

ULTRA EDUCATION C.I.C.

# ULTRA EDUCATION ANNUAL REPORT 20-21



ULTRA  
EDUCATION



CONNECT WITH US

MEET YOUNG ENTREPRENEURS WHO HAVE STARTED BUSINESSES DOING WHAT THEY LOVE!

# UK'S BIGGEST YOUTH BUSINESS FAIR!



TICKETS AVAILABLE ON

**Eventbrite**

30TH  
APRIL  
2022

12pm - 5pm



**LOCATION:** The Grand Hall of Wembley Stadium, London HA9 0WS, UK

FEATURING ENTREPRENEURS AGED 7-18 YRS WITH BUSINESSES IN:

**TECHNOLOGY**

**FOOD**

**MUSIC**

**BOOKS**

**ECOMMERCE**

**MOTIVATION**

& LOTS MORE!!

Need more info or know a young entrepreneur who would like to exhibit?  
Email us at [info@ultra.education](mailto:info@ultra.education) or call 0800 211 8133

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# A MESSAGE FROM OUR CEO



**ULTRA  
EDUCATION**

"We believe that talent is everywhere but opportunity isn't. And with that we want to enable children and young people to create their own opportunities."

**Julian  
'The Ultrapreneur'  
Hall**



In the midst of the pandemic we witnessed the incredible resilience of the communities we serve. With so many lost at the hands of COVID-19 it would have been understandable for many of us to give up, slow up or simply down tools to figure out our new world.

The lasting effects of this virus have widened the gap and disparity in employment, health and social economic impact for those who are born without the historical privilege we now know have held us back as a country for decades.

Back at base, it's been a year of growth and change for Ultra Education as we held on to our mission with both hands; ours and those of the children, young people and families we support. Our young entrepreneurs started podcasts, YouTube channels, won awards, launched new product lines, got featured on TV and inspired us to work harder; doing what we love - inspiring the next generation. That inspiration became circular as we saw our kid entrepreneurs navigate the pandemic, being in and out of school, unable to go to their favourite after school and weekend activities and missing their friends.

I don't believe it's a new normal, I believe we've all created a new 'improved' normal which has accelerated addressing societal issues, the importance of personal wellbeing and taking a critical look at what happens next.

Entrepreneurship continues to be the vehicle we choose to increase the life chances of the future leaders, change makers, innovators and business people of the United Kingdom. We believe that talent is everywhere but opportunity isn't. And with that we want to enable children and young people to create their own opportunities; if the door is closed and the key doesn't work - make your own door and let others through.

We need more doors and more people that represent those whose ambition don't yet have a familiar face in society.

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"

# MEET THE TEAM



## JULIAN HALL - CEO

Founder of Ultra Education CIC (inspired by his daughter), Startup Dash (inspired by his son) and #AskUltra (inspired by tech). Belief that entrepreneurship is the greatest opportunity for children and young people today. Black Lives Matter, lover of Rap, Soca, Reggae & wife's cooking. Born in the heart of Harlesden.



## DAVID SOBO - COO

A keen, albeit supremely average squash player who loves a BBQ, no matter the weather, including an annual boxing day BBQ!



## AMBER WAGER - PMO MANAGER

Amber is an ambitious, effective operational and project strategist who delights in finding innovative, efficient ways to structure projects, support the team and improve processes. With over 12 years of corporate experience, she has a wealth of knowledge to bring to bear. #mywayorthehighway.



## MARTHA DA COSTA-SHERWOOD - LEAD FACILITATOR

Martha is passionate about all things to do with education and personal development. A firm believer in infinite possibilities, Martha is on a mission to help transform the lives of a million people.



## MALACHI MCPHERSON - MARKETING MANAGER

Creative, thrill-seeker and lover of culture: where the Caribbean, Dancehall, Reggae, Soca and Hip-Hop meet.

# MEET THE TEAM



## LINDA MNGWALI - PROJECT MANAGER

A creative individual, who loves fashion, enjoys watching anything about business from Dragons Den and Shark Tank to The Apprentice. A football fanatic who loves to inspire young people.



## MSONGO MNGWALI - CHILDREN & FAMILIES COACH

I am a qualified social worker with a background in working with the local authority in the court team. My caseload covered working with children and young people (0-18 years old) subject to Child In Need, Child Protection plans as well those subject to Interim Care Orders and Full Care Orders.



