



Henley Summer Start-Up Boot Camp 2022 Report



Helping people to startup and make money doing what they love

20 June - 24 June 2022

Rebel Business School

We make starting a business achievable for anyone and everyone.



Summer Start-Up Boot Camp **OVERVIEW**

SIGN UPS

108

vs **106** in 2021



5

days

COURSE DURATION

ATTENDEES

from
University of Reading
or
Henley Business School



87

students, alumni
or staff members

vs **86** in 2021

Course was supported
and sponsored by:



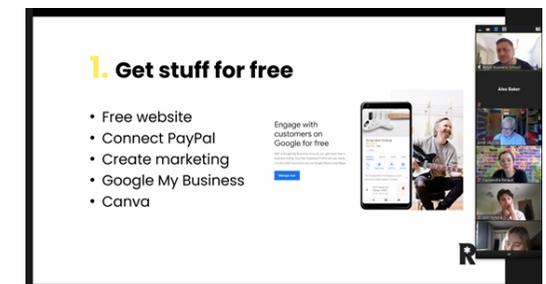
What is **THE REBEL BUSINESS SCHOOL?**

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 **9%** achieving this in the first week!



22%

TRADING



61%

ALMOST READY

vs **57%** in 2021

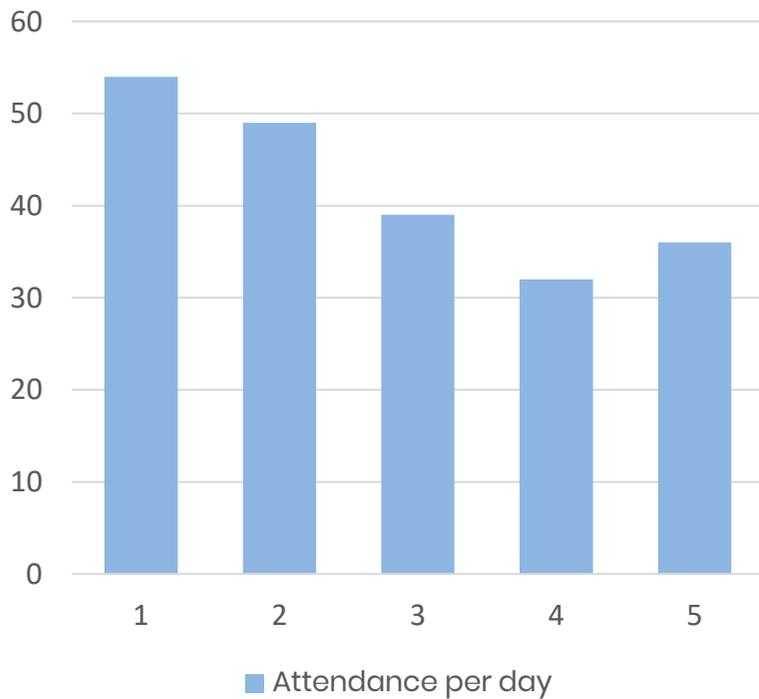


9%

MADE A SALE

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?



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.

