

ULTRA EDUCATION C.I.C.

# ULTRA EDUCATION ANNUAL REPORT 19-20



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# A MESSAGE FROM OUR CEO

When I was a teenager I set up a business with my friends in a one bedroom flat in Stonebridge, Brent, regarded as one of the most deprived boroughs in the UK.

I took an idea to setup a fashion label and together we made the clothes and sold them across London. I'd never done anything else to make money at that point in my life and so the feeling I had of taking what was a simple idea in my head to fruition was the most empowering I'd ever had.

At the time I had no internet, no coaches or mentors to help me along my entrepreneurial journey so I did my best to figure it out along the way.

After none of my businesses worked out for the long term and feeling like a failure, I went and got a job in technology which was my first love.

A few year later, without a University degree I was head hunted into investment banking and enjoyed an enviable career in the city.

But I wasn't happy, I remembered what it was like to start my own business, solve problems that mattered and add value to the lives of others. So in the mid 2000's I started my journey again but this time powered by technology and a little bit of mentorship.

A few years later I had launched an award winning agency, become a best selling author, consulted for some of the world's

largest organisations and was invited to over 10 different countries to share my story on education, technology and entrepreneurship.

Not more than a few years later, when my daughter turned 7, at a family gathering, she came into the garden with her 5 little cousins behind her and said "We've made pictures and accessories for you to buy and if you don't have any money we've made credit cards for you too."

Half shocked, everyone turned to me asking, what have I been teaching this poor child!? Fact is, I hadn't deliberately taught her anything, but she'd obviously learnt some entrepreneurial skills and mindset by observing me.

It was at that point I realised my greatest contribution to entrepreneurship, which changed my life and stopped me from being a statistic because of race or postcode, was to empower others with the same.

But just like my daughter, why start at 18 when you can start at 7 or 8 years old?

I would say the rest is history, but our story at Ultra Education C.I.C has just begun.

In less than 5 years we have impacted the lives of 1000's of children, young people and parents and inspired a new generation of entrepreneurs who will become the custodians of our future.

2020 has been a year like no other. I lost my father, the pandemic hit and a man of the same age, who could have been me, lost his life for all of us to see in 8 minutes and 46 seconds.

The world seemed to have more problems than ever, but many of us too have developed the grit and determination to never give up in the face of adversity and to rise together so that our children can be healthy and happy.

Teaching kids entrepreneurship, to believe in themselves, to want for more, to know they can make a difference, help others and change their world is a journey we're honoured to be a part of.

A journey of continuous learning, self development, achievement and attainment that we all want for our students and for our children.

Thank you to the parents, teachers, sponsors and funders who have supported ULTRA over the years to help the next generation!

**#DoWhatYouLove**

**Ultra and Out :-)**

**Julian 'The Ultrapreneur' Hall**





# OUR VISION

Our vision is that all children and young people regardless of background or class have access to effective, up to date, entrepreneurial education

# OUR MISSION

Our mission is to use the aspirational and practical power of entrepreneurship to create transformational and lasting change in the lives of children and young people.

We are focussed on those from ethnic minorities who suffer from disadvantage or do not fit into the existing system of education





# OUR WORK

**ULTRA EDUCATION CONTINUES TO DELIVER IT'S GROUNDBREAKING PROGRAMMES FOR 7 TO 18 YEAR OLDS, PROVIDING THE FOLLOWING SERVICES:**



**School Programmes**



**Community Programmes**



**After School and Weekend Clubs**



**Kids Business Fairs**



**Kids Business Awards**



**Online Programmes**

# SOCIAL RETURN ON INVESTMENT £2.3M!

Our social return for every  
£1 invested is £9.70.

This means that in 2020 we saved society approximately £2.3M based on the preventative costs for NEET young people, the cost of mental health intervention, truancy and exclusions, first time entrants into the criminal justice system and state welfare.

We continue to invest in impact measurement and intend to innovate in the social enterprise sector by developing a Cultural Return on Investment model or CROI.

