



HENLEY

SUMMER START-UP

BOOT CAMP

JUN-22 – JUN-26, 2020

**HELPING PEOPLE TO
STARTUP AND MAKE MONEY
DOING WHAT THEY LOVE**

Jurek Sikorski

Jack M @ PopUp

Onyinyechi Nkisi-...

Rhys William

Mark Jeavons

Jay Sidpara

Kriss Thakrar

Michael Yo

Chris Hellier

Louise Tharnthong

Solafah Khirfan

Rieke Spro

Kier PW

Ruben Toledano

markdodd

Dylan Lief

Claudia Day

Jack A @ PopUp

Alex Baker

Tamisan Latherow

Akulayi Kar



SUMMER START-UP BOOT CAMP OVERVIEW

131

SIGN UPS



5

days

COURSE DURATION

ATTENDEES

from

University of Reading

or

Henley Business School



85

students, alumni
or staff members

vs 68 in 2019

The event was funded by:



WHAT IS THE POP UP BUSINESS SCHOOL?

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.



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 **8%** achieving this in the first week!



12%

TRADING



70%

ALMOST READY



8%

MADE A SALE

vs 14% in 2019

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

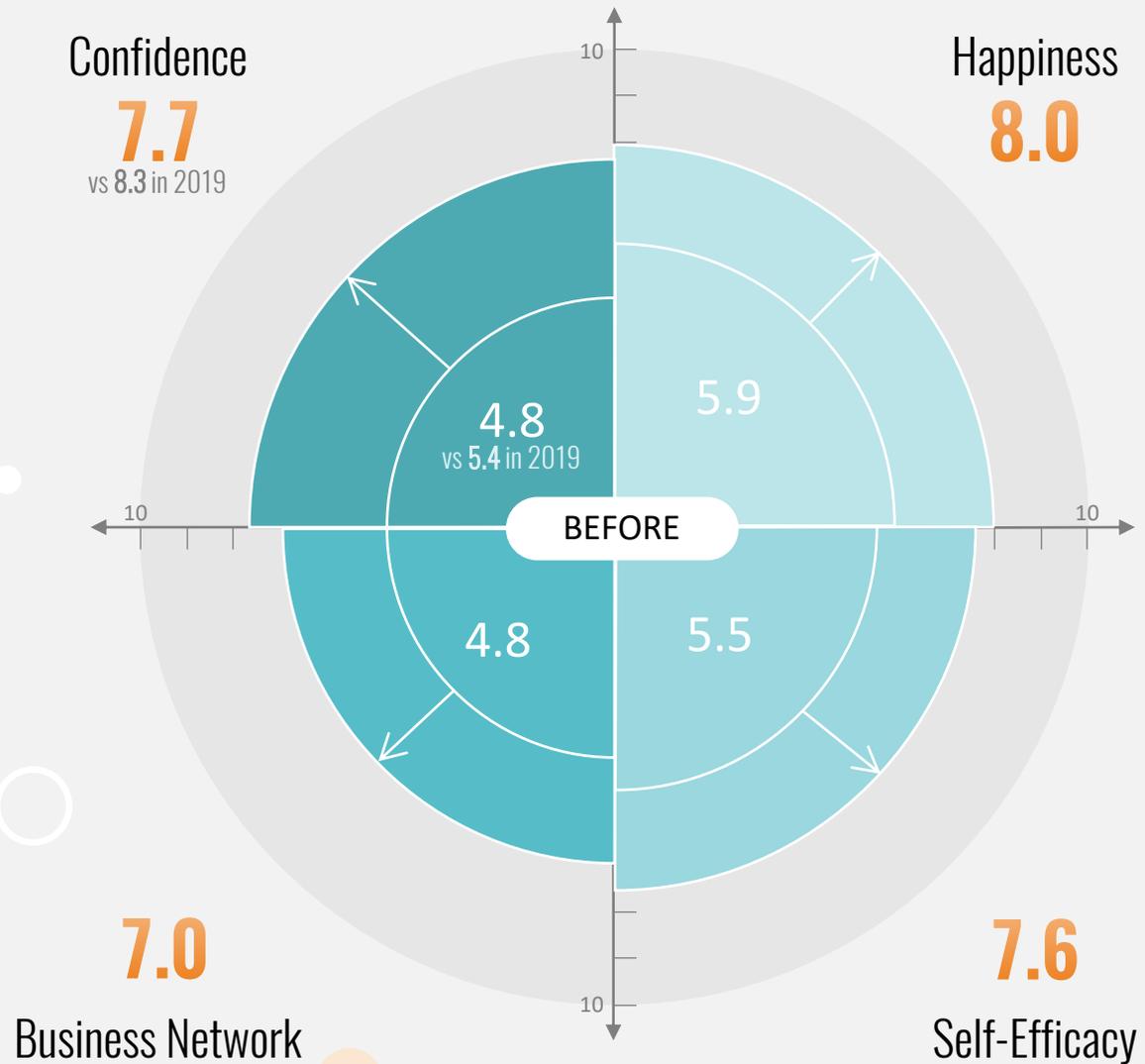
How happy are you? Having a clear purpose in life helps people to feel happier and get more done. We uncover people's purpose and business ideas and help them to feel it is achievable.