## ANSHAR MARTIN - PROJECT MANAGER

Anshar is a pop culture expert and uses technology and social media to help our children empower themselves through learning.



## CHILESHE HALL - FACILITATOR

Chileshe's ambition is to take best practice. She uses child-led education to encourage children to reach their fullest potential.



## BRYAN ROSSI-ANDERSON - FACILITATOR

Brian is passionate about working with people to reach their aims, find common ground and reach success.

# MEET THE TEAM



## DARIO WISDOM - FACILITATOR

Dario is a young man passionate about helping youth that come from disadvantaged backgrounds make better life choices and reach their full potential. Ultra education has helped Dario to build up a community interest company. Dario is the CEO of the mentoring company called Motivating Valuable Prospects C.I.C.



## KUSHEEMA NURSE - FACILITATOR

Kusheema is passionate about ensuring youth have a network of relatable mentors and role models to install life skills.



## ELIZABETH ANDREWS - FACILITATOR

Plant based, music lover, a rookie photographer who is passionate about empowering young people to live a life without regrets!



## MARCIA ESCOFFERY - FACILITATOR

Youth advocate to inspire their best self. Music as medicine through therapeutic sound praise/facilitation.



## CHANTEL BROOKS - FACILITATOR

As an Educator Chantel prides herself as being a lifelong learner and believes in life there is always something to learn from every experience.

# OUR MISSION

#dowhatyoulove



**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 focused on those from ethnic minorities who suffer from disadvantage or do not fit into the existing system of education.**



-  School Programmes
-  Community Programmes
-  After School & Weekend Clubs
-  Kids Business Fairs
-  Kids Business Awards
-  Online Programmes

A black and white photograph of a woman with dark, curly hair. She is wearing large, dark sunglasses and a shiny, sequined jacket over a ribbed turtleneck. Her hand is near her ear, and she has a serious expression. The background is a plain, light color.

CEO & FASHION BLOGGER

**"Ultra Education  
truly changed  
my life."**

**- MAYA GLITTERS**

# ALUMNI TESTIMONIAL



## MAYA GLITTERS CEO & FASHION BLOGGER

"Ultra education is an incredible institution which first introduced me to entrepreneurship. Since starting their weekly group classes at age 7, I have started 3 businesses, a blog, and an Instagram account. I learned about how to put together a product that will sell and also how to market your passions/become a content creator. Since attending Ultra classes, I have also had the opportunity to attend London Fashion Week & Africa Fashion Week twice a year!

Ultra created a foundation that allowed and continually allows me to excel in any sector of entrepreneurship I wish.

Ultra also taught me about tech, marketing, and designing skills which enable me to create my own websites and graphics and also social media posts!

Ultra Education truly changed my life."

# ONLINE MASTERCLASSES

IN 2021 WE RAN

# 8

FREE ONLINE  
WORKSHOPS!

Ultra Education ran a series of one-off, online masterclasses for young people, aimed at teaching specialist skills including: design, social media, gaming, fashion and even how to become a brain surgeon!

WITH OVER  
**350**  
ATTENDEES!

ULTRA EDUCATION PRESENTS  
**HOW SHEIN CHANGED THE FASHION INDUSTRY!**

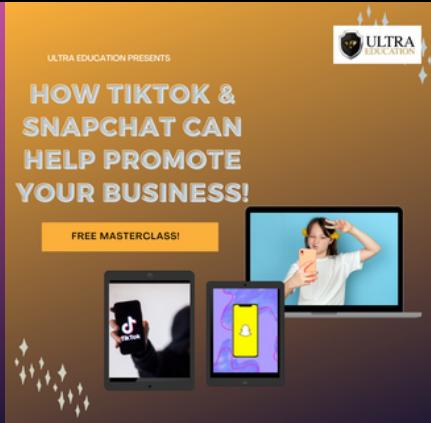


SHEIN

FREE MASTERCLASS!

ULTRA EDUCATION

ULTRA EDUCATION PRESENTS  
**HOW TIKTOK & SNAPCHAT CAN HELP PROMOTE YOUR BUSINESS!**



FREE MASTERCLASS!



ULTRA EDUCATION PRESENTS  
**Canva MASTERCLASS**



THURSDAY APRIL 27TH 2021  
4.30PM



An easy to use and powerful all-in-one design tool. Learn how Canva can help you take your business' promotion and marketing to the next level

ULTRA EDUCATION PRESENTS  
**MEET THE BRAIN SURGEON!**



JULY 31ST 12-1PM



Dr. Andrew Felusho Alalade

FREE

TICKETS AVAILABLE ON Eventbrite

Join this special online Zoom event to hear how inspirational brain surgeon Dr. Alalade made his journey to becoming a doctor and tips he can give you on your path to your career!

