



ULTRA EDUCATION C.I.C.

# IMPACT REPORT

2022





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# A MESSAGE FROM OUR CEO

My son asked me recently what the word "brand" meant. I thought about it for a second and said that "...a brand is the personality of a business..." I explained that these characteristics are borne out, not just in their brand identity (logo etc) but in the way the company does its work and how it impacts the people who benefit from its existence.

I started to reflect on the question - What is the character of an "Ultra" Education? I started the organisation with a gut feeling that entrepreneurship for children would be important. Not just for my daughter who at 7 years old started to pick up an entrepreneurial mindset and skillset, but it would be important for all children. As an impatient entrepreneur, I didn't wait for permission, a research paper or funding, I just started a club in Brixton and then Harlesden teaching entrepreneurship to children.



**WE EVOLVED INTO REALISING THAT "IT TAKES A VILLAGE TO RAISE A CHILD" AND WRAPPED OUR ARMS MORE TIGHTLY AROUND OUR PARENT NETWORK, WHICH TODAY IS THRIVING.**

This is what I've learned since we launched in 2015. Entrepreneurship helps children and young people go beyond. The word Ultra in simple terms means to "go beyond". This is the baseline characteristic of our "Ultra" Education. Not only did we go beyond what the existing curriculum offers but we have gone beyond what it means to support a young person by supporting the whole child. We evolved into realising that "It takes a

village to raise a child" and wrapped our arms more tightly around our parent network which today is thriving. We went beyond the traditional view of the word entrepreneurship to lean into creativity and innovation being at the heart and therefore, more deliberately fostering that in our students. Entrepreneurship is an experience and that experience took students beyond their post codes by giving them safe places and spaces they'd usually not have access to.

Wembley Stadium, PwC, NatWest, TESLA, Microsoft, business conferences, stages, podcasts and media outlets. We helped our children go beyond the often negative narrative that has been created for them by



# A MESSAGE FROM OUR CEO

amplifying the importance of being able to tell their own story using technology as an enabler and recognising their part in caring for the environment. Our funders, sponsors and partners have come along on this incredible journey with us and have supported the vision because they see the amazing work our kids have done. They see the parents and loving families who do all they can to get behind their young ones and are proud to be behind and beside us.

So let's take a fresh look at some of the well-meaning tropes of the past. I've often say that for kids to "be it" they have to "see it". Nope, because many of our kids haven't seen people who look like them create the businesses they have but they were still able to "be it" and "do it".



If they can see it, that helps but we've seen if children are placed in an enabling environment for learning and development, they become what they want to see. We say "capacity to go beyond expectations". Who's expectations? Ours or theirs? I can tell you that the expectations they have for themselves are often greater than that of the adults around them. So really it's "the capacity to meet 'their' expectations". We say "talent is everywhere but opportunity isn't". So while opportunity catches up, let's empower them to create their own opportunities shall we?

Now hold on, "to empower" is to give them power. But we've seen children create that power themselves without having to wait for someone to "empower" them. Once that child taps into their passion, we've seen that power generate itself time and time again. I come across language in the enterprise sector like "leaders/change makers of the future" when I see our children making change today, not tomorrow. They aren't just the future they are the NOW and we are proud support 7-18yr olds to stay in their power, their passion and their NOW. So spread the word and help children and young people continue to believe they can #DoWhatYouLove

**JULIAN 'THE ULTRAPRENEUR' HALL  
CEO & FOUNDER**

A handwritten signature in black ink, consisting of several loops and a long trailing line.





## ULTRA'S CROWDFUNDING CAMPAIGN

During September 2022 Ultra Education launched a crowdfunding campaign with the goal of raising £50,000 to fund our Winter Youth Business Fair.

The amazing support of our friends and supporters helped us to reach our goal in just over two weeks – we were speechless! Our campaign wound up on 28th September 2022, having raised £51,368.

During the campaign we gifted some great perks for donations including Youth Business Fair stall spaces, signed books, exclusive Ultra hoodies, bespoke entrepreneurship workshops and lots, lots more!

As well as support from the general public, we were fortunate to receive support from corporate sponsors including British Airways, Crowdfunder UK, A10 Networks, Slenky and Innovate UK.

The campaign supported our ninth Youth Business Fair, which will take place on 3rd December 2022! Over 100 of the UK's brightest and youngest entrepreneurs will showcase their products and services, having started a business doing what they love.