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.

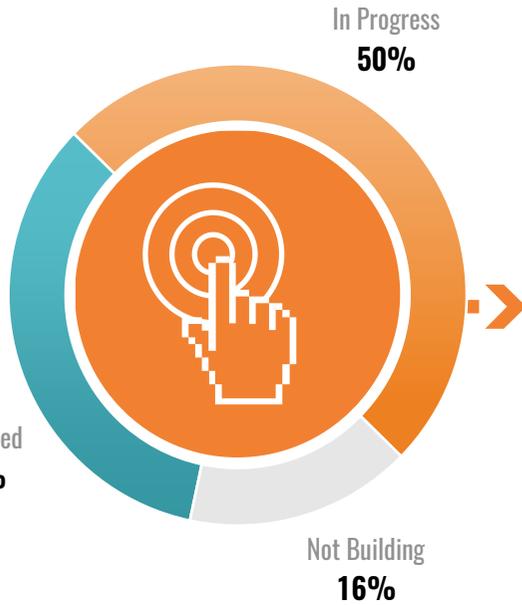
BUSINESS NETWORK

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.

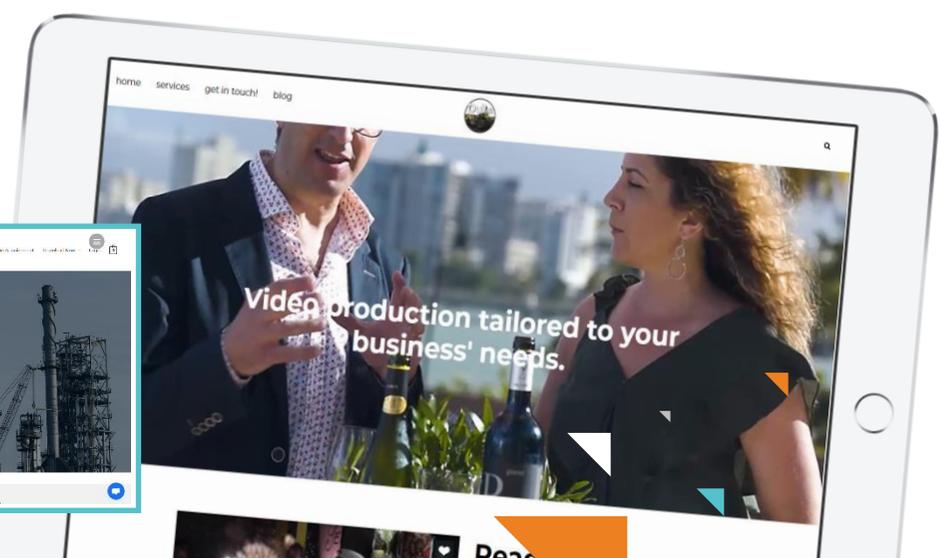
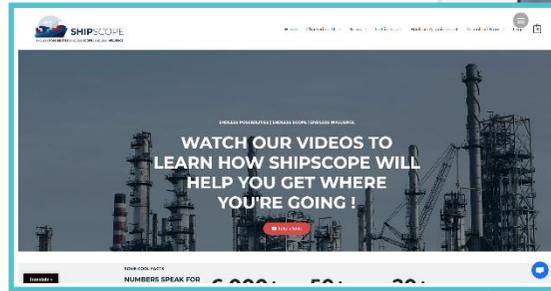


