



ULTRA
EDUCATION

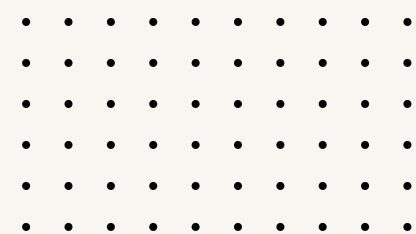


ENTREPRENEURSHIP BOOTCAMP IGNITING YOUNG ENTREPRENEURS

IMPACT REPORT



OVERVIEW



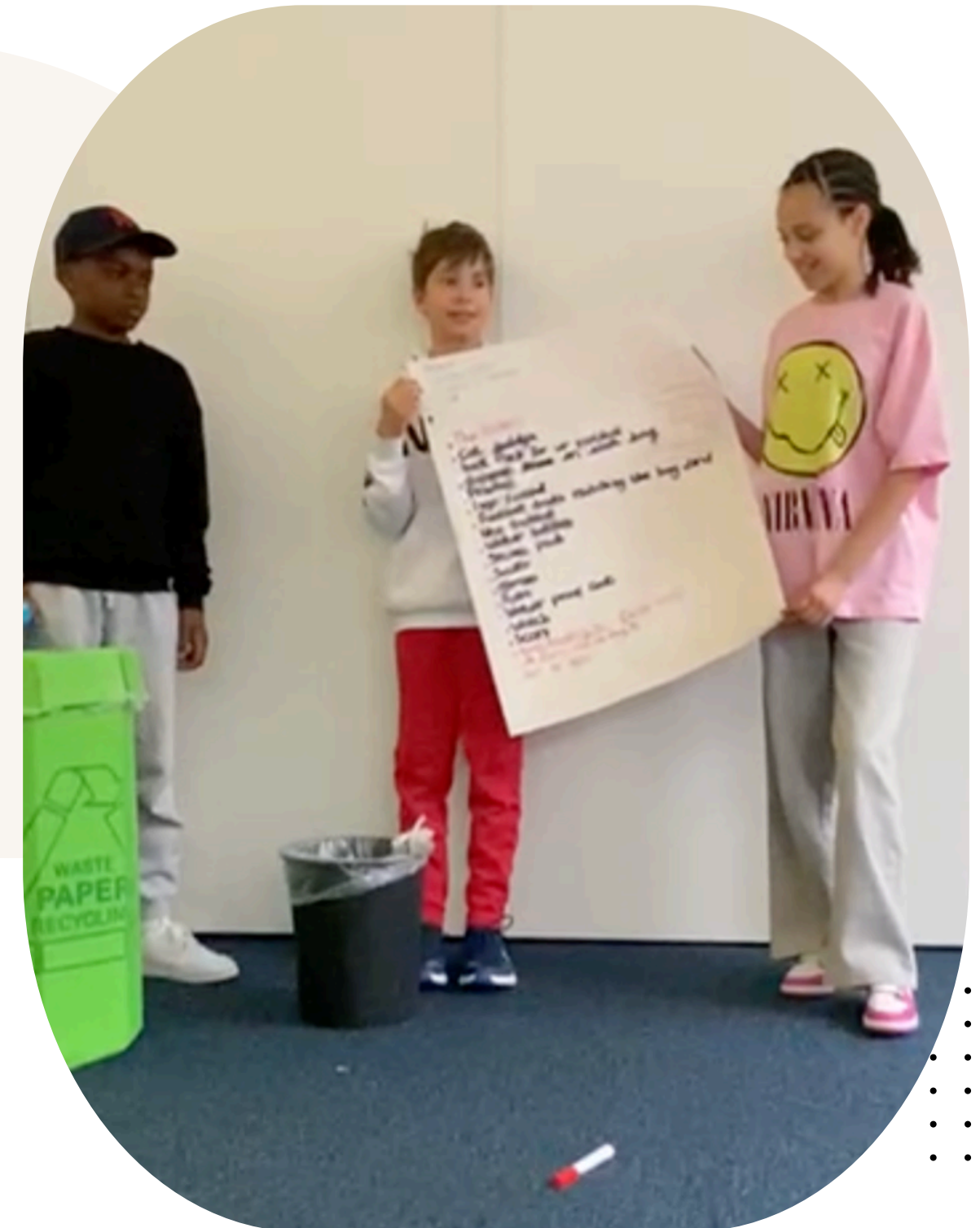
In May 2025 (27th-30th May), Ultra Education hosted a vibrant 4-day entrepreneurship bootcamp designed to ignite creativity, build confidence, and develop business skills in young people aged 8–16. Set in a dynamic, youth-led environment, the programme took participants on a full entrepreneurial journey : from uncovering personal passions and crafting unique selling points to designing logos, mapping out marketing strategies, and delivering final business pitches. Each day combined interactive games, hands-on workshops, and real-world exposure, including an inspiring visit to the Barbican Centre. Far more than a training session, the bootcamp served as a launchpad for the next generation of changemakers - reinforcing the transformative potential of early entrepreneurial education.