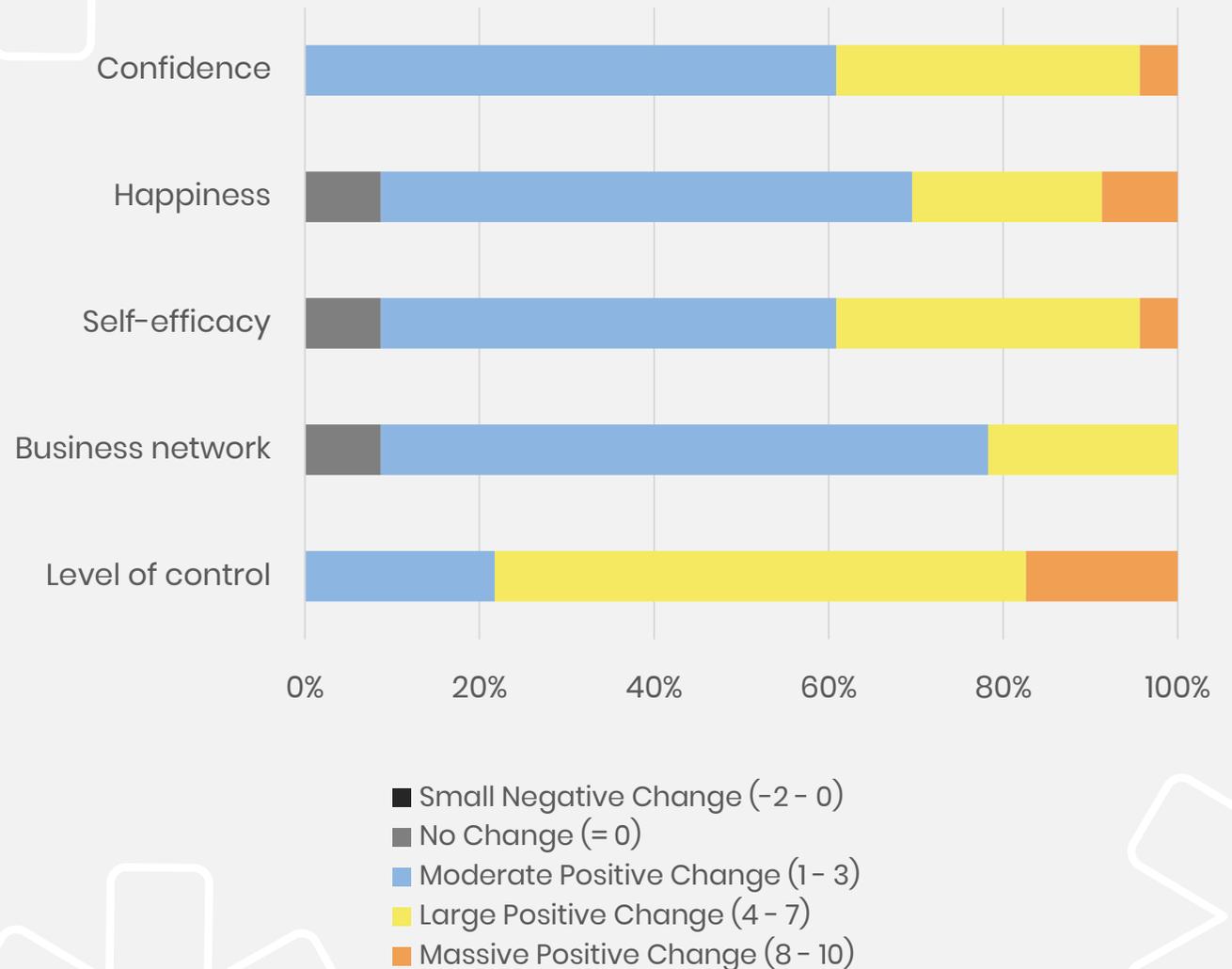
BUSINESS NETWORK

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

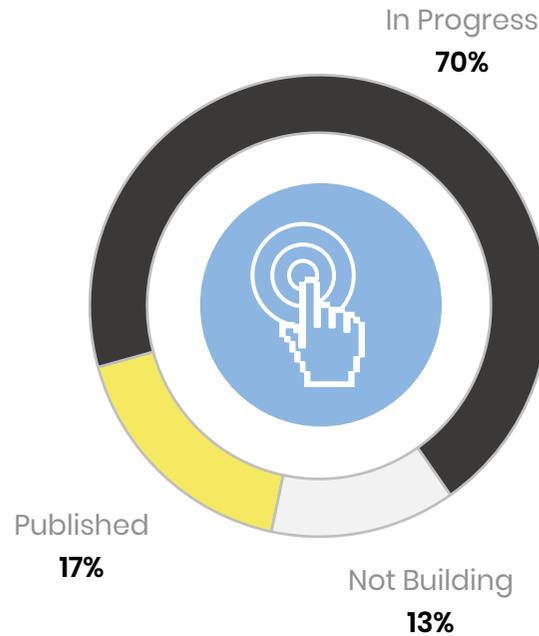
How do you feel about the level of control you have over your life direction, your ability to solve problems and make progress?