BOOT CAMP ENERGISES PARTICIPANTS TO CREATE WEBSITES

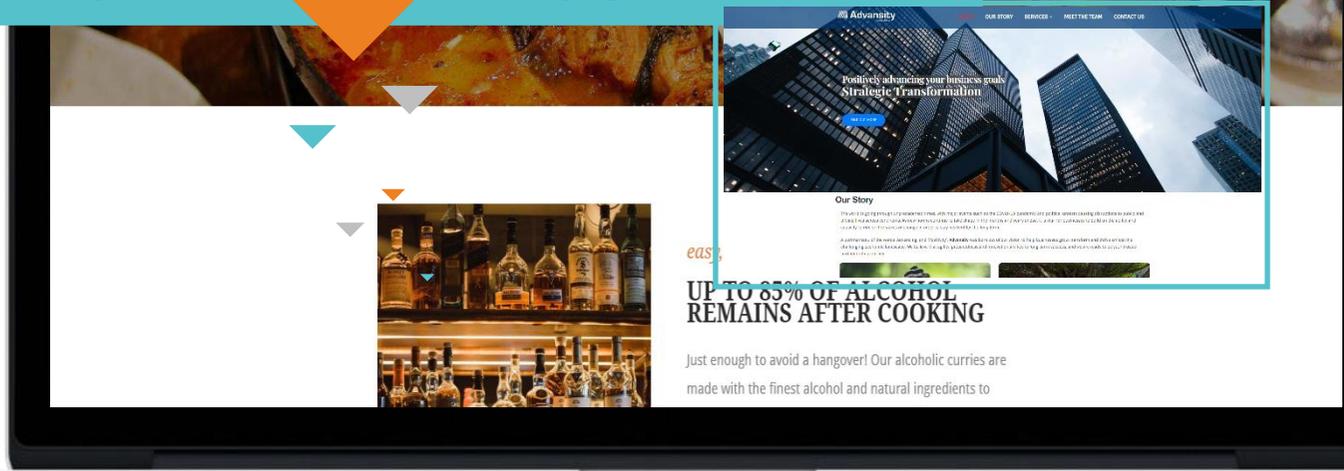
Here is a sample of the websites that were built, launched and developed over the course. It is amazing how being able to build a website quickly helps people feel that their business is becoming real.



Check out the websites created by Henley Summer Start-Up Boot Camp 2020 attendees by selecting the links.



- <http://advansity.co.uk/>
- <https://1000sweatyfaces.wixsite.com/1000>
- <https://avanthisboutique.wixsite.com/avanthis>
- <https://beaufree.com>
- <https://beauty-in-organics.weebly.com/>
- <https://drunkcurryclub.weebly.com/>
- <https://onward64.weebly.com/>
- <https://rawchalk.weebly.com>
- <https://sciencingstuff.weebly.com/>
- <https://www.shipscope.org/>
- www.alleon-cologne.com
- www.amugoldgroup.com
- www.attentuscoaching.com
- www.bandmatesinfo.weebly.com
- www.cerebropayments.com
- www.Myideahaschangedbyday5.com
- www.pomegranatefig.weebly.com
- www.thedukeofmedia.com
- www.wakesense.co.uk
- www.williamcoesolutions.weebly.com
- www.yes-mandarin.yesedu.co.uk
- www.yogajoga.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 the links below to view the businesses



advansityconsulting	sproten_rieke
AmujoTemitope	thedukeofmedia
Bandmates12	wills_raw
CerebroPayments	youngerlimit
kierpw	ShipScope
LiuFangfei1	profypliu
markdodd13107	Sohaakhattab
SeshatofMars	subserofood
sidpj002	wills_raw
sosaxgraphy	



