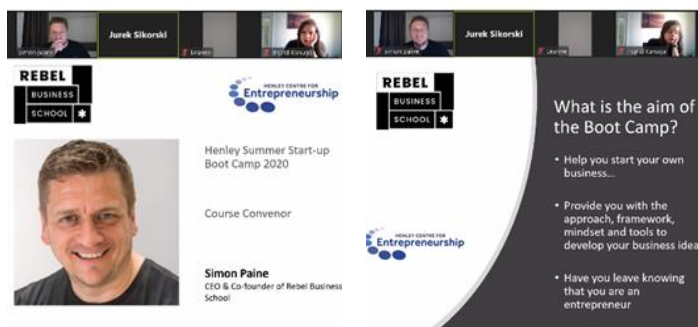


[cheekyandcultured](#)
[conviktion.bags](#)
[coppercoinclub](#)
[hix.knits](#)
[leanne_sikorski](#)
[Shlok_maheshwari](#)

Wide and diverse range of **BUSINESSES CREATED**

One of the foundational principles of the Rebel 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.



Arts entertainment
and recreation



Real estate
activities



Craft business



Whole sale
and retail



Other



Food services



Human health
and social work



Financial
and admin



Information and
communication



Education



Construction



Accommodation
services

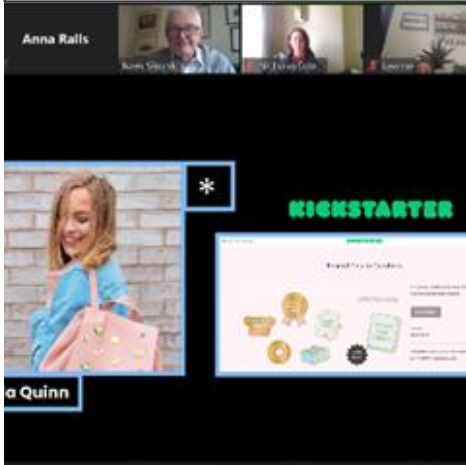
What was your LIGHTBULB MOMENT?

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

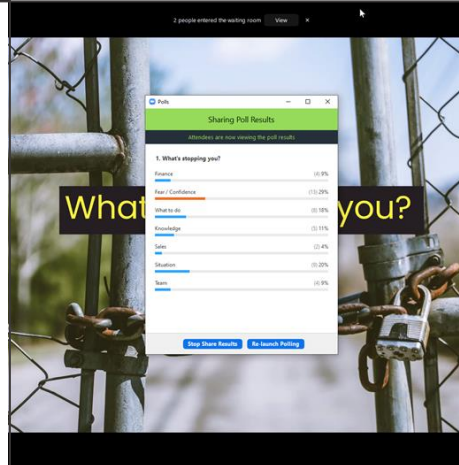
- The associate / own business panel discussion - food for thought.
- Unless I tell (lots of) people what I do they won't know and I won't get any sales!
- Not to be a perfectionist. I don't have to have all my ducks in a line (polished) before getting out, selling, learning and "doing".



- Identification of the customers and not spending before starting.
- To sell before creating products. To get on with it. Not be a perfectionist. Just do something.
- Figure out the area I want to be an authority leader.



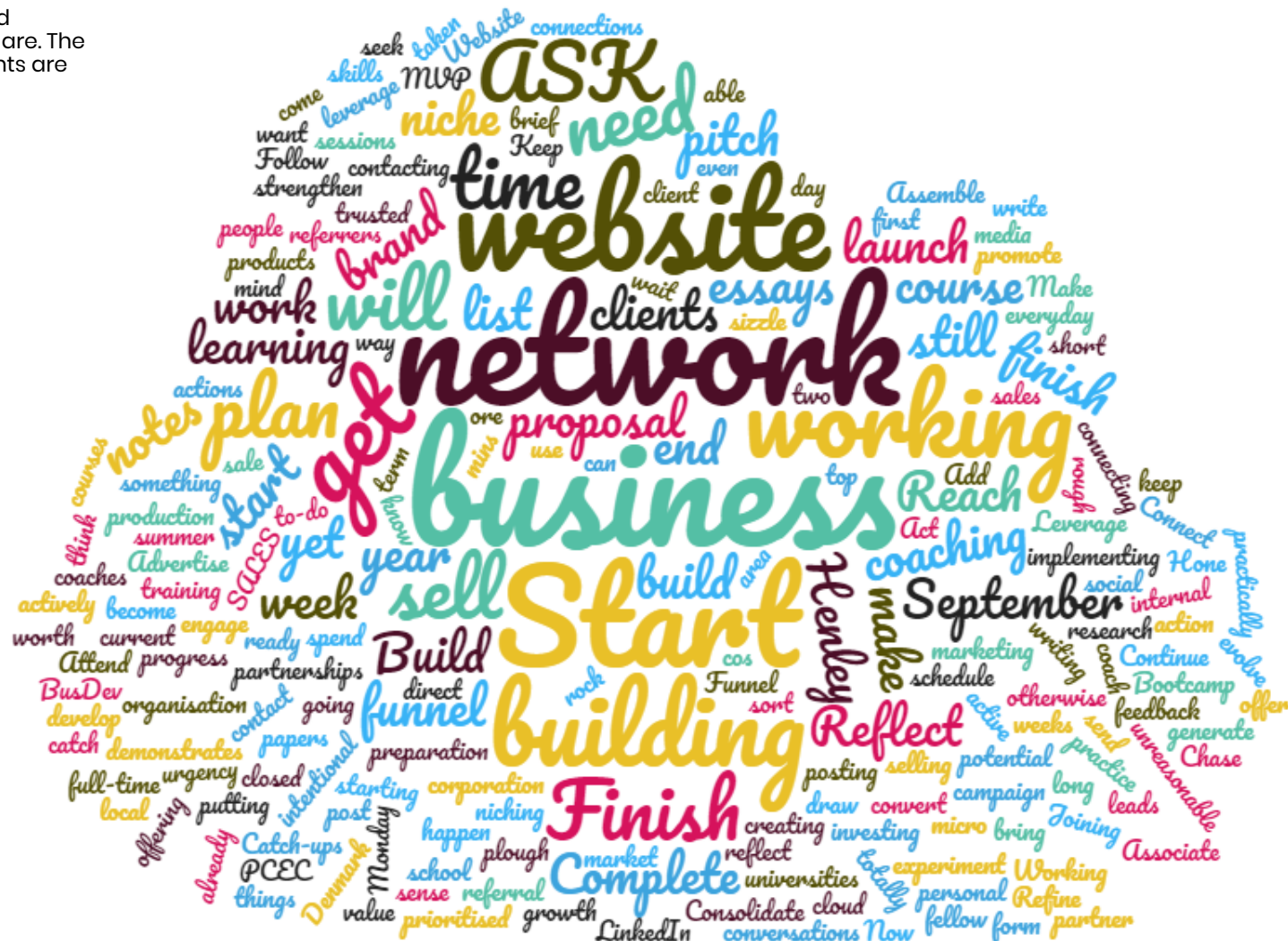
- Chuck the business plan out of the window, just start.
- Ben's point on 'choose something that you can be the best in the world at!'
- Confirmed my top three marketing actions: direct conversations, partnering, social media.