ULTRA EDUCATION PRESENTS  
**HOW TO USE SPOTIFY TO PROMOTE YOUR BUSINESS!**



FREE MASTERCLASS!



ULTRA EDUCATION PRESENTS  
**HOW TO MAKE MONEY PLAYING FORTNITE!**



FREE MASTERCLASS!

ULTRA EDUCATION PRESENTS  
**10 STEPS TO BECOMING A SOCIAL MEDIA INFLUENCER!**



FREE MASTERCLASS!



# FEEDBACK FROM STUDENTS



"I will remember my times with Ultra Education doing the amazing course."



Thank you @theultrapreneur  
@angelfa2e and Team  
@ultraeducation for always  
remembering me and supporting my  
business

- Marcus, CEO of MJ's Treats



"It was after attending the Ultra Education's 'It Takes A Village Project' where my drawings were praised and encouraged by the Ultra Team, I was supported to further develop on my passion and create a business idea surrounding that - as I realised I was able to make money off of something I love to do!"

# KICKSTART INTERNSHIPS

Ultra Education was thrilled to offer 15 internships during 2021 as part of the UK government's kickstart apprenticeship scheme which aims to create new jobs for 16 to 24 year olds on Universal Credit who are at risk of long term unemployment.

Internships offered included admin assistant, digital marketing assistant and tech assistant.

As an organisation that champions provision of opportunities for young people, it was fantastic to work with interns and see their growth.



Hear from one of our Digital Marketing interns, Etaf Kawaldeh about her experience with Ultra!



**Etaf Kawaldeh**  
Digital Marketing Intern

## INTERN TESTIMONIAL

I started as a digital marketing intern at Ultra Education in July 2021. I did not know anything about digital marketing, and so when I started, I experienced quite a lot of imposter syndrome.

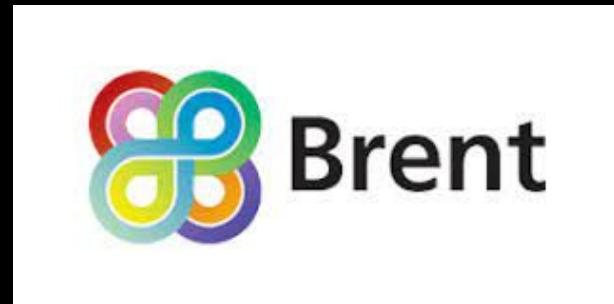
However, the management team at Ultra were extremely kind, patient and willing to teach me whatever I needed to know in order to ensure that I would succeed. I was taught a lot about social media marketing, website editing, blogging, graphic design, how to create unique marketing concepts and also how to reach out to bring in most customers and mentors.

I really enjoyed my time at Ultra due to the significance of the work that we do and also the team that I'm surrounded by. If it was possible, I would stay on for longer! But, regardless, not only has Ultra taught me a lot about digital marketing, they have also helped me prepare for my interviews. David (Chief Operating Officer) took time out of his day to complete mock interviews with me and Malachi (Digital Marketing Manager) worked with me on my C.V. The rest of the management team have been there, guiding me along and giving me tasks that ensure my professional and personal growth. I couldn't have asked for a better team.

# IT TAKES A VILLAGE

'IT TAKES A VILLAGE' (ITAV) is an 18-month, early intervention project funded by Brent Council. The project is aimed at KS2-KS4 black boys of Caribbean heritage living in Brent.

The main aims of the programme are to improve educational attainment, aspiration, and confidence whilst applying entrepreneurship.



The project has engaged with 60% of the 300 KS2-KS4 young people both in Brent schools and community organisations. Participants have developed transferable skills linked to the school curriculum framework and gained entrepreneurial skills that will empower them and increase their life chances.

It Takes a Village strives to improve aspiration and life chances in young people with low educational attainment.



Throughout the project, Ultra Education has utilised entrepreneurial concepts to develop a fresh approach to improving the gap in black boys' educational attainment.