## KEY STATS



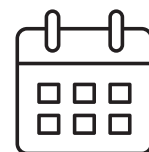
# £51,368

RAISED



# 128

SUPPORTERS



# 28

DAYS



# THE RETURN OF ULTRA'S YOUTH BUSINESS FAIR!

April 30th 2022 saw the long-awaited return of Ultra Education's annual Youth Business Fair, this year hosted in the prestigious Great Hall at Wembley Stadium.

The 8th edition of the fair, which is the largest of its kind in Europe was the first in-person event of this scale Ultra has hosted since the Covid-19 pandemic.

Ultra Education's last Youth Business Fair took place online in August 2020 and featured over 70 young entrepreneurs who showcased their business ventures on virtual events platform Hopin.

Returning back to its roots with this year's format, the fair boasted a record 100 young CEOs, as well as almost 2,500 attendees and VIP guests.

Young entrepreneurs who exhibited on the day had launched an impressive variety of businesses including fashion, technology, food, toys, art, sports and lots, lots more.

The event was hosted by two of Ultra's multi-talented young CEOs, Maya Glitters and Marcus, founder of MJ's Treats; both of whom have undergone Ultra's youth entrepreneurship programme and also exhibited at the event.

As well as youth businesses, the day's programme also featured a young designer's fashion show, motivational speaker and musical entertainment provided by young DJ and business owner DJ Zel. Additionally, all young entrepreneurs participation and hard work was recognised with a certificate presented by VIP guests.

Ultra were fortunate to receive sponsorship from an array of organisations including Oak North Bank, The FA, Brent Council, Wembley Park, UCLB, Shakespeare Martineau, and Sapphire, as well as support from A10 Networks.





# PARTNERSHIPS & COLLABORATIONS

During 2022 we continued to partner and collaborate a wide variety of organisations to support and drive our mission.



## VIVIENNE WESTWOOD

Ultra Education was proud to collaborate with the renowned fashion house Vivienne Westwood, to launch 'Diversity by Design' – a unique mentorship programme for young people, introducing them to the fashion and design industry.



## AMAZON SMILE

Team Ultra has officially become a participant in the Smile Amazon scheme, through our charitable arm Do What You Love CIO. Smile Amazon allows shoppers to donate a portion of their purchases to their chosen charities – at no extra cost!



## SWEATCOIN

Team Ultra were ecstatic to partner with popular app Sweatcoin to support our crowdfunding campaign! Sweatcoin is a free app which rewards user's daily steps with a new-generation currency that can be spent on products, donated to charity or converted into their crypto currency SWEAT.



Through our Diversity by Design programme, young people will gain an opportunity to learn about the processes involved in running a fashion company from Vivienne Westwood employees across the business, take part in fashion workshops and gain mentorship from industry experts.





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## CO-OP

Team Ultra were ecstatic to be a part of Co-op's Local Community Fund! The fund supports projects across the UK that Co-op members care about.

Every time a members buys selected Co-op branded products and services, Co-op give local causes a helping hand; donating 2p from every pound spent!



## ASDAN

Ultra Education were proud to gain accreditation of our Young Black Entrepreneurship programme by ASDAN! An education charity and an awarding organisation, ASDAN provides flexible, engaging, accredited and regulated curriculum programmes and qualifications that help young people develop skills for learning, work and life.



## BRENT COUNCIL

Team Ultra were thrilled to have the support of Brent Council on a number of projects including our Young Black Entrepreneurship Programme, Summer and Winter Youth Business Fairs.

"Every young person is actually standing out...It shows the creativity that our young people have when they are given the opportunity and chance to thrive."

Leader of Brent Council, Muhammed Butt





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## BRITISH AIRWAYS

Ultra was approved for funding from the BA Better World Community Fund. In order to secure this funding we had to raise at least £25,000 from our amazing community and thanks to our supporters we did. British Airways matched this amount with their own £25,000 donation!



## CROWDFUNDER UK

Ultra utilised popular crowdfunding platform Crowdfunder UK to raise funds for our eighth Youth Business Fair, which took place in April 2022!



## WEMBLEY PARK

Team Ultra was fortunate to have the support of Wembley Park for our Young Entrepreneur Programme in the run up to our Youth Business Fair!



"We are delighted to support Ultra Education CIC, an incredible organisation that empowers entrepreneurs of the future"

#BABetterWorld - Mary Brew, Community Investment Manager, British Airways



# KIDPRENEUR SUCCESES

## TALHAH SYED

Young photographer and kidpreneur Talhah Syed had an amazing 2022! Having launched his business and exhibiting at our summer Youth Business Fair, he went on to win a photography competition and also had his work displayed at the world-famous Saatchi Gallery.



