

ULTRA EDUCATION- 11th YOUTH BUSINESS FAIR



IMPACT REPORT

OVERVIEW

In November 2024, Ultra Education transformed Wembley Stadium's Great Hall into a vibrant hub of youth innovation and entrepreneurship. The Youth Business Fair 2024 – the 11th fair hosted by Ultra Education – was the largest to date, **featuring 150 young entrepreneurs (ages 7–30) showcasing** their businesses to the public. This full-day event (12–5pm) drew an enthusiastic crowd and international participation, underscoring Ultra Education's mission to empower young people through entrepreneurship. The atmosphere was electric: more than just a marketplace, the fair was ***“a celebration of talent, creativity, and entrepreneurial spirit”***, complete with youth-led product stalls, live performances, and even a fashion show by young designers. By providing a world-class venue and platform, Ultra Education demonstrated how young entrepreneurs can turn passion into purpose on a grand stage, capturing the attention of the community and media alike.



OUTCOME I

- Youth Entrepreneur Participation

- 150 youth-led businesses exhibited, up 50% from ~100 in 2022.
- London Reach: Exhibitors came from **20+ London boroughs**, including Brent, Hackney, Croydon, Ealing, and Haringey.
- UK Reach: Young entrepreneurs also joined from across the UK, including **Kent, Birmingham, Luton, Cambridge, and Bristol**.
- International Reach: The fair featured **6 participants from the United States**, showcasing its growing global presence.



OUTCOME 2

- Event Attendance and Reach

- Over 1,500 visitors attended the fair, including families, educators, investors, and community leaders.
- This large public turnout created a real market atmosphere and gave young entrepreneurs substantial customer exposure.



OUTCOME 3- Outcome Surveys



- The young entrepreneurs conducted **hundreds of sales transactions** during the 5-hour fair.
 - **Many stalls sold out of stock, collectively generating thousands of pounds in revenue for the youth businesses** (an average of dozens of sales per business).
- This tangible success validated their business ideas and taught real-world commerce lessons.

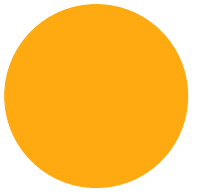


OUTCOME 4

- Social Media and Media Reach

- The event garnered live **social media coverage by youth influencers**, amplifying its reach beyond the venue .
- **Attendees and participants generated dynamic online content** (posts, videos) showcasing the fair.
- The fair also attracted **press coverage** (e.g. in *The Voice* and local news), raising awareness of youth entrepreneurship.





OUTCOME 5- Outcome Surveys

- Post-event feedback showed that 90%+ of participants reported **gains in at least one core skill (communication, confidence, or business planning)**.
- Additionally, a **majority expressed intent to continue or expand their business after the fair** (Source: Ultra Education post-event survey data)



YOUTH ENTREPRENEUR SUCCESS STORIES

1

Kezia's Kitchen

Kezia, a 16-year-old baker, turned her passion for baking into a business with "Kezia's Kitchen." At the fair, her booth displayed beautifully branded packaging and an array of her homemade cupcakes and pastries. Ultra Education's mentorship helped Kezia polish her branding and pricing strategy, and to practice customer service. During the event she sold out all her baked goods, impressing attendees with their quality. More importantly, Kezia gained confidence speaking with customers and managing real sales transactions. She networked with a local café owner about future orders, showing a pathway to growth.

"I never imagined selling my cakes at Wembley! Talking to so many customers made me much more confident about my business."



YOUTH ENTREPRENEUR SUCCESS STORIES

2

ODU – My Autistic Mind

This 25-year-old entrepreneur, who is on the autism spectrum, founded “O – My Autistic Mind” as a platform to support neurodiverse youth. Ultra Education’s inclusive approach equipped him with coaching in business planning, branding, and adaptive communication techniques to effectively share his story. At the fair, he launched his venture publicly – offering informational materials, sensory-friendly products, and speaking with visitors about autism awareness. The supportive environment at the event enabled him to connect with families, educators, and potential collaborators, validating his concept. He exemplified problem-solving by turning a personal challenge into an innovative social enterprise.