This we believe will help other organisations more definitively measure the impact made on underrepresented communities in the UK and across the world.



## 2020 WAS NOT CANCELLED

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At the beginning of the financial year, September 2019 we started out with a vision for growth, after six months COVID-19 hit and we had to adapt.

And adapt we did, responding swiftly by moving our programmes to an online platform using ZOOM and ensuring online changes were made to Safeguarding and delivery styles.

Now, our online programmes have become a core product, allowing Ultra Education to reach further afield with ease. We have had customers access Ultra Education's services across the UK and even in Australia.

### HEAD TEACHER OF NEWMAN CATHOLIC COLLEGE, DANNY COYLE SAID:

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“

We have been working with Ultra Education for the past two years as part of our extended schools offer and have found it to be a first class programme.

Students have developed entrepreneurial skills and as a result have become more confident young adults and more accomplished learners.

I wholly endorse Ultra Education and the added value it provides for our young people in today's competitive world.

”

# IMPACT & PARTNERSHIPS

# 1200

*Students engaged in schools*



# 400+

*Registrations*



# 50

*Businesses signed up  
& sessions delivered*



## SCHOOL PROGRAMMES

Between September 2019 and Lockdown in March 2020 Ultra Education were able to engage with 1200+ students in schools including Preston Manor and Putney High School, where the CEO Julian Hall, is the Entrepreneur in residence.

Teachers were also trained in delivering a whole school approach to entrepreneur education, clearly identifying another string to our bow.

## COMMUNITY PROGRAMMES

Prior to lock down slowing delivery, Ultra Education continued to create new relationships within the local community of Brent.

New commissions have been made from Young Brent Foundation, Hyde Housing and the relationship with Brent Council has been strengthened and continues to develop with Ultra's CEO being approached to join strategic panels to support decision making for Brent residents.



# IMPACT & PARTNERSHIPS

10

*Programmes ran*

—

3

*Major sponsors*

—

8

*Mini CEO key note speakers aged  
between 6 - 24 years old*

—

## AFTER SCHOOL & WEEKEND CLUBS

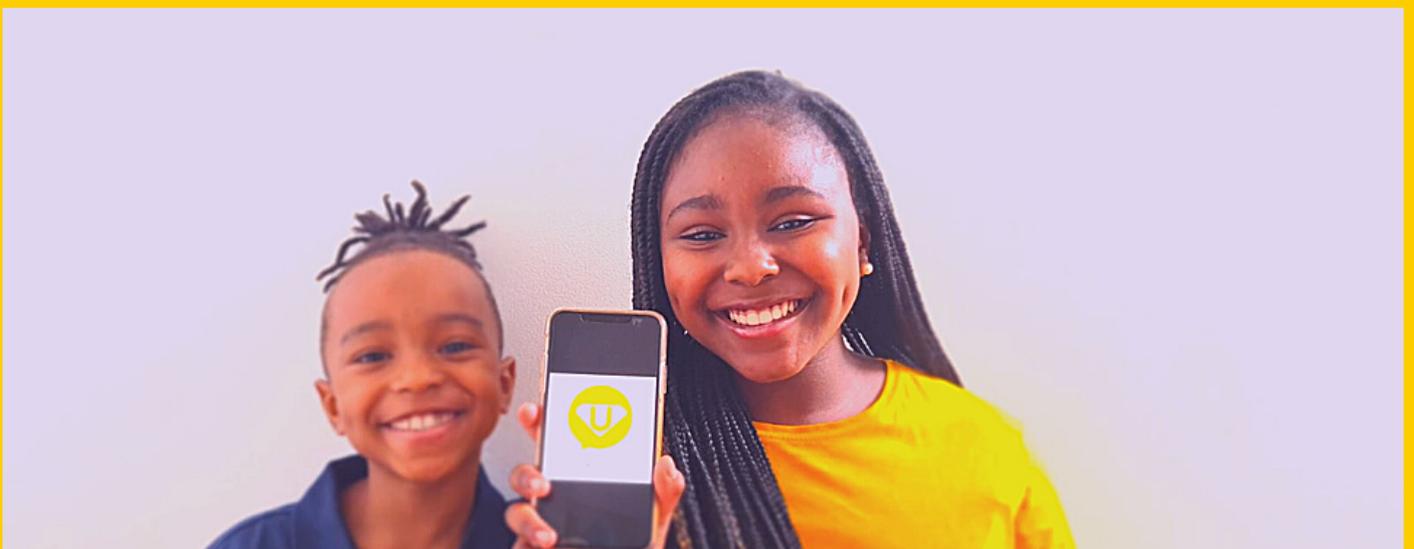
In the first six months we delivered 4 after-school and weekend programmes. Bringing entrepreneur training for the first time to the North of the Borough and providing activities for young people during the Christmas break as well as sessions in The Granville at South Kilburn,