[rawchalk](#)
[alleon.cologne](#)
[ShipScope2020](#)
[soaremusicuk](#)
[SubSero-103132191461486](#)
[thedukeofmedia](#)
[YES-Chinese-101834871555056](#)
[jimpo.ori.sheabuttter](#)



1000_sweaty_faces	sosaxgraphy
alleon.cologne	thedukeofmedia
AmujoTemitope	c.orourke95
app_bandmates	Gewrgiach
ayeshamonguno	gu.designs
gu.designs	shipscope
realbeaufree	ilaydaaslaner
rhys.wills	MichaelYoung
rieke sproten	sohahk
ryancahalin	subsero
shopavanthis	yes_chinese_mandarin

WIDE AND DIVERSE RANGE OF BUSINESSES CREATED

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.



WHAT WAS YOUR LIGHTBULB MOMENT?

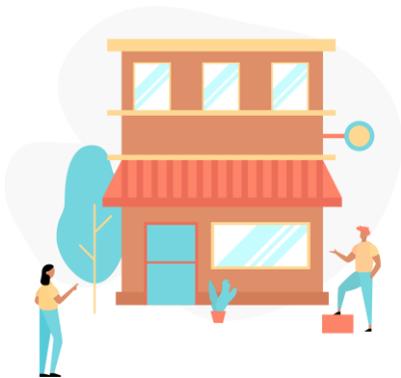
We asked the participants what their Lightbulb moments were at the event.

<ul style="list-style-type: none"> › Sell first: you don't need to take out a big loan in order to start running a business and market your product to a niche. 	<ul style="list-style-type: none"> › The different and creative ways to reach out to potential customers and using social media not as a selling platform, but instead for engagement. 	<ul style="list-style-type: none"> › Building the confidence to believe in your product and go out into the world to promote and sell it. 	<ul style="list-style-type: none"> › Building the confidence to believe in your product and go out into the world to promote and sell it.
<ul style="list-style-type: none"> › Practical steps on what to do next, my to do list has grown, but at least I have a way forward. › So many aspects of starting a business can be done for free. I was thinking of paying for a business package on Wordpress but then learned that so much can be done in different ways to begin. › Know exactly who are your customers and what you can offer them. 		<ul style="list-style-type: none"> › Get sales - for this, most of my time needs to be spent on sales. › In order to make a sale you need to follow up various times. I was not aware this was normal, and am glad to have found out. › Setting up a website on my own because I never thought it was possible and also learning how to leverage social media for my business. 	 <p>open Toledano</p>
 <p>Melnikovs</p>	<ul style="list-style-type: none"> › The way of how to interact on social media and expand the social network. › Sell before you make and always leave call to action in your marketing. › Go for the minimally viable rather than perfection and start selling! › Attract customers with unique ideas. 	 <p>dia Day</p>	<ul style="list-style-type: none"> › You can do things free! It is OK if you change your path – Simon used to be a police officer. › Networking and social media. I had no idea of their power on the success of a start-up. › Learning that starting up a business isn't an impossible Big Hairy Challenge. Keep up the engagement.

CASE STUDIES



Our participants progress after the event is impressive. Here are a couple of success stories to illustrate case studies.



Ruben Toledano

Bandmates

Since the end of the boot camp, I kept networking and defining exactly which stakeholders will be involved (artists, customers, music producers). Moreover, we're developing the app so it can be completely suited to what users expect from it, with a fully customisable profile, a matching service to find the next guitarist of your band, and a discovery feed showing articles and artists activities based on your tastes.

Thanks to the Boot Camp, I learned to take action and not to be afraid of starting, instead of waiting for the perfect opportunity. The Boot Camp gives you the proper mindset to start being an entrepreneur.

Bandmates is a social media made for musicians helping them finding their future music partners according to their tastes and localisation. In addition, artists can share their work and allow music enthusiasts discover new artists.