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



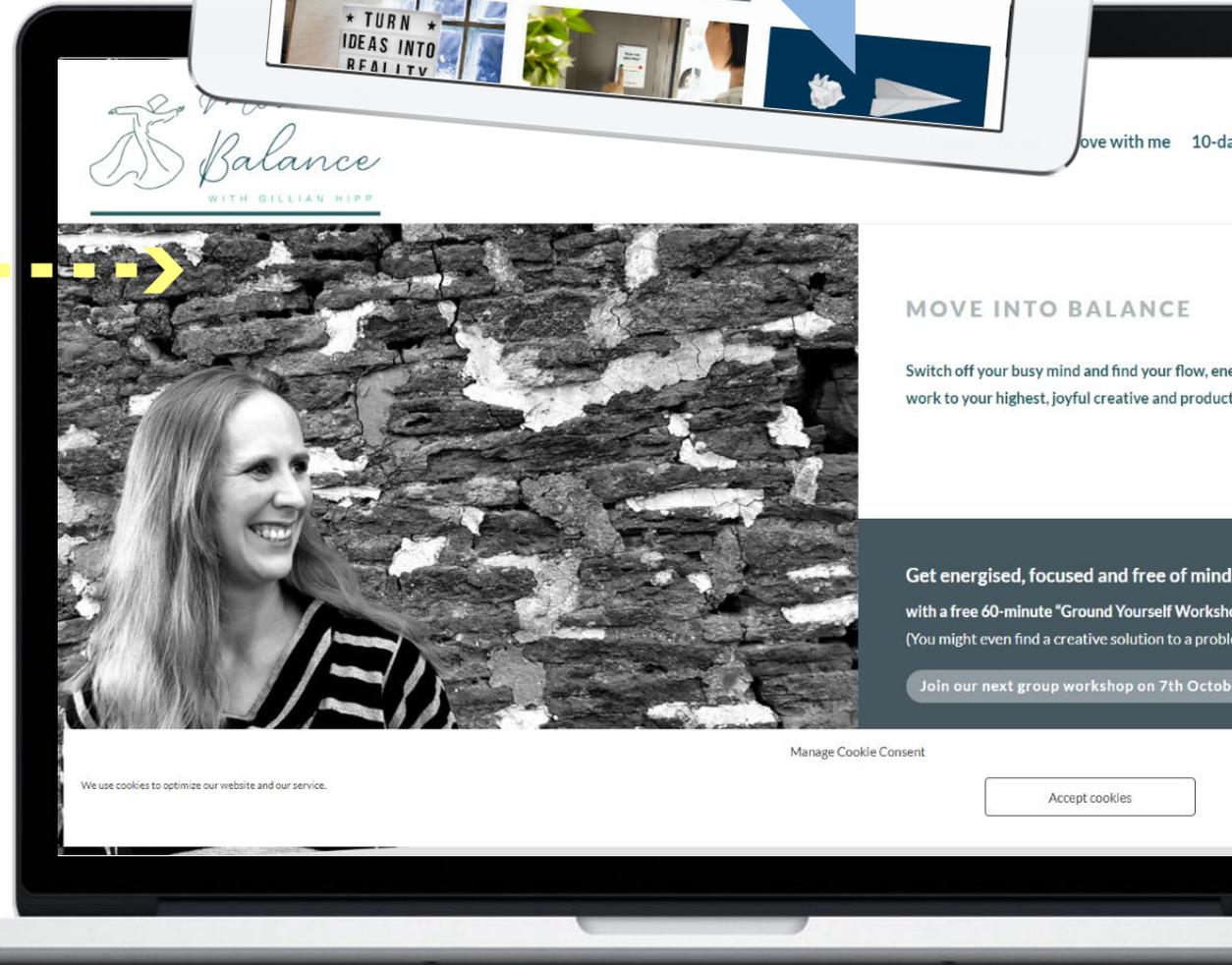
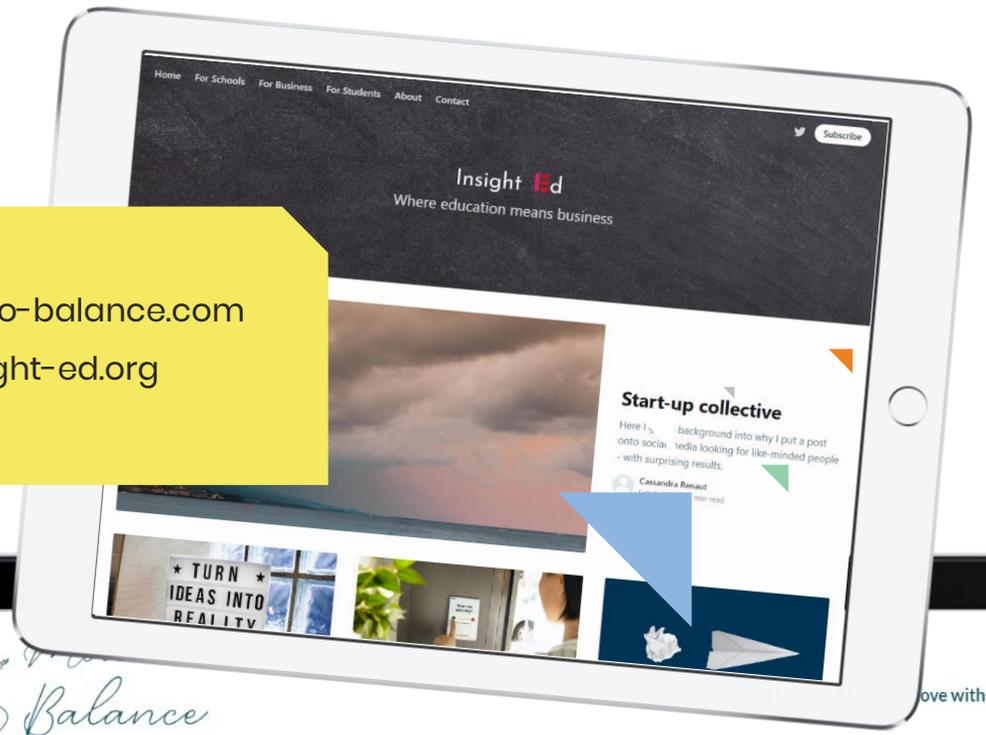
Boot Camp energises participants to **CREATE WEBSITES**