The Brent Community Hub and Roundwood Centre for over 60 children. These programmes suffered with COVID -19's appearance and are slowly improving with the creation of online alternatives.

## ONLINE YOUTH ENTREPRENEUR CAMPS & FAIRS

Business Fairs - In August 2020 Ultra Education ran the "World's first Kids Online Entrepreneur Business Fair ever, ever, ever".

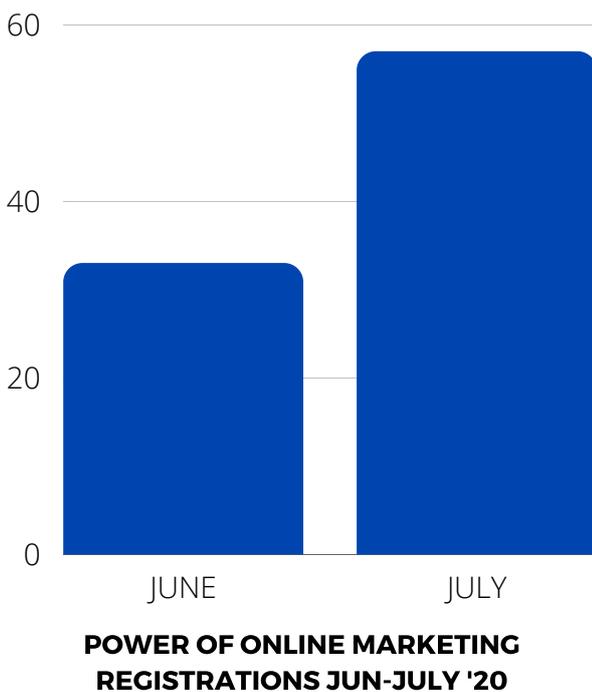
Using brand new technology such as Hopin, and streaming to Youtube. we were able to raise the awareness of the brand to 1000's of people, here in the UK and also Internationally.



# ALUMNI

Ultra Education's Alumni is growing steadily and for the first time we were able to work with one of our Alumni to deliver their own workshops.

Alex Phillip has delivered two, three-day workshops on the Power of online Marketing with great success.



## THE POWER OF ONLINE MARKETING - FOR YOUTH 11+ (JULY COHORT)



WITH ALEX PHILIP!

*My daughter (Cocoa's Designs) has enjoyed the day. She has had a lot of interest and some sales as well".*

**- Parent**

Further Alumni, Maya Glitters 10yrs old, Tegan Helen 9yrs old, Ausar Re White 11yrs old, and Na'ariyah 11, and Malachi Hall 9 yrs old, all hosted the World's First Online Kids Business Fair during August. Engaging over 400 registered participants.

# 1-2-1 SESSIONS

1-2-1 online sessions introduced in March after lockdown.

