

Where business comes to life



Henley Summer Start-Up Boot Camp 2025 Report



Helping people to startup and make money doing what they love

16 June – 20 June 2025

Rebel Business School

We make starting a business achievable for anyone and everyone.



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 our sponsors Henley Business Angels and British Business Bank, our host and supporter Henley Centre for Entrepreneurship and to everyone who participated on the course!

Henley Enterprise Lab



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



Rebel Business School

www.therebelschool.com

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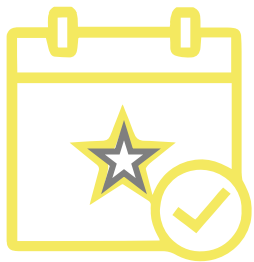
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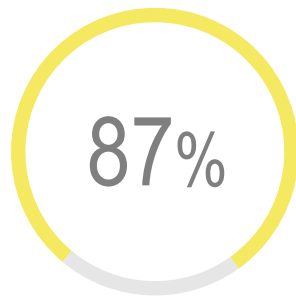
Summer Start-Up Boot Camp **OVERVIEW**

47
ATTENDEES



5
days
COURSE DURATION

ATTENDEES
from
University of Reading
or
Henley Business School



41
students, alumni
or staff members

Sponsored by University of Reading, Henley Business Angels and the British Business Bank and hosted by Henley Enterprise Lab at the Henley Business School.



Henley Enterprise Lab

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.

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 **6%** achieving this in the first week!



10%
TRADING



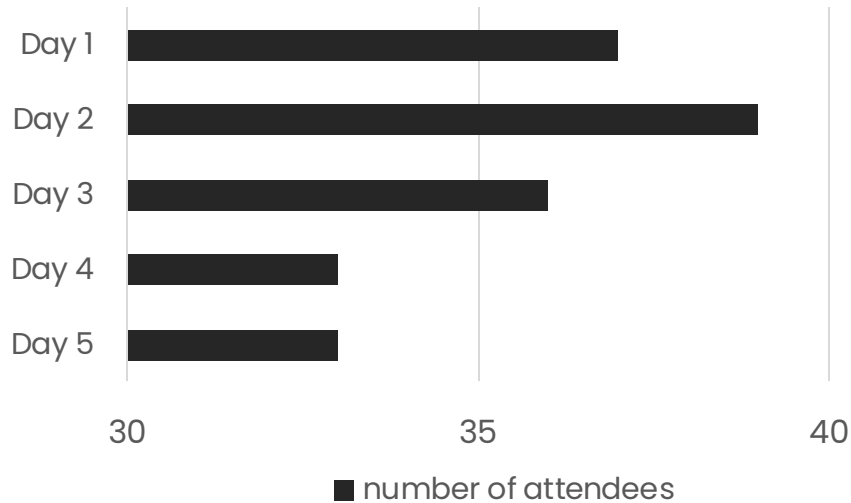
58%
ALMOST READY



6%
MADE A SALE

ATTENDANCE

This Rebel event had a variety of different workshops over the days we were there.



47%

attended
everyday

15%

dropout
attended
1 day or less

4

days
average
number of days
attended

Topics covered on each day of Henley Summer Start-up Boot Camp

DAY ONE

How to start a business for free and the quickest way to start a business

DAY TWO

Sales, marketing and growing your business quickly

DAY THREE

How to make a free website, taking payment and search engine optimisation

DAY FOUR

The quickest way to find customers and explaining social media

DAY FIVE

Legal and Finance Panel, tax, company structure and the 12 Rebel Principles

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.