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.



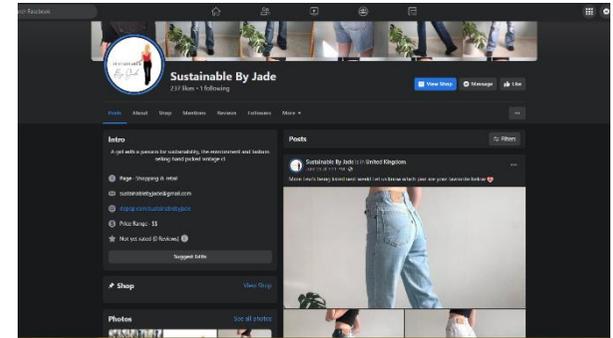
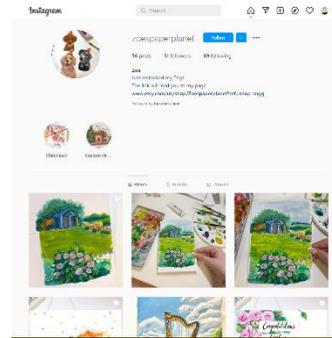
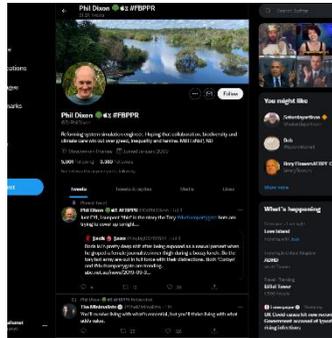
Check out the websites created by Henley Summer Start-Up Boot Camp 2022 participants by selecting the links.