“Being part of the Youth Business Fair was life-changing. Ultra Education gave me the courage and skills to share my story and build a business to help others like me.”



YOUTH ENTREPRENEUR SUCCESS STORIES

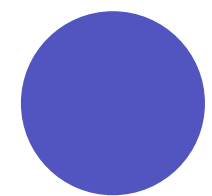
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Barrett Publishing House

One of the fair's youngest CEOs, a 9-year-old boy, is the founder of *Barrett Publishing House*. With guidance from Ultra Education, he wrote and published his own children's book and proudly ran a stall to promote it. Throughout the day he enthusiastically pitched his story to countless attendees, improving his communication skills and learning about marketing firsthand. He sold dozens of copies of his book, even catching the interest of a local librarian who discussed carrying his work. The experience proved that age is no barrier to entrepreneurship – it boosted his creativity and self-belief as a bona fide author.



"I loved telling people about my book. It feels amazing to be a real author at 9!"



REAL-WORLD LEARNING WITH ULTRA EDUCATION



Communication

Youth entrepreneurs mastered public speaking and sales by pitching their business to hundreds of customers.

Confidence

Running their own stalls helped participants conquer shyness and gain belief in their abilities.

Branding and Marketing

Students applied branding skills to design eye-catching banners, flyers, logos, and packaging that drew customers in.

Problem-solving

Real-time challenges sharpened their critical thinking, adaptability, and resilience.

Creativity and Innovation

The fair unleashed student creativity, from product demos to fashion shows designed and led by kids.

Entrepreneurial Planning

Participants created and executed business plans, learning financial literacy, time management, and goal-setting.

● OPERATIONALISING DIVERSITY AND INCLUSION

Representation Across Communities:

Over 90% of youth entrepreneurs were from Black, Asian, or minority ethnic backgrounds; participants ranged from ages 7 to 30, with strong representation of young women and underserved communities.

Neurodiverse Inclusion:

The event was intentionally designed to support neurodiverse youth, including tailored mentorship and accessible environments. One standout entrepreneur, founder of “My Autistic Mind,” credits the fair with giving him his first public platform.

Community Engagement:

The fair attracted 1,500+ attendees including parents, educators, and local leaders—creating a multicultural, intergenerational ecosystem that celebrated youth entrepreneurship.

Strategic Partnerships for Outreach

Backed by Brent Council and international groups like the National Association for Kidpreneurs (USA), the fair reached deep into schools and youth clubs offering a unique opportunity to underserved young people who typically lack access to such platforms.

Financial Accessibility:

100% of public access was free, and participant costs were subsidised, removing barriers for low-income families. Ultra Education provided transport and meals to ensure no young person was excluded due to cost.

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





- **Entrepreneurship Training**
Workshops, coaching & curriculum delivered months in advance — teaching budgeting, product design, marketing, pitching & more.
- **1:1 Mentorship & Support**
Participants received tailored guidance from Ultra staff and volunteers — turning raw ideas into viable business ventures (e.g. Kezia and Barrett Publishing House)
- **Platform & Exposure at Scale**
Hosted at Wembley Stadium — Europe's largest kids' business fair — offering professional-level visibility, sales opportunities, and media coverage.
- **Inspiration & Community Impact**
A joyful, inclusive environment encouraged generational uplift, inspired families, and sparked new enrolments in Ultra's programmes.
- **Ongoing Development**
Support continues after the fair: debriefs, mentorship, competitions, and connections to incubators ensure sustained growth beyond the event.

...: Demonstrating the Power of Youth Entrepreneurship

- A highly successful event showcasing what's possible when young people are empowered.
- Combined individual transformation (confidence, skills, creativity) with community inspiration.
- Real-world outcomes: stronger communication, branding, problem-solving, and entrepreneurial planning.
- Reinforced the value of blending passion with practical business experience.





> Looking Ahead

- Ultra Education is seeing rising demand from across the UK and beyond.
- Inquiries already coming in from new cities and regions.
- A chance to deepen impact and reach more under-resourced communities.
- The Wembley Fair was a proof of concept – and a strong foundation for what's next.