BOOTCAMP OBJECTIVES

- Help young people discover and pursue their passions
- Teach business fundamentals through games, workshops, and projects
- Build core skills in creativity, communication, leadership, and financial literacy to empower young people for life.
- Foster confidence, teamwork, and public speaking
- Encourage entrepreneurial thinking as a pathway to personal empowerment

“We believe entrepreneurship is more than starting a business — it’s a mindset for life.”



BUILDING YOUNG ENTREPRENEURS

DAY 1: Identity & Innovation

- Icebreakers, passion-mapping, group games, the ideal entrepreneur
- “What makes me unique” → group business brainstorming
- Intro to USPs, business types, and product/service design
- Group ideation and logo sketching

DAY 2: Market Exploration

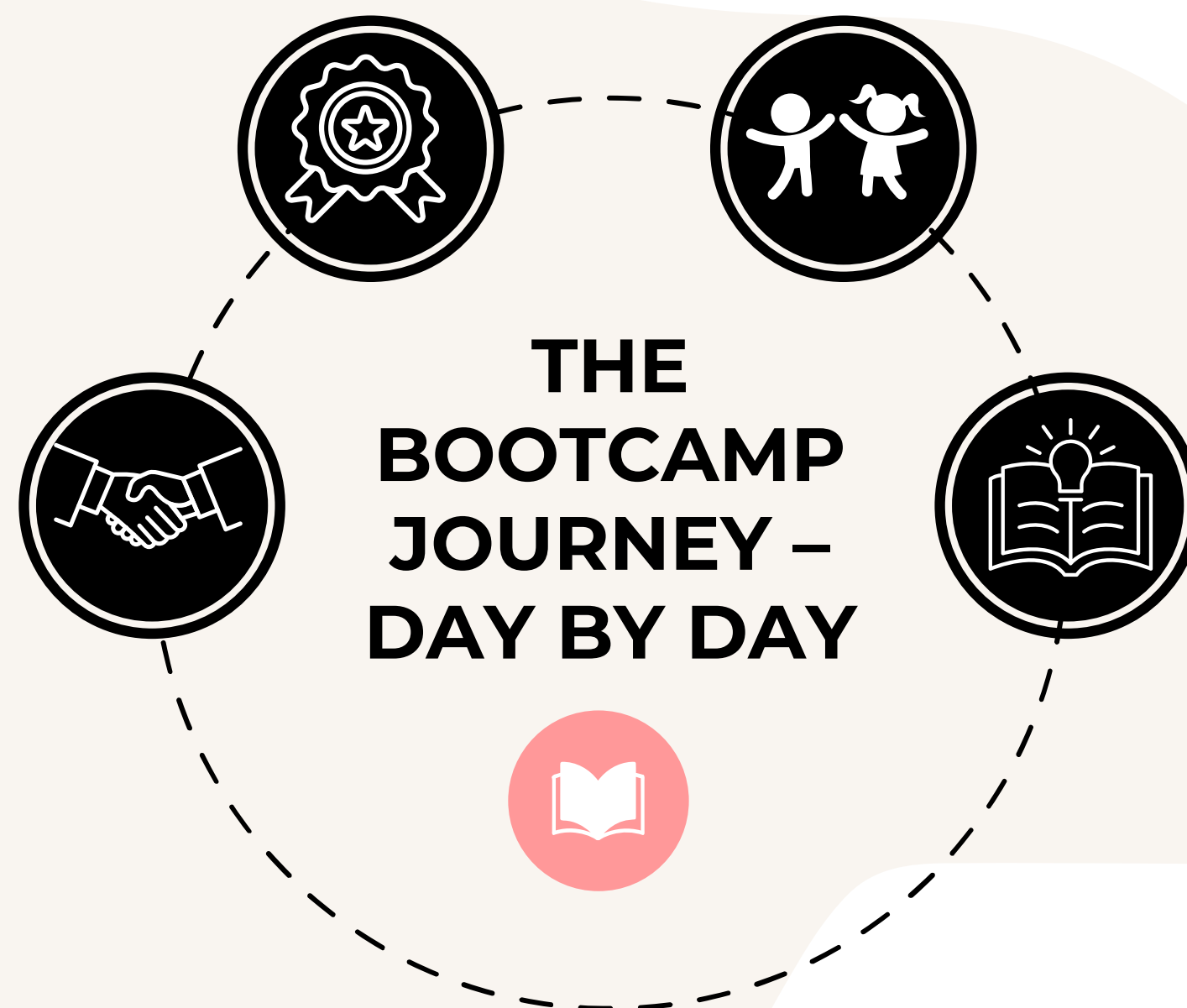
- Topics: benchmarking, competitors, start-up costs
- Visit to Barbican Centre + talk by young artist Inxsanixty
- Youth engaged with real-world creativity and culture