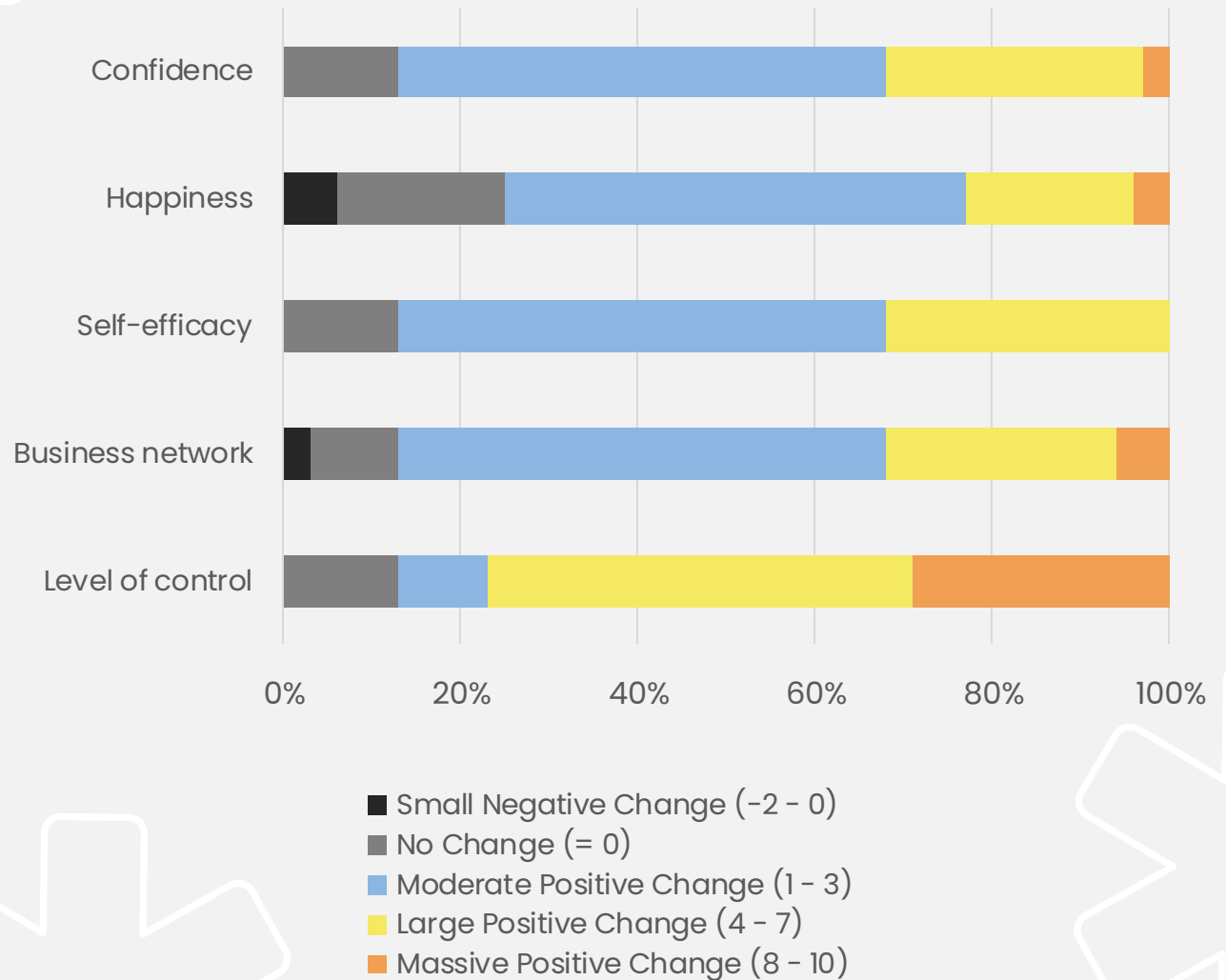
BUSINESS NETWORK

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?

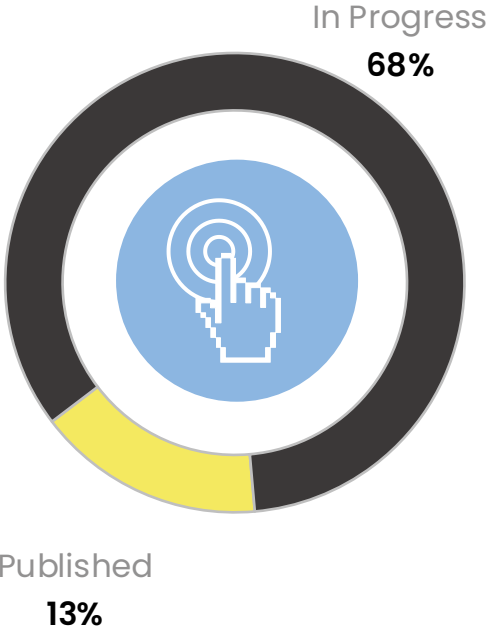
We asked participants to tell us how the course changed their feelings:



Boot Camp energises participants to

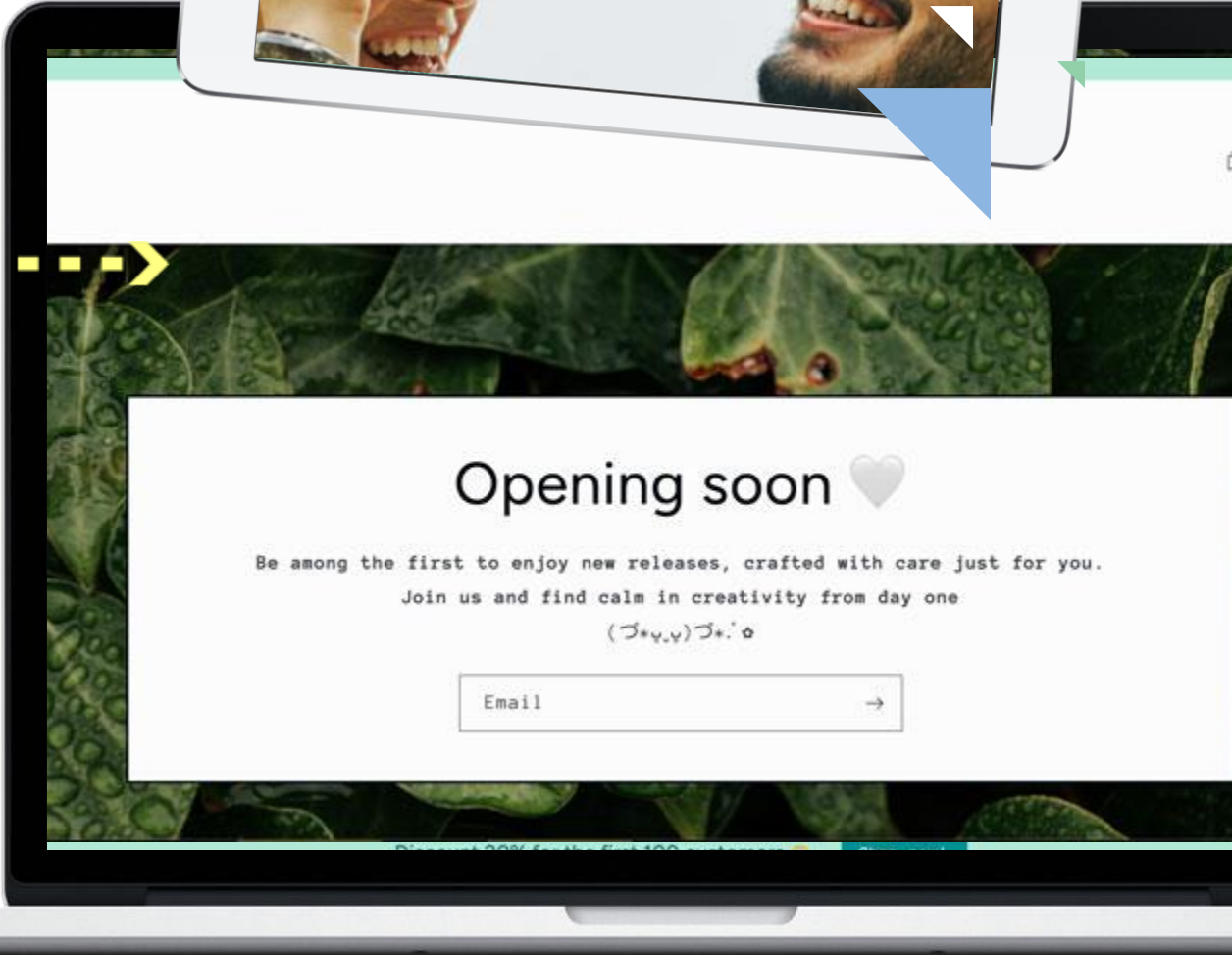
CREATE WEBSITES

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 2025 participants by selecting the links.

calmy.co.uk
valyou.my.canva.site



Wide and diverse range of **BUSINESSES CREATED**

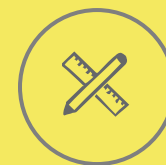
One of the foundational principles of the Rebel Business School is that it's possible to build a business and make money doing what you love. With that in mind, we always start with passion and what people love to do. This creates an incredible range and diversity of start-up ideas at our events.



Information and
communication



Real estate
activities



Craft business



Whole sale
and retail



Other



Food services



Human health
and social work



Financial
and admin



Arts entertainment
and recreation



Education



Construction



Accommodation
services

EXPERTS' ADVICE

**Ashan
Arif**



STRUCTURE OF YOUR BUSINESS VEHICLE

Whilst there are several options and often tax is a driver, the most common form we see is a private company limited by shares. This is fairly easy to set up and administer. Banks, investors, suppliers etc are all familiar with this structure which will make things easier.