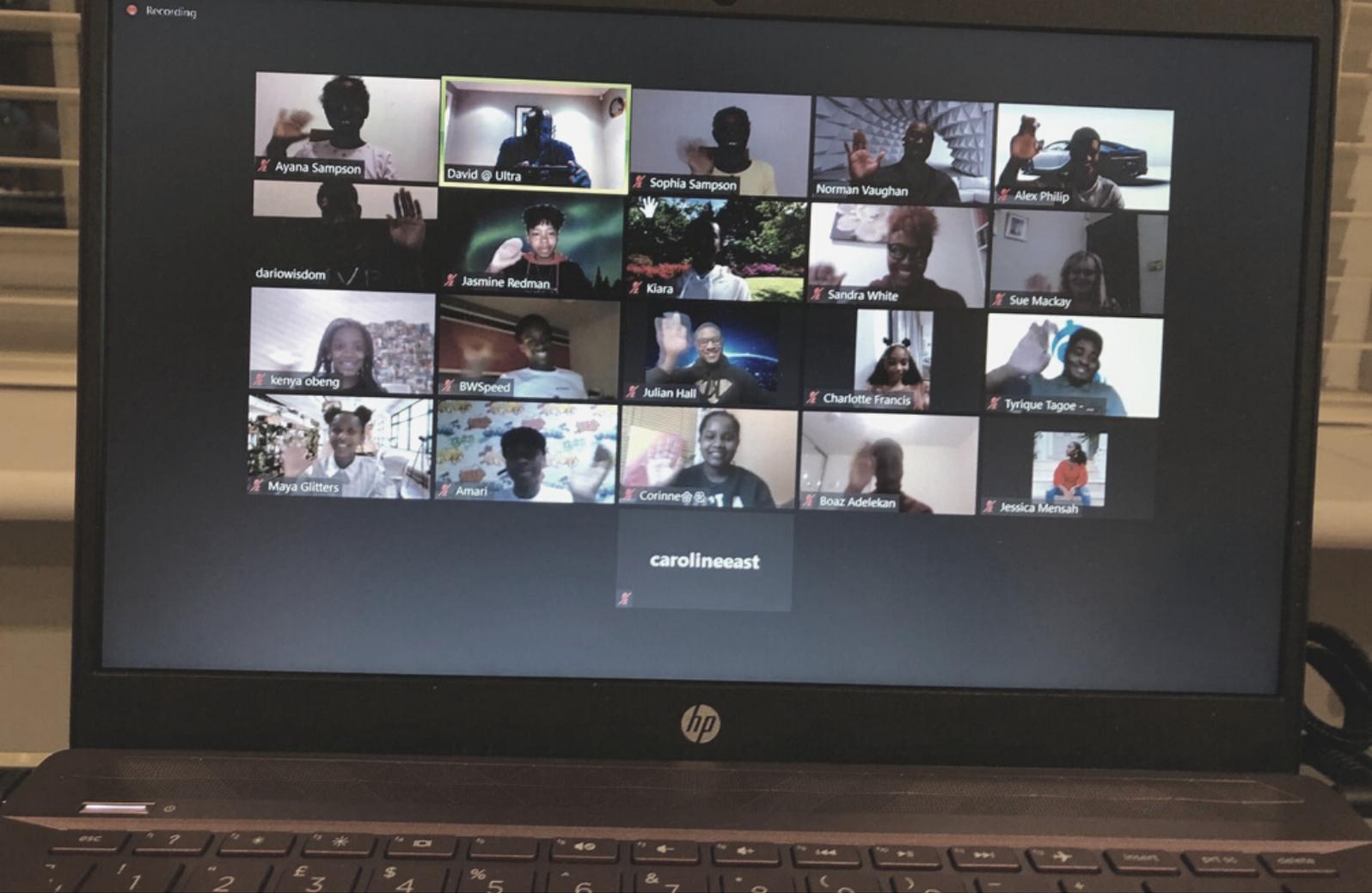
These sessions supported many parents who were struggling with children with extra needs or who were in need of challenge.

Sessions aimed to ensure children were stimulated educationally and creatively.



# 35

families signed up & supported



# ONLINE YOUTH ENTREPRENEUR CAMP

May also saw the beginning of the Online Entrepreneur Bootcamp Series run throughout lockdown, again with successful results.