DAY 3: Branding & Business

- Refining logos, developing pricing strategies
- Marketing and storytelling for business
- Peer collaboration and feedback

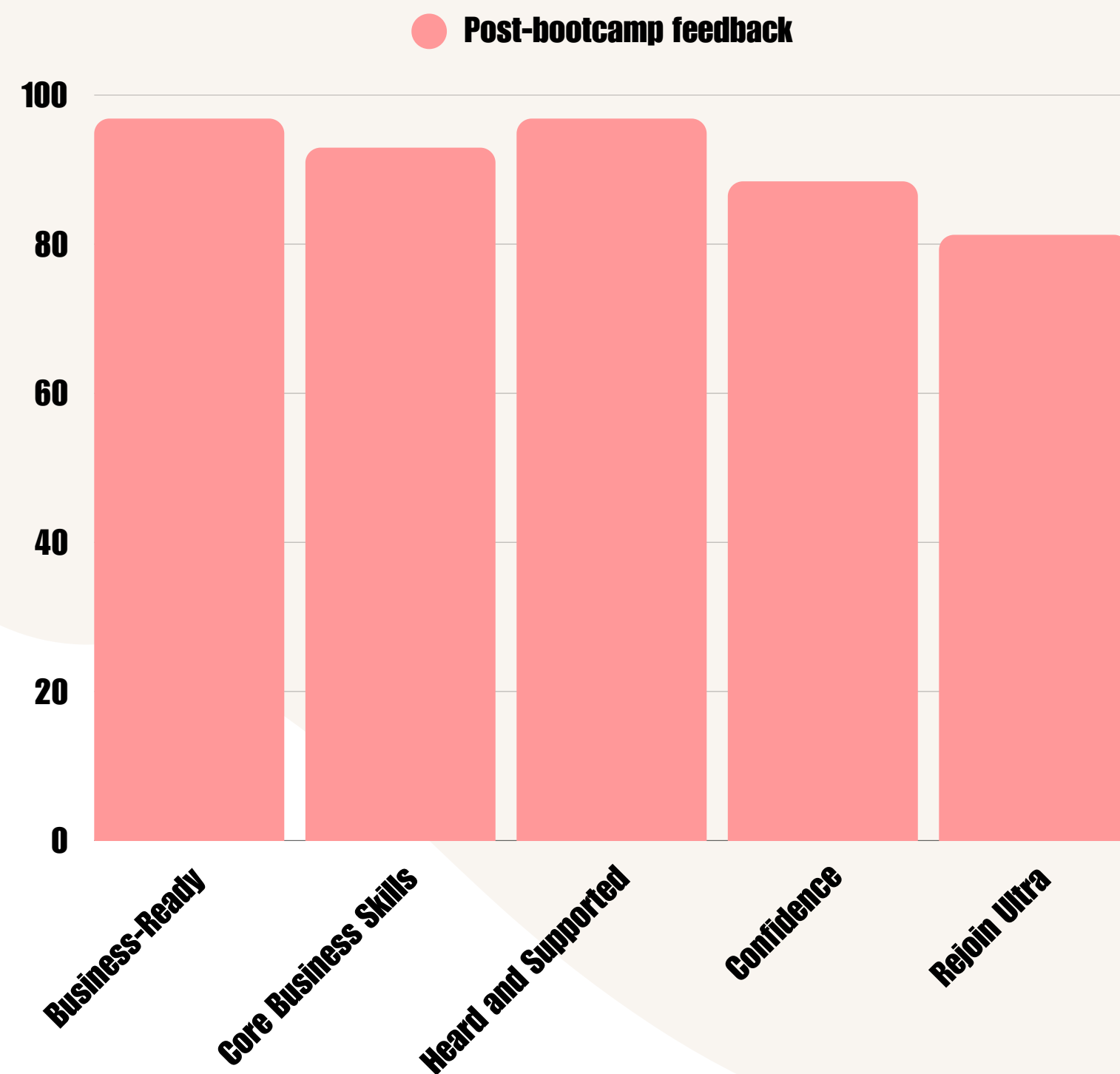
DAY 4: Pitch & Present






- Confidence-building games and public speaking prep
- Finalise business plans
- Deliver business pitches to peers and mentors
- Celebrate progress with team reflections