Tamisan Latherow

SSOS

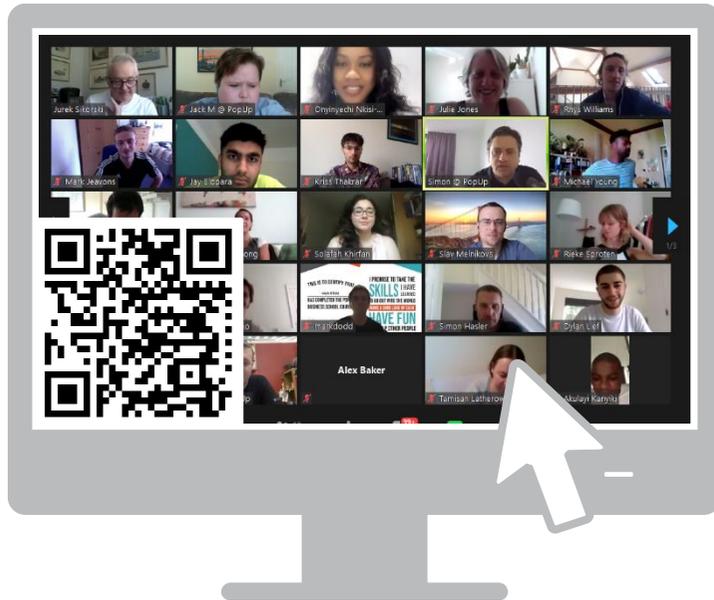
SSOS was an unformed idea at the beginning of the Boot Camp, where independent projects had been or were being completed with no formal structure or social media presence. Now, an active webpage and Twitter feed has produced communication with organisations and researchers around the world, including several space agencies and field experts.

SSOS (Sciencing the Sh*t Out of Stuff) is an R&D think tank that focuses on scalable, agroecological projects for terraforming. The company works with scientists, engineers, and experts in their fields to design client-specific needs solutions to problems from municipal wastewater treatment to astromining. Our focus is finding the right solution to the right problem.

PARTICIPANTS' VIEWS

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

www.popupbusinessschool.co.uk/impact



What is your feedback?



- « *It's been invaluable advice from both the team and the participants, and we will all be better prepared now for future success.*
- « *I would like to thank the sponsors for putting on this workshop - I have learnt so much of value, but would never have been able to pay for it. This has given me hope in a pretty desperate employment market that I can take control over my life and make something with my skills. Thank you for giving me that hope and investing in us.*
- « *Thank you for delivering such a valuable workshop. Thank you for helping and providing value for the upcoming generation, so entrepreneurs can continue to follow their dreams and make the world a better place.*
- « *Being able to attend the workshop for free is a huge gift and I want to express my gratitude for that to the funding partners.*
- « *It was really a worthwhile experience and a great opportunity, as I got out of my comfort zone and learnt how the business world is working.*
- « *The five day course is high-intensity and it's really cool to learn something every day. I feel full of power and energy after this course.*
- « *Please continue to fund projects like this. Our economy and the livelihoods of A LOT of people depend on it.*
- « *Simon is ace; love his practical approach, he is of the right pace, gives personal insights and the admin and the Zoom elements worked really well.*
- « *Great workshops, loved it, 100% engaging and Simon the way you make everything relatable and funny is amazing.*
- « *Fantastic, enjoyed each day of the course and gave me huge insight into how I can make my idea a reality.*
- « *You lot were absolutely fantastic. Great energy, not boring at all. Most importantly interactive!*
- « *I think you've all done really well with the Summer Boot Camp, especially during the lockdown and COVID pandemic. It was very free-flowing and organised.*
- « *Wow, great event and I have learnt so much! I have already recommended the event to others as well. I was engaged throughout, so thanks Simon, and also it worked well online.*
- « *This was a lovely course and you have a wonderful team. All your tips have been so helpful and insightful. I am excited to see what I can do with everything I've learnt.*
- « *Thank you for the course, it was very helpful. I will definitely catch up and let you know as I progress with my business idea.*

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 in the course!