CONTRACTS

Ensure some basic agreements are in place – take appropriate advice from relevant professionals. Use online resources with a high level of caution! Shareholders' agreements, IP assignments, employment agreements, NDAs and terms of business are all examples of agreements to consider early on.

PROTECT KEY ASSETS

Early on (and throughout the life of your business) identify and protect your key assets. That might be intellectual property, know how, trade secrets, employees, databases, recipes etc, depending on what your business is. Ensure ownership is with the business and not with someone else.

**David
Askew**



RELATIONSHIP

Ask what else can a bank provide. A good banker should also be able to provide a signposting service to assist start-ups i.e. introductions to professional advice, angel networks, venture capital, grants, suppliers/customers.

FUNDING

Most startups are funded by equity, as with debt need to start repaying on day 1. Many different forms of debt, make sure you source the right type for your needs – working capital v long term. If you do look for debt, make sure you're all over your numbers. A funder is going to want to know how you can generate sufficient cash to repay the loan. The business plan is important to any investor but with debt you must demonstrate how the business will generate cash.

SECURITY

With equity investment you obviously could lose all your money, if the business fails however the reward is much higher and the business could go on to be a unicorn. With debt the rewards are much lower and therefore the risk needs to be much lower. Any debt funder wants to know how they get their money back if the business fails. If you are a sole trader then you are personally liable for the debt in your business, however if you are limited company, as this is a separate legal entity most lenders, in the early stages will want the directors/founders or shareholders to offer a personal guarantee.

David Brookes



STRUCTURE/ FUNDING

Think about what structure to use upfront - sole trader, partnership, company etc and if a company do you need a single company, sister companies or a group of companies. If raising money be careful not to give too much away. Start with grants if possible that are non-dilutive and don't need to be repaid. Then loans from friends and family before bank debt and equity investments.

Susan Elliott



UNDERSTAND AND BE CONFIDENT ABOUT YOUR FINANCES

Learn as much as you can from the outset about managing your finances. It will stand you in good stead and give you and others confidence that your business model is on track for success.

COMPLIANCE

UK compliance, registering and filings with companies house, PAYE/ NIC, VAT either compulsory if turnover exceeds £90k or voluntary in order to reclaim VAT incurred. Keep accounting system such as Xero. Sounds boring but important. If expanding overseas remember there are overseas VAT registrations, import VAT and duties, overseas payroll and possibly overseas permanent establishments where local corporate taxes will be payable. Expanding overseas can be expensive so don't do it too early where administration costs are high compared to the size of overseas business. Cash flow is also important. Taxes are often due months later but make sure the funds are available for the due dates for VAT, PAYE, corporation tax etc. lots of musicians and actors are made bankrupt by HMRC for unpaid taxes. If taking on employees also remember national minimum wage requirements.

MAXIMISE TAX BREAKS

In raising money seek to use the Enterprise Investment Scheme (EIS) or Seed EIS for earlier stage to encourage high net worth investors who benefit from tax reliefs on investing. Consider claiming R&D tax credits, maximise capital allowances and consider an EMI share option scheme. On profit extraction model the difference between a salary/ bonus which is subject to PAYE and NIC but which is deductible for corporate tax purposes. Or make a profit in the company subject to corporation tax and then take out cash net of corporation tax as a dividend which is subject to lower income tax rates with no NIC. Bear in mind too that paying NIC helps build future pension credits and if you wish to take out a mortgage or rent a property lenders/landlords may want to look at "earnings" which may be only salary and not include dividends.

PLANNING IS KEY

You may not need external finance now, but if you're ambitious for growth or your business model means that you need to spend money before selling your products or services, you may need external working capital finance in the future. If your business requires initial capital to develop a prototype or doesn't have a strong credit history to underpin a loan, angel investment might be an option. It's the largest source of investment in start-ups and early-stage businesses looking to grow in the UK, and it could be right for you.

SOURCES OF FINANCE ARE CHANGING

In addition to mainstream banks there are many other lenders, digital platforms and specialist funding providers so take time to forecast when, how much, and what type of funding you'll need along your business journey. Take advice about what might be right for you in the short and/or longer term.