PARTICIPANT OUTCOMES

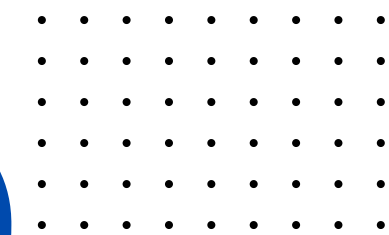
WHAT YOUNG PEOPLE GAINED FROM THE BOOTCAMP



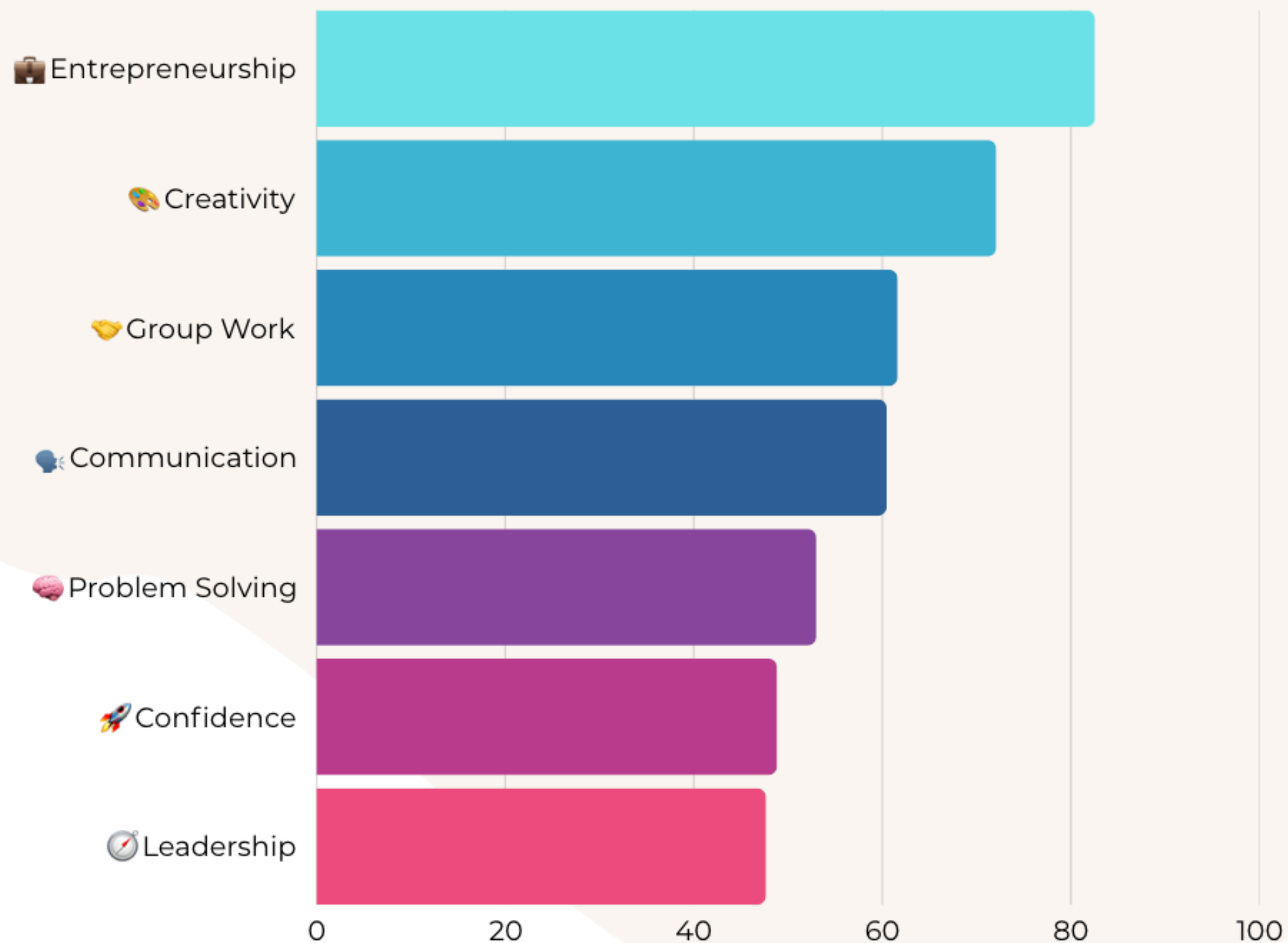
-  **96.84%** felt confident to start a business
-  **92.94%** increased core business skills
-  **96.84%** felt heard and supported
-  **88.42%** reported improved confidence
-  **81.25%** want to join another Ultra programme

“Now I want to be a CEO of my own idea!”

“I didn't think I could speak in front of people, but I did!”



SKILLS DEVELOPED



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📈 These skills align with national youth development and employability frameworks — equipping participants for lifelong success beyond the bootcamp.

TIYANNA'S JOURNEY: FROM LEARNER TO LEADER

“When starting the business club/class with Kusheema, my goal was to help the children as much as possible and learn what I could from Kusheema as well. But throughout the week, my goal and ambition slightly changed. It became more about **teaching the children from my personal experience of having a small business and continuing to push and encourage them along the way.**

This was because starting a business can be challenging at times, but overall very rewardingm especially if they put their minds to it. This meant that **I was able to have a shared experience with the children, as well as give them some tips and tricks that I learned myself when starting a small business, to help them on their way to building their own.**

Although I was the one, alongside Kusheema, **guiding them on their journey to starting a small business, I was also able to take a lot from the childrenm such as the understanding that a passion we may deem small is, in fact, a business opportunity waiting to happen.**

Overall, I really enjoyed working with the children and watching them grow in confidence in what they are passionate about.”



PARENTS FEEDBACK

“It's been a fantastic learning experience for David and I'm sure it will lead to something greater in time.”

“Even though the boys only attended 2 days out of the advertised 4 they are still buzzing with all the knowledge and experience of identifying their passion and business idea, creating logos, calculating business cost and creating and presenting their pitch!”

“We are very grateful indeed for this opportunity and we look forward to future events.”



FROM IDEAS TO ENTERPRISES : ULTRA EDUCATION'S ROLE IN TRANSFORMATION



Entrepreneurship Training



1:1 Mentorship & Support



Platform & Exposure at Scale



Inspiration & Community Impact



Ongoing Development



THANK YOU