<https://move-into-balance.com>
<https://www.insight-ed.org>



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

Click through the links below to view the businesses.



[dicos23](#)
[insighteducat](#)
[OPEDIAMOND](#)
[DrPhilDixon](#)



[insighteducat](#)
[philipjdixon](#)
[sustainablebyjade](#)
[Buy-Your-Home-Together-106722192088556](#)

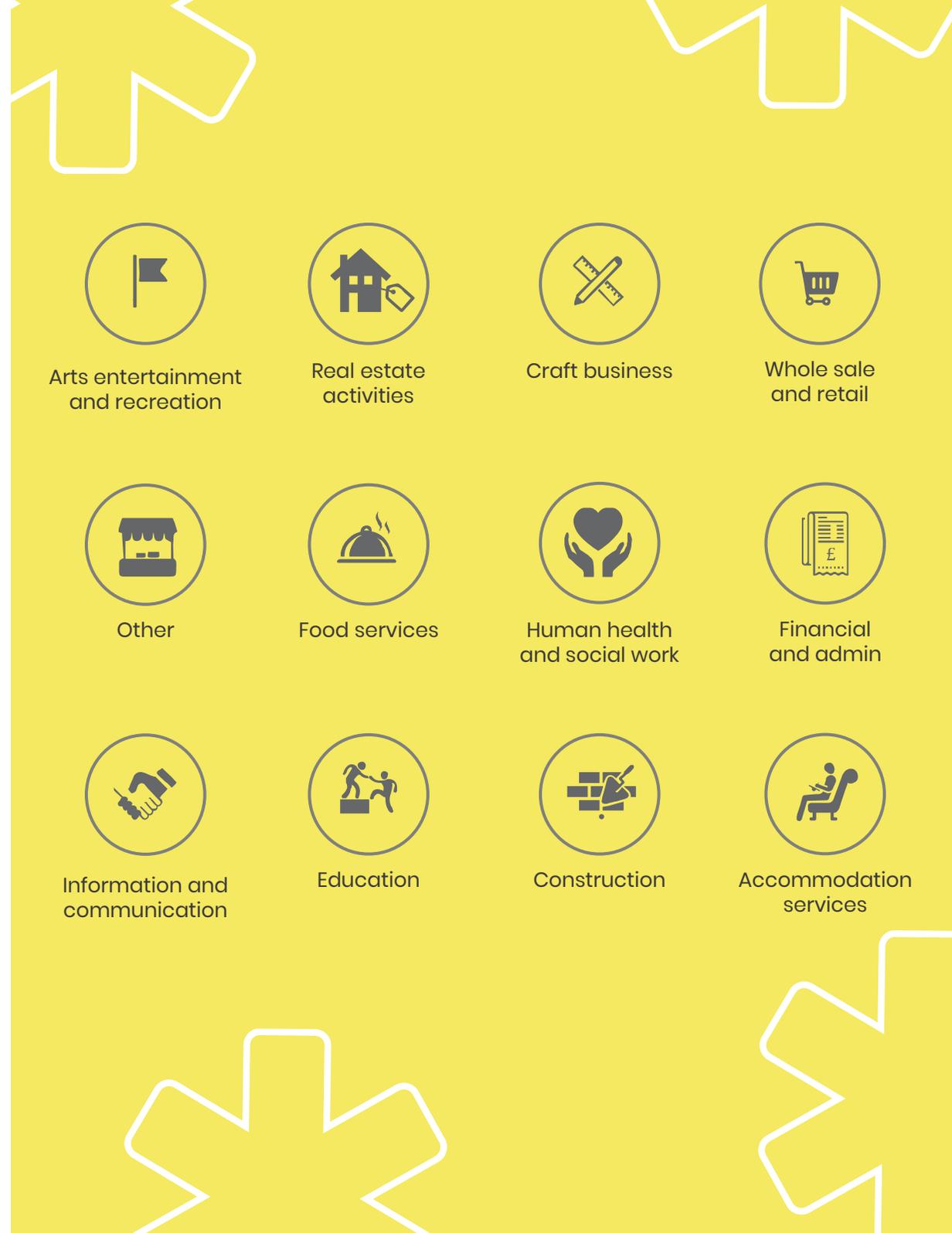


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Wide and diverse range of **BUSINESSES CREATED**

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 from Clarkslegal, BDO Accountants and NatWest. Among the topics covered were business structure, intellectual property, contracts, tax and banking for businesses.