## NO. OF PARTICIPANTS

**19**

**MAY**

**17**

**JUNE**

**22**

**JULY**

**15**

**AUGUST**

# BUSINESS FAIR



SAT 22 & SUN 23 AUG

12:00 PM TO 6:00 PM

OVER 65 KID ENTREPRENEURS  
SHOWCASING THEIR BUSINESSES!

Eventbrite

hopin

## THE WORLD'S FIRST ONLINE YOUTH BUSINESS FAIR, EVER, EVER, EVER

In August we hosted the first ever youth online business fair with over 70 young entrepreneurs, speakers, performers and hosts.

The event was streamed live on virtual events platform Hopin, as well as YouTube

Over the weekend we had almost 500 attendees, with young entrepreneurs given the ability to showcase their businesses, network and host master classes!

**Almost 500  
attendees!**

# PARENTS

The parent WhatsApp group is vibrant and buzzing with opportunities, sharing and feedback on various programmes.

With over 100 participants and growing, proves a great way to stay connected with one of our key stakeholders.



## QUOTES FROM PARENTS

- My girls really enjoyed their first session and learnt a lot
- Well done on the event yesterday. Sereno enjoyed it
- Our son enjoyed too and had lots of questions answered. No question was too big or too small. Thank you Julian Hall and team!

# 19-20 HIGHLIGHTS

## 2000+

young people 6-21 years old engaged

## 200

child businesses and startups

## 200+

parents

## 7

online camps

## 125

young people taught per month  
on average



**FIRST**

Online Business Fair



**FIRST**

Entrepreneurship integrated into  
the curriculum



**FIRST**

Alumni 'give back' workshops

# NEW PARTNERSHIPS



## PROSPECTS (CAREERS SERVICE)

Using entrepreneurial education to build confidence and resilience has been at the core of what we do; now we have extended it to work some of the more difficult to engage young people and assist them to find employment.

Throughout the programme 15 young people developed their individual business ideas



## KNOWLEDGE TRANSFER NETWORK

80 young people networked with other creative minded innovators and start ups across the UK at the Innovate UK's Knowledge Transfer Network.

## UNIVERSITY ACCELERATORS

Ultra Education gained the unique opportunity to work with a couple of Universities to create a curriculum for an Entrepreneur degree.

Engaging Year 12 – 13s in an accelerator programme, Ultra Education was able to demonstrate the flexibility and range of its curriculum.

Working with 52 students across the Universities of Westminster and South Essex in both online and face to face settings.

## FINAL OUTCOMES

Care Leaver has been offered a place on a self-employment programme to continue building their business idea Young people started a job whilst on the programme (at local businesses).

Young people who were not in employment, education or training started at a local Training Provider.

Young people opted to have entrepreneurship mentoring following the course from a business mentor.

This resulted in an 11.3% reduction in NEET 16–17 in the Harlesden and Stonebridge Locality between December 2019 – March 2020



## ACADEMY OF CONTEMPORARY MUSIC

Entrepreneurship and musicianship came together at a rare collaboration with the Academy of Contemporary Music where students learned how to incorporate their creativity into running a business as well as their creative endeavours.

# AWARDS

<b>WINNER</b>	London Prestige Awards
<b>WINNER</b>	National Mentee of the Year
<b>WINNER</b>	Pride of Brent SME Award
<b>WINNER</b>	Icon of Greatness Award
<b>WINNER</b>	BE Mogul Award
<b>SHORTLIST</b>	National Diversity Awards
<b>FINALIST</b>	National Business Awards

**OUTSTANDING CONTRIBUTION TO CHILDREN**

*- Potential Unlocked*

**BUSINESS & ENTREPRENEURSHIP AWARD**

*- Sisters Empowerment*

**MOST INFLUENTIAL BAME LEADERS IN TECH**

*- Financial Times*





# THANK YOU!

## TO OUR PARTNERS, SPONSORS & FUNDERS



If you'd like to get involved or support our mission email:  
[info@ultra.education](mailto:info@ultra.education) or call us on 0800 211 8133

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