FEEDBACK

Feedback to Henley Enterprise Lab at Henley Business School

Henley Enterprise Lab



- *Thank you so much for making this possible! You are empowering many young entrepreneurs with bright futures ahead of them!*
- *Thankyou for arranging this boot camp. It has added substantial knowledge above the classroom courses we had.*
- *Thank you for hosting such a great, engaging and informative course. It was very helpful and useful.*
- *Thank you to Henley Business School and partners for organising and providing this opportunity. It would be highly appreciated if more relevant workshops can be organised in the future!*
- *Thank you a lot. I greatly appreciate all the opportunities you provided for aspiring entertainers.*
- *Thank you so much for being able to do this. Hopefully, you can continue to do this and support aspiring entrepreneurs.*
- *The course was very informative and helped me to come out of my comfort zone and hopefully I will see a momentum in starting up my business venture.*
- *This is the best course I've ever done and I feel I have taken a bite of the apple but I want the whole apple, please make the course longer.*
- *Thank you so much for making a course like this available for free.*
- *Very helpful for me as I am a student at the university who is close to graduating.*
- *Please continue with what you're doing, because you're changing lives.*

to Rebel Business School



- *Thank you so much! It was very eye-opening! Never knew so much was possible.*
- *You are brilliant and making a difference to individuals' lives.*
- *Thank you very much for all your support, help and time. It was very helpful and made me understand many points. I really appreciate for the opportunity to join.*
- *You are awesome and thank you so much for everything – I'm feeling very inspired and empowered.*
- *Thank you very much, I will be attending again. Please do the 2 weeks course.*
- *Thank you very much. Would love to join next years' course again.*
- *Thank you so much for the support, it has been of significant help.*
- *Thank you, this course has been life changing for me and my children, could you please fund more so the course could be longer.*
- *It's absolutely crucial to make business education accessible to people of all ages, backgrounds, and income levels. I doubt I would have had access to such valuable knowledge otherwise, or the opportunity to connect with like-minded entrepreneurs. It has helped me build confidence, believe in myself, and develop the skills I need to start my own business.*
- *Thank you for this amazing course and experience.*
- *A big thank you! Your support means a lot.*
- *This is an excellent bootcamp. I recommend every student to take part in it.*

CASE STUDIES



**Wang
Qui Loh**

Scenic
Travel platform

“Wang Qi Loh always had a love for travel, not just the destinations, but the planning, the possibilities, and the people.

But time and again, one frustrating problem stood in her way: the unreliable nature of online ratings. For casual holiday-goers, this might be a minor inconvenience, but for once-in-a-lifetime travellers, it could mean disappointment, lost time, and wasted effort. That’s when Wang Qi realised something had to change. ”

Read more ►
<https://therebelschool.com/wang-qi-loh-casestudy>



**Tijana
Mladenovska**

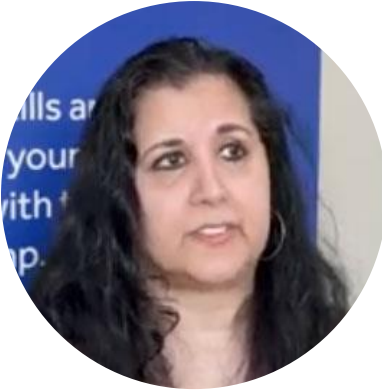
PinPoint
Accessories brand

“Tijana Mladenovska didn’t set out to start a business. She set out to find a pin. A simple one. A subtle yet meaningful accessory that reflected her essence.

But no matter how hard she searched, nothing felt right. The market was full of loud, generic, overdone pieces—nothing that truly spoke to her identity. What started as a personal frustration slowly became something bigger: a realization that if she couldn’t find the pin she loved, maybe others couldn’t either. ”

Read more ►
<https://therebelschool.com/Tijana-Mladenovska-casestudy>

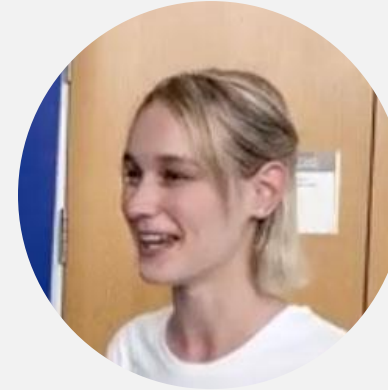
VIDEO TESTIMONIALS



Shab



<https://www.youtube.com/watch?v=E8Fyu8CQLc4&list=PL6A0AeP49qxO7Gumij40NcA4hnqpL6n-3>



Lana



<https://www.youtube.com/watch?v=OfyCbQq5BCU&list=PL6A0AeP49qxO7Gumij40NcA4hnqpL6n-3&index=2>