# IT TAKES A VILLAGE

The ITAV programme is divided into 4 tranches. Each tranche runs for 12 weeks, with workshops delivered on various aspects of entrepreneurship on a weekly basis. Each week, young people receive a minimum of one hour of entrepreneurial learning, as well as mentorship support from Ultra facilitators and relatable young entrepreneurs within our network.

## KEY FACTS

- Completed tranche 1 & 2 successfully with 40% participants
- Summer programme delivered with 20% participants at Wembley Stadium
- Starting tranche 3 in January 2022 with 20% participants
- Tranche 4 commencing in May 2022 with 20% participants

We have worked with 50% of young people's parents on the programme. Support provided includes: parental mediation, signposting to third party services such as mental health support, bereavement counselling, advocating and lots more.

Our dedicated Ultra facilitators assess and monitor each student on a weekly basis to review their progress, using specific measures.

This helps to identify the impact and development of students throughout the programme, as well as indicating where further support may be required.



## KEY SUCCESSES

Last year one of our partner schools worked closely with our team to deliver the project.

'It Takes a Village' was very positively received by the young people who took part and had inspired many. Our facilitators and school staff noticed improvements in confidence, determination and aspiration among students. Young people also developed transferrable entrepreneurial skills, that could be used in all aspects of their lives.

One boy expressed that sessions were fun and made him think about what he wanted to do in the future. Another boy said that he was able to design clothes and other things, and that he met some people who have inspired him to start his own company.

The programme was so successful that the school will continue to work alongside Ultra Education to deliver similar projects in the future.

## KEY FACTS

- Engaged with 60% of young people to date
- Completed tranche 1 & 2
- Increased confidence by 20%
- Increased aspiration by 20%
- Engaged with 50% of parents and supported 20%
- Successfully completed a summer programme

“ As I walked around the classroom and spoke to each child, it was great to see how confidently they were speaking about their projects and the reasoning behind their proposed pricing, business idea and target audience.

I observed the boys finalising their presentations and some were already asking questions about their visit to Wembley Arena in Spring 2022. How exciting! ”

- Chileshe Hall, Facilitator

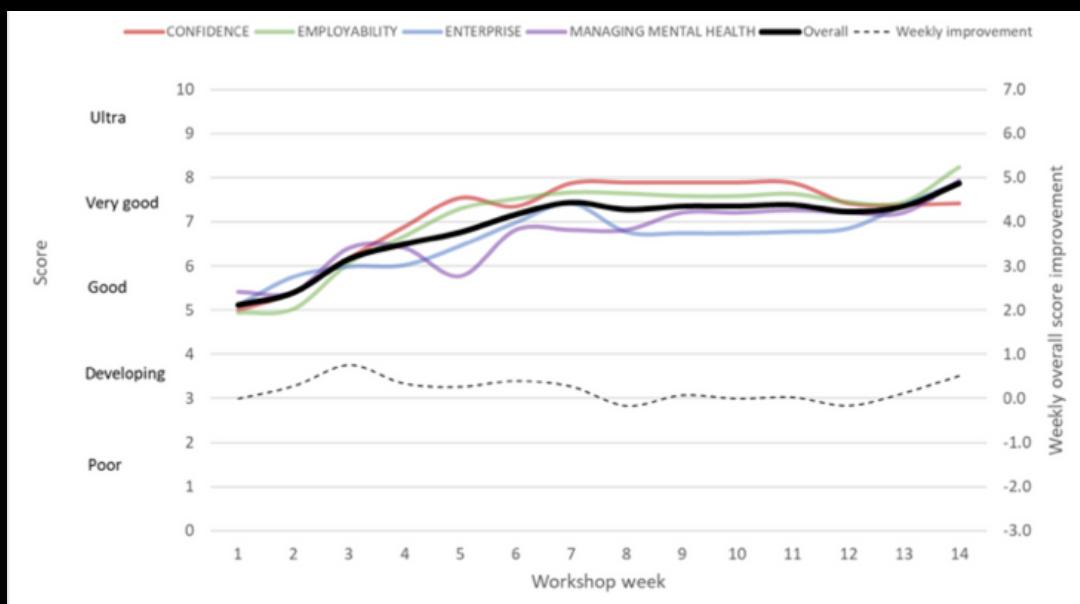
**The children will showcase their completed businesses to the wider community at the Ultra Education Kids Business Fair at Wembley Stadium in Spring 2022!**