- Leverage my existing network - I don't need to get my ducks in a row first.
- Niche! Focus on one thing to start - you can always build it up later!
- I'm a perfectionist and it's time to niche, build a website and get selling.

NEXT STEPS

Following the Boot Camp we asked participants what their next steps are. The word cloud shows what participants are focused on.



FEEDBACK

to Henley Business School



- *This is a really great workshop. It is of real value. Often these are more selling events. This one is very practical-oriented. Simon did a great job (which is an understatement), it was so interesting and fun to follow whole the week, which is all very important. I also had to do my corporate job but really loved and feel honoured doing the Boot Camp and would do it again and again.*
- *Thank you for funding the workshop to open it up to people like myself. With many competing costs and priorities I may not have attended this otherwise. I have never felt so inspired or called to action on any course I've ever attended.*
- *Thank you so much, wish I had attended something like this sooner! For me, it was great it was after my exams etc. so I could attend it all.*
- *The advice and tips were amazing, bringing together everyone to help us to understand how we can move our ideas and business forward.*
- *This is one of the best business development events that I have intended. It is pitched so that everyone gains from the content.*
- *This was an incredible experience and I would just like to say a huge thank you to the sponsors of this event.*
- *Super valuable learnings, connections and insights in a week of deep-dive into business strategy and operations. Great expert panel.*
- *It was really worthwhile, gave me the confidence to start.*
- *Panels on Friday were fantastic. The humility, wisdom, passion, relevance shined through. I truly enjoyed all of them. And so nice to see them in real life, whether its Sicily or Croatia, instead of a boring polished up meeting room.*
- *Very practical and useful. Just what I needed. The abstract idea has become more concrete and I feel inspired.*

to Rebel Business School



- *Just keep it going, guys! I know people always tend to pull your legs as you guys are the Rebels and that's why your initiative will always triumph those who envy you. Loved the course and I'm glad I graduated from the Rebel Business School :D*
- *Thoroughly enjoyed it! Also have a few more business ideas as a result that could be more than a side hustle in the future!*
- *Great programme. Very smooth running. Impressed by Simon's ability to keep track of questions in the chat while sharing his insights.*
- *Simon, you were awesome. The relaxed style (with added humour) kept me focused and it suited my own learning style perfectly. Love the examples, the anecdotes and practical insights and honesty throughout. Thank you. Loved the music too - thanks to the whole Rebel team.*
- *Simon did a very good job. Bouncy, light and anecdote rich.*
- *Thank you for being different.*
- *Thank you very much for such an engaging and practical programme! Learning in the moment and lots of ideas that I will be relying on in years to come - invaluable learning.*
- *The whole week was great. Very engaging, extremely motivating, so much fun. Feel extremely confident in my idea now, so time to get on with it.*
- *You rock! Keep it going! Fantastically engaging week!*
- *This was an incredible event considering the COVID situation. It would be great to be in person next time.*
- *Well done, my day job is teaching and online engagement is not easy. I learned from your methods.*
- *I have never felt so inspired to take positive action and will be doing so.*
- *Thank you for your enormous commitment to the week's event.*

Thanks to **OUR SPONSORS**

We are thrilled and grateful to work closely with you to help people create their own sustainable income doing something they enjoy.

Thank you to everyone who participated on the course!



A special thanks to: **Clarkslegal**, **BDO** and **NatWest** for their participation on the expert panel.



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