## TYLER DAVID

Ultra-talented young author and kidpreneur Tyler David was nominated for at the Rising Star award at Business Success Awards! At just 9 years-old he has authored 21 self-development books for kids and he has a current goal of releasing 100 books by the time he is 10 years-old!



## MJ'S TREATS

Marcus, the founder and CEO of MJ's Treats won the first ever 'Kidpreneur of the Year' award at the West London Business Awards! Marcus launched his business 'MJ's Treats' in late 2020, during the pandemic after enrolling in one of Ultra Education's online youth entrepreneurship programmes and has gone from strength-to-strength!





# ULTRA SUMMER PROGRAMMES

## BUCKINGHAMSHIRE COUNCIL

**"It's really positive that through your involvement the family are communicating with us in this way."**

Oliver Foxell - Interim Head of Youth Offending Service, Missing and Exploitation Hub, Children's Services, Buckinghamshire Council

We know that young people who are NEET are as many as 20 times more likely to commit a crime. For many of these children, the same challenges which have left them NEET also make them targets for gangs; coercion, violence, exploitation and abuse often follow.

Ultra Education has been delivering a 1-1, 16 week entrepreneurship and mentorship programme to at-risk young people in Buckinghamshire over the last year, in our attempts to meet the growing needs of this cohort.



We have worked in partnership with various teams and professionals across this local authority such as the LAC team, Virtual school, Youth Offending Service and the exploitation team to reduce criminal behaviours and increasing aspirations and life chances of their young people by giving them positive reasons to develop transferable skills that support them to secure employment, re engage with education, develop a business idea and build their confidence and skills to do so effectively.

Ultra was ecstatic to have our programme with Buckinghamshire Council extended! We have been asked to be increase engagement with all of the young people we have worked with due to the positive, consistent and trusting relationships that have been developed.

## CAMDEN PUPIL REFERRAL UNIT

Camden PRU commissioned Ultra to deliver two 6-week entrepreneurship programmes over the last year. Our facilitators supported the students to complete their BTEC Level 1 Unit B9 - Presenting a Business Idea, with a Dragon's Den style presentation of their ideas at the end of the programme.

The students benefited from the interactive sessions that explored their passions and provided a learning environment that was an alternative to the traditional classroom.

A significant number of students in this cohort experienced challenges that create barriers within their learning, this lead to a loss of confidence in their academic ability. Exploring academic subjects with an alternative approach led to increased interaction, knowledge and an improved ability to contribute to discussions. This has not only been empowering but has positively impacted these student's self belief.

Natasha Taylor, Careers Team, Vocational Lead, stated "Two of the pupils engaged in these sessions have been our most challenging but have been benefited for the enterprising programme."





# ULTRA SUMMER PROGRAMMES HOUNSLOW ACTION FOR YOUTH

Ultra Education has worked in partnership with Hounslow Action for Youth Association over the last couple of years in delivering its entrepreneurship programmes to various cohorts of students.

We most recently delivered an 8 week programme to two cohorts which resulted in some of our proudest moments. Group 1 were A level business students studying social enterprise. Group 2 were unable to access mainstream education due to mental health and medical issues so attended an alternative provision.

Group 1 were unfortunately unable to exhibit at our Winter Youth Business Fair due to a number of risks. They however exhibited their business at the school's Christmas event where they sold their products with the support of their facilitator.



We did however support our A-Level social enterprise students in exhibiting their businesses at our Winter Youth Business Fair in December 2022, which was not only a great experience and outcome for them but led to one of entrepreneurs sponsoring their stalls and offering mentoring.

Bijal Karavadra, Deputy Director, Hounslow Action for Youth Association (HAY) shared her feedback stating "With regards to the facilitators, both were brilliant. Young people liked them- the sessions were tailored to the needs of the young people. Pareece had A level business students so she taught them in the appropriate way as their level of understanding about business was better.

## "FACILITATOR FEEDBACK"

Kusheema was fantastic. Once we had the information of the group, she didn't need any more guidance, she worked at their pace, gave them time and space and allowed them time to work on their ideas- as they are tier 3 CAMHS you cant predict what they will be like but they all formed great relationships with us and engaged very well. Most of them had no business knowledge so this was their first time learning this. Overall two very happy groups of young people as well as professionals.