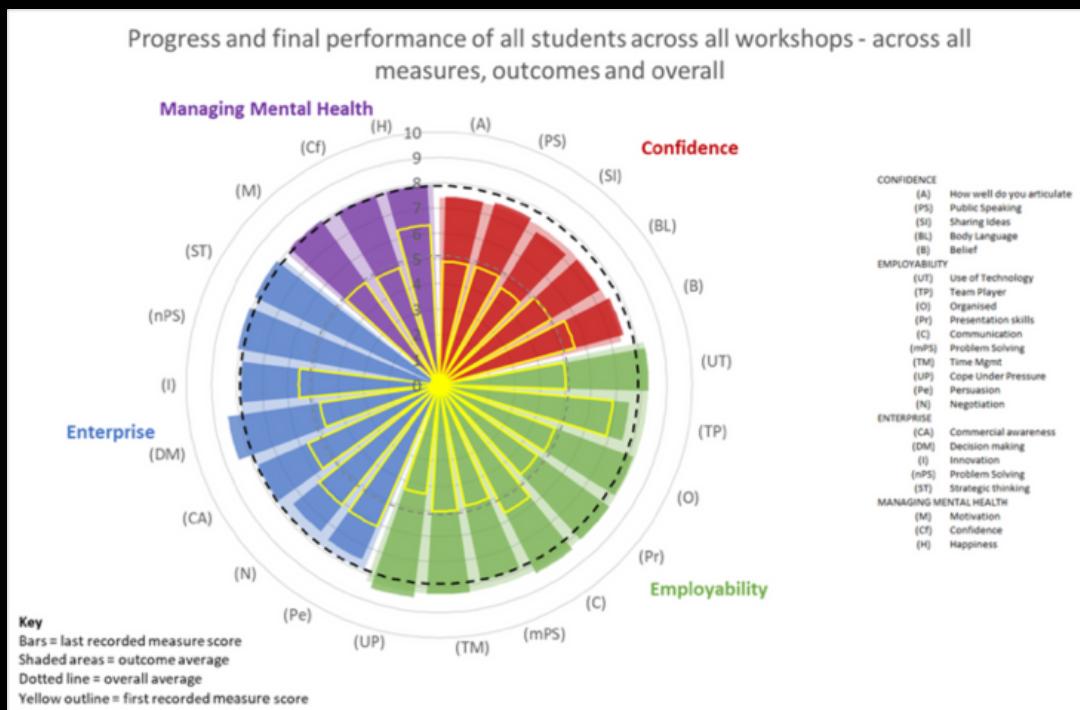
# ULTRA IMPACT

At Ultra we want to help young children and young people to grow valuable skills that further help them progress as individuals. During our workshops, we monitor and score our students' progression each week to find the best solution to help our students