What was your **LIGHTBULB MOMENT?**

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

- Start before you're 'ready'. Pitch the why. Sell the what. Close the how. Unless I tell (lots of) people what I do they won't know and I won't get any sales!
- That it is ok for my business to 'just' be on the side. That I don't have to leave my job. How little time is needed to get things done.



- Marketing methods, bootstrapping and benefits of sole trader vs LTD.
- To start before you think you're ready! And all the free ways of starting.
- Business plan doesn't need to be perfect. I don't need a lot of money to start my business. How to find potential customers on different social media platforms.



- That you need to be pro-active and get on with starting. Also all of the free resources available and how you can really start with no money.
- To just start, make a sale before you've started, don't bother securing products first - do that after. And start making a website instead of focusing on domain etc.



- I never felt prepared enough to launch this or do that... But I have realised now that you just have to start and see what works... and that is what I have found with my Etsy. It's better to let the sales do the talking and follow where they lead you.
- Ensuring that the right questions are asked when engaging in making a sale.

FEEDBACK

to Henley Business School



- *Thank you so much! To be honest I wasn't expecting such high quality content for free. I will be returning in the future to other courses hopefully.*
- *Thank you for the invitation to participate in the course. It was a well-structured course for starting up a business.*
- *I was very impressed (and remain impressed) to have found such a good course being offered FoC. I think especially for the younger people it will have been extremely helpful. As a more elderly participant (50!) who already founded and ran businesses, I still learned or was reminded of a lot of good practices.*
- *Great investment. I attended a business boot camp 10 years ago by the University College London Advances, which focused on a lean business model approach, but the tools provided and the focus on sales and doing it quickly was totally amazing and unique - I really loved it.*
- *Thank you very much. Really motivating, dynamic week.*
- *Thank you very, very much! Without your genuine support, our thoughts, business ideas and confidence will have zero product. Courses like these truly aid us to take that first step to a life changing evolution.*
- *I would like to thank the sponsors for the investment they have made and the opportunity to attend the course. I can see the light now and feel ready to start.*
- *Such a brilliant idea and well executed!*
- *This was a great series and it was very useful. Henley Business School should definitely keep these going - I'd recommend it to all students!*
- *Thanks for introducing me to this course, it has changed my life.*
- *You are amazing people. Thank you very much for funding the workshop, it is really helpful for us to start thinking about executing our ideas!*

to Rebel Business School



- *Thank you for the time, for making it easy and fun to learn, for making it relatable and making it hands-on and practical to make it stick better.*
- *Thank you for all of the insightful tips and techniques that you have taught us! It has definitely given me a better idea of how my business can be run successfully.*
- *Keep it up! I appreciate the positive vibes and knowledge in different areas you have brought up to us!*
- *Thank you for simplifying what society can make out to be a insanely difficult thing. It has really given me the perspective and confidence to know that I can lay out reasonable goals and scale my business.*
- *Thank you so much for giving me the confidence to start, I feel more ready to go forward with all my business ideas and really appreciate these sessions. They taught me the importance of just selling before committing so you know how to actually gain experience and pitch.*
- *Simon, thank you. You were so engaging to listen to. I loved your honesty and appreciated you sharing your own experience and stories in starting out.*
- *I didn't know what to expect from the Boot Camp. I thought it was going to be boring. However, I enjoyed the course a lot and I feel more confident. Thank you.*
- *A very good and informative course, with the right timings and clear content. Maybe a PDF summary could be useful to those not making notes.*
- *Simon was super engaging and knowledgeable. This was particularly beneficial as I have learning difficulties, such as slow processing and dyslexia, but didn't lose my engagement at all!*
- *You are super good in what you do. Your course is practical and the content is relevant to the business world.*

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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