# ULTRA SUMMER PROGRAMMES

## BRENT BLACK COMMUNITY ACTION PLAN (BCAP)



Brent Council commissioned Ultra Education to deliver an initial pilot of the Entrepreneurial Education Programme for young people of Black Caribbean, African, Black, Other and Mixed heritage.

The 5 month pilot programme enabled 25, 15-18 year olds to successfully complete, creatively consider and develop a business plan by accessing 20 skills workshops and visits to business hubs.

Visits included: PWC for their Data & Technology insight day, The UK Black Business Entrepreneurs Conference, Google's headquarters, as well as a number of other local businesses. Young people gained insight and exposure to various entrepreneurs, business environments and varying job roles in spaces that this particular cohort has never had access to.

## BCAP CASE STUDY



Child S is a 16 years old female who lived on a local estate in Brent. She had just completed her GCSE's and wished to explore how she could develop a business out of her passion for art.

Child S had applied for a college place locally but could not complete an art course there due to the other subjects she had chosen. The team at Ultra got to learn that child S was not only a great artist but also very academic and ambitious.

Ultra Education referred Child S to a professional at Stowe school who had come down to speak to a number of our parents in order to explore whether she would be eligible for a full sponsorship and supported her application.

Child S was accepted to Stowe School to complete her A Levels in September 2022 which meant that she could complete an A - level in art in addition to her other subjects as well as work on developing a card business which utilised her art.



# ULTRA UNIVERSE: START-UP DASH



[www.startupdashgame.com](http://www.startupdashgame.com)



## Start-Up, Power-Up and Dash through this High-Sales Adventure!

Entrepreneur Eddie is a guy with an idea, in fact Eddie has a tonne of ideas, but can he turn his ideas into a business and start-up his company?

Help Entrepreneur Eddie, Malachi the Ultra Kid and Pandora Profit dash along a perilous road filled with obstacles and hidden pitfalls. They have to collect as many good ideas as possible to make their start-up business successful.






Start-Up Dash is a fast paced action adventure runner which will make you use all your

speed and reflexes to decide when accelerate your startup, shoot sales targets and exit when you decide to sell your company.

You will meet good ideas, bad ideas, the competition and don't forget to pay your staff! You'll even get the chance to be Crypto-Cool and collect Kid Coins.

Get ready, set and dash your way to the top of entrepreneurial success!

**Played in 160 countries**  
**20K+ downloads**  
**4 gaming levels**  
**6 power ups**  
**3 characters**  
**5 locations**

-  Exciting POWER-UPS to accelerate your START-UP!
-  Turn FAILURE in SUCCESS!
-  Collect CRYPTO Currencies!
-  Pick up INVINCIBILITY upgrades!
-  Ultra fast ENTREPRENEURIAL acrobatics!
-  CHALLENGE your friends on the road to FORTUNE!





Accessories



Books



Photography



Health & Beauty



Miscellaneous

## Buy products and services from young entrepreneurs

YoBuDi (Youth Business Directory) is the world's first marketplace for kidpreneurs under 18 yrs old. So if you're looking for products and services made by the next generation of entrepreneurs and you'd like to support them along their journey then you've come to the right place.

Created by Julian "The Ultrapreneur" Hall, founder of the social enterprise, Ultra Education CIC which teaches entrepreneurship to kids,

YoBuDi was his response to children who wanted a place to launch their products to the world.

Passionate about creating solutions for the next generation of entrepreneurs, Julian wants YoBuDi to be "Amazon for Kids Businesses" around the globe.

**70** kidpreneur sellers  
**Global** marketplace  
**500** products  
uploaded  
**Safe space** for kids to  
shop

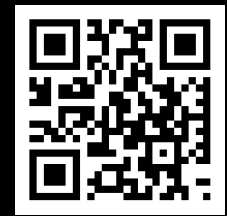
**CHILDREN ARE THE MOST  
VALUABLE ASSETS!**

Children are the future of a nation; they  
are the ones who will keep it in motion!

Let's empowered them now!



# ULTRA UNIVERSE: ASKULTRA



[www.askultra.co](http://www.askultra.co)

AskUltra is a simple, chat-based kids entrepreneurship tutor which is backed by expert business mentors.

AskUltra mentors your child on how to have a passion and develop that into a startup business.

How exciting would it be for your child to do what they love and make money from it!

Entrepreneurial mindset is essential learning for kids today.