## PROGRESSION OF ALL STUDENTS ACROSS ALL WORKSHOPS - OVERALL AND BY OUTCOME

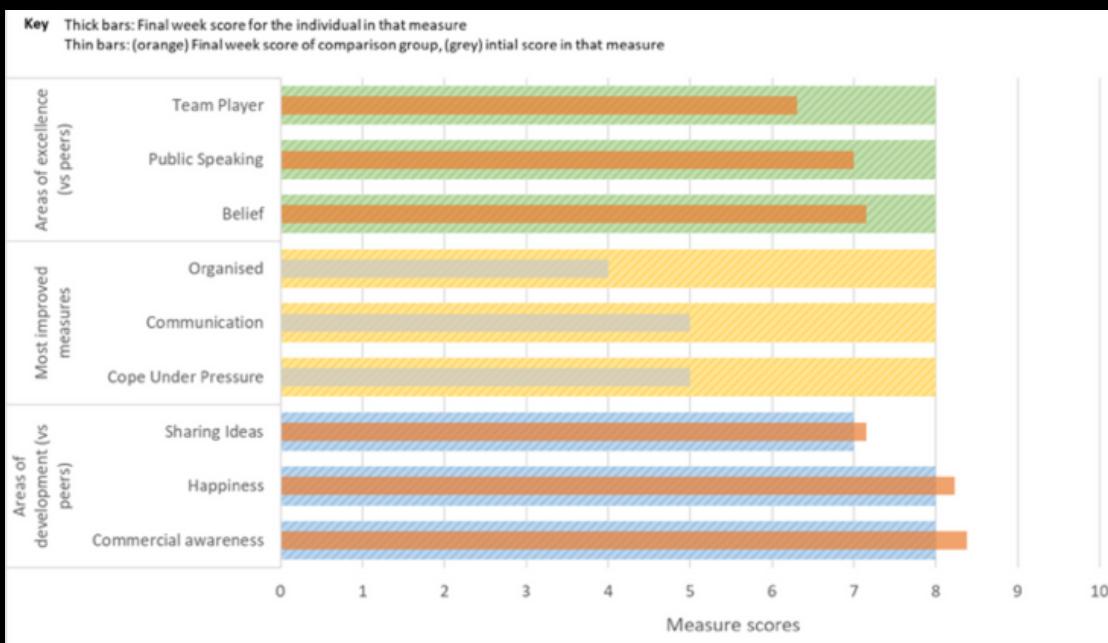


## PROGRESS AND FINAL PERFORMANCE OF ALL STUDENTS ACROSS WORKSHOPS - ACROSS ALL MEASURES, OUTCOMES AND OVERALL



# ULTRA IMPACT

## FOCUS MEASURES FOR SERENO SPIBY COMPARED TO ALL STUDENTS IN TUES WORKSHOP



Students and Ultra facilitators pose for a photo after one of our 'It Takes a Village' workshop sessions!

# PARTNERS & FEATURES



Ultra Education was delighted to meet with Deputy Mayor of London for Business, Rajesh Agrawal, Leader of Brent Council, Mohammed Butt and Councillor Krupesh Hirani, Assembly Member for Harrow and Brent.

Ultra was thrilled to showcase our work with young entrepreneurs in two video advertisement collaborations with Virgin Media.



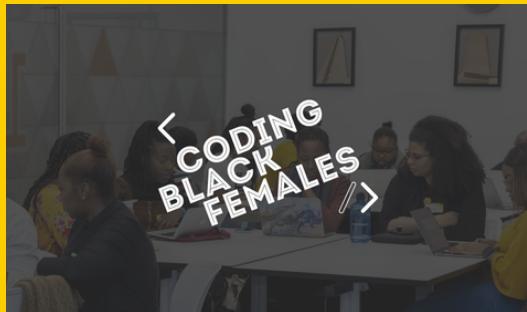
Ultra Education and our It Takes a Village project were featured by Operation Black Vote! The organisation; founded by Lord Simon Wooley states "At our core Operation Black Vote exists to ensure we have greater racial justice and equality throughout the UK."

Ultra Education was ecstatic to have partnered with Chippingin, an innovative crowdfunding platform JUST for kids! Chippingin provides a platform for children to fundraise for a gift or cause, set goals and invite friends and family to contribute!



Ultra Education was excited to collaborate with the ACEN (African Caribbean Education Network) to create a fantastic online entrepreneurship programme.

# PARTNERS & FEATURES



Ultra Education is delighted to support the next generation of black female tech entrepreneurs! In collaboration with Coding Black Females and CodeYourWhy. CodeYourWhy is a non-profit organisation offering women and minorities courses to help them develop technical and computer skills.

Ultra Education C.I.C. is now a verified social enterprise supplier on the Supply Change platform! Supply Change connects organisations looking for goods and services with pre-vetted social suppliers, helping them to make a positive impact with their everyday business spend.



Ultra Education was fortunate to contribute to a doctorate dissertation! Last year Team Ultra were interviewed by PhD student Daniel Odonkor about our thoughts on entrepreneurship education. The piece focused on the possibilities for enhancing secondary school education in the UK.

Ultra Education was delighted to have three of our young entrepreneurs featured on popular kids TV programme Newsround on CBBC as part of their coverage of Black History Month!



Ultra Education was proud to support the 'Next Generation Awards' organised by the West London Business Award. This exciting event aims to award young entrepreneurs who have founded new businesses.

# AWARDS



Ultra Education  
2019-21 2x WINNER  
Social Impact Specialist of the Year



## WINNER

London Prestige Awards    National Mentee of the Year    Pride of Brent SME Award  
Icon of Greatness Award    BE Mogul Award    Global Good Awards  
National Diversity Awards    National Business Awards  
Shortlist: National Diversity Awards    Finalist: National Business Awards





# THANK YOU!

## TO OUR PARTNERS, SPONSORS & FUNDERS



HereEast



Pivotal.



ReedSmith

NatWest



ICAEW



UnLtd



OakNorth  
Bank



TOUCHSTONE  
EDUCATION



scholar hub

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[info@ultra.education](mailto:info@ultra.education) or call us on 0800 211 8133

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