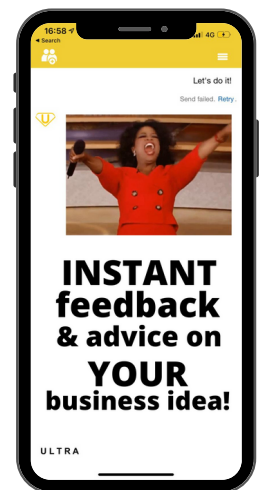
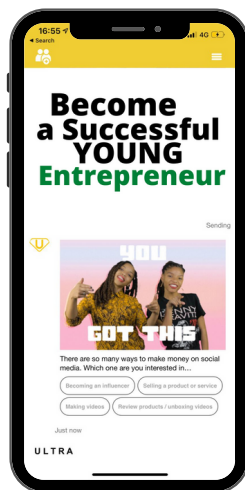
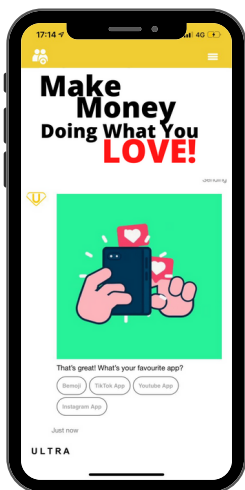
Use this educational app to build on their business skills, develop a success mindset by learning

that there is possibility in everything, it just depends on how you look at it.

Our chatbot will motivate kids to stay focused, to speak about what they love to do by leading them through various questions and answers based on their interests.

We teach and build on their knowledge and understanding about business and entrepreneurship and help their understanding of the world and make education relevant to them.

**Developed by experienced entrepreneurs and experts in education, AskUltra provides a personalised learning experience**



**Download this kids education app, join this global kids academy and encourage them to go for it!**

**In this kids education app, they will learn about:**



Entrepreneurship

Business skills

Sales and Marketing

Profit and Loss

Products and Services

Success mindset

Lots more



# KIDPRENEUR EXCURSIONS

## GOOGLE SUMMER SERIES

Our young people from the age of 12 - 25years old had an opportunity to spend the week at the Google headquarters and engage in a number of inspirational workshops and activities over the summer.

They participated in STEM sessions with deep mind and the Royal Institution, comic book workshops with NGO ComicMania, find your career goals, creative sessions, building engaging presentations, Google career speed dating sessions, and engaged in the creative content and sessions run by professionals from the music gaming and fashion and arts industries.



Google Summer Series

## PwC BUSINESS, DATA & TECHNOLOGY INSIGHT DAY

Price Waterhouse Cooper invited our young people to participate in PwC's Black Network and Colour Brave One Firm One Day initiative - 'Business, Data & Technology Insight Day'. This was an in-person event held in their London Office - situated at 1 Embankment Place.

The day included a variety of enrichment opportunities for the young people such as a Dragons Den contest with prizes up for grabs, a unique opportunity to use VR Technology in their virtual reality showcase, and take part in various challenges in their Frontier Space using state of the art technology.



PwC Insight Day

The event also provided an opportunity for the young people to upskill not only their technology skills but also their communication and problem-solving abilities. There was an opportunity to network with industry experts and learn more about PwC and what they do.



# KIDPRENEUR EXCURSIONS

## THE UK BLACK BUSINESS ENTREPRENEURS CONFERENCE

Our older cohort of young people and budding entrepreneurs were invited to The UK Black Entrepreneurs Conference organised by Dr Carlton Brown.

This event aimed to Empower, Engage and Educate, black entrepreneurs with the tools they need to achieve greater success and provided a platform to share stories of black businesses that have succeeded. Attendees were provided with the opportunity to gain insights from the latest research, network with other professionals and connect with successful entrepreneurs.



## STOWE SCHOOL

Stowe School, one of the most prestigious boarding schools in Britain. The private boarding school Stowe School is focused on the preparation of applicants for Cambridge and Oxford, it is known as one of the first boarding schools in the country. The school has had many notable alumni including The founder of Virgin Group, Richard Branson.

Stowe school in Buckingham invited Ultra Education parents and their children to visit their school

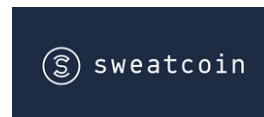
This was an opportunity to meet the Principle of the school, to be shown around the school and gather information on how to apply and access their 100% scholarship available to children coming from disadvantaged backgrounds.





# 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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SEARCH: 'ULTRA EDUCATION'