



ULTRA
EDUCATION

Impact Report

April 2023 - March 2024

Message From Our CEO

As the founder and CEO of Ultra Education, I am deeply passionate about the journey we've embarked on to make a meaningful impact in the lives of young people through entrepreneurial education. Our organisation was born out of a desire to inspire and empower children, especially those from underrepresented communities, who often face significant disadvantages in the traditional education system.

Our mission is straightforward yet profound: **We believe that talent is everywhere but opportunities are not. We are on a mission to empower disadvantaged children and young people to create their own opportunities, so they have better life chances. This belief is at the heart of everything we do.**

The idea for Ultra came from a personal place. My own children's curiosity and passion for entrepreneurship sparked a realisation about the immense potential within young minds when they are encouraged to pursue what they love. This realisation drove me to create the organisation, where **we define an entrepreneur as someone who does what they love and makes money from it.** It's a simple yet powerful concept that resonates with children and helps them see the potential within themselves.

Our commitment to fostering young entrepreneurs has led to some truly remarkable achievements. Recently, at the West London Business Awards, our young entrepreneurs made us immensely proud. Ilhora-Lee, known as Ilho Sunshine, won an award for her inspirational self-development journals for children. This accolade is a testament to her creativity and dedication. Additionally, Precisa, with her Healthy Kind Deodorants, and Marcus, the founder of MJ Treats, received high commendations for their innovative businesses. **Seeing them recognised on such a prestigious platform is validation of our mission and the kidpreneurs hard work.**



Message From Our CEO

Another highlight of our journey is **the delivery of our Kilburn Entrepreneurship Programme**. This initiative has been instrumental in celebrating and nurturing innovation among young entrepreneurs. The programme has been a beacon of support, guiding rising stars towards realising their entrepreneurial dreams. It is heartwarming to witness the progress and success stories emerging from this programme, as young minds transform their ideas into viable businesses.

Moreover, **our partnership with Visa in the "Fostering Future Innovators" initiative has been a significant milestone**. This collaborative effort aims to equip young entrepreneurs with the skills and knowledge they need to thrive in the business world. **Through workshops, mentorship, and hands-on experiences, we have been able to provide invaluable support to these budding entrepreneurs, helping them navigate the challenges of starting and growing a business.** The enthusiasm and creativity displayed by the participants in this initiative have been nothing short of inspiring.

We offer a variety of programs tailored to different age groups and educational settings, ensuring that our approach is inclusive and comprehensive. Whether it's our school programs for primary and secondary students, after-school and weekend clubs, or our specialised kids' business fairs and awards, each initiative is designed to provide practical entrepreneurial experiences. We want our young entrepreneurs to not only learn business skills but also develop critical life skills such as problem-solving, creativity, and resilience.

One of the most rewarding aspects of our work is seeing the success stories of the young entrepreneurs we support. For instance, **we have helped children turn their passions into thriving businesses, from artists and authors to fashion designers and tech innovators.** These young CEOs are not just learning to generate income; they are gaining confidence and the belief that they can achieve great things..

Our dedicated team is the backbone of Ultra Education. From myself to our project managers and facilitators, each member brings a wealth of expertise and a shared commitment to our mission. We all believe in the transformative power of entrepreneurship and work tirelessly to inspire the next generation of innovators and leaders. **In conclusion, Ultra is more than just an educational organisation; it is a movement dedicated to democratising entrepreneurial education and empowering young people to reach their fullest potential. Our work is a testament to the power of entrepreneurship as a catalyst for personal and societal transformation. We are excited about the future and the many young lives we will continue to impact positively through our programmes.**



Operations Team, Facilitators & Mentors



Msongo Mngwali - Project Manager

- Qualified Social Worker with vast experience working in the Looked After Children and Permanency, Care Planning Team with the Local Authority.



Linda Mngwali - Project Manager

- Experienced in account management, startups, advertising, fashion, and entrepreneurship education. Creative and business-minded, passionate about helping children and young people excel.



Kinga Dukai - Junior Project Manager

- Currently completing a MSc in Anthropology of Childhood, Youth, Education.
- Over 5 years mentoring experience of a child, who is living in state-care.



Vicky Zhao - Social Media Content Creator

- Pursuing a master degree in Sociology at LSE
- Assisted many marketing and social media projects



Vicky Osei - Facilitator

- Seven years' experience as a workshop facilitator and event coordinator. Background in Entrepreneurship and qualified in the pharmaceutical industry.



Bronzie Kee - Facilitator

- He spent considerable time in the start-up scene, observing and innovating. In the last two years, he developed global solutions for Nestle and co-founded his own company.



Tara Chaudhry - Facilitator

- "As a creative I have an eye for detail that helps in delivering top-notch results with smooth project management. I have strong problem-solving skills and ability in collaborating with diverse teams to drive success and cultivate a vibrant work environment"



Kusheema Nurse - Mentor

- 19 years, extensive experience engaging with young individuals both one-on-one and in group settings, teaching entrepreneurship, providing mentoring, and delivering tailored programmes across various educational platforms including schools,



Izabela Dobrowolska - Mentor

- Possesses a Transformational Coaching Diploma at ILM Level 5.
- Certified Neuro-linguistic Programming (NLP) Master Practitioner.



Sam Appiah - Mentor, facilitator

- BSc in Counselling Education and BACP registered.
- Over 12 years in youth work, serving as a lead facilitator in schools, Pupil Referral Units, and with Special Educational Needs students.

Safeguarding in the report

 For the use of children's photos in published reports, we have secured consent from the child's parent or legal guardian.

 We have avoided using children's names, personal details, or any identifying information alongside their photos. Currently, the case study pages include photos of young people who are not the main characters of the case studies to prevent any issues.

 The report is using pseudonyms.

 We have run the case study stories by the participants and secured their informed consent.

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Executive Summary

In the fiscal year from April 2023 to March 2024, Ultra Education (Ultra) marked its ninth year of supporting communities by offering entrepreneurship and employment education to underprivileged youth.

This year, Ultra conducted 206 entrepreneurship workshops, **287** one-to-one entrepreneurship coaching sessions, **62** employment training workshops, and **184** one-on-one employment coaching sessions, along with a variety of other services (e.g., mock interviews, CV surgery sessions, etc.). These efforts supported **1,476** direct beneficiaries and **3,408** indirect beneficiaries. Most of these individuals, **93%**, come from Global Majority/BAME backgrounds, and **95%** live in poverty.

Our evaluation using surveys, interviews, and case studies shows significant positive changes over the past year. For instance, **100%** of participants had a better understanding of financial management, **95%** felt more confident about business terms, and **90%** had improved their communication skills. Additionally, **90%** reported increased self-confidence and **90%** have a clearer idea of their career goals. Also, **276** young people have started their own businesses, which is a big step toward financial empowerment and boosting business presence.

This report showcases the progress made. It serves as a reference for Ultra Education to reflect on and improve the Theory of Change and service designs, ensuring we continue to make a strong impact on those who need it most. As we look ahead, Ultra is dedicated to reaching more people and making an even bigger difference, helping individuals through education, training, and support.



Celebrating the Launch of Youth Businesses

Youth Winter Pop-Up



Young Investor for a Day

Richard Branson
2 d · 🌐

Brilliant to see how Ultra Education is helping kids from minority communities find a path to entrepreneurship when the education system doesn't serve them. Here's more about their work, and the Founder's Unite project from Virgin Unite: <https://virg.in/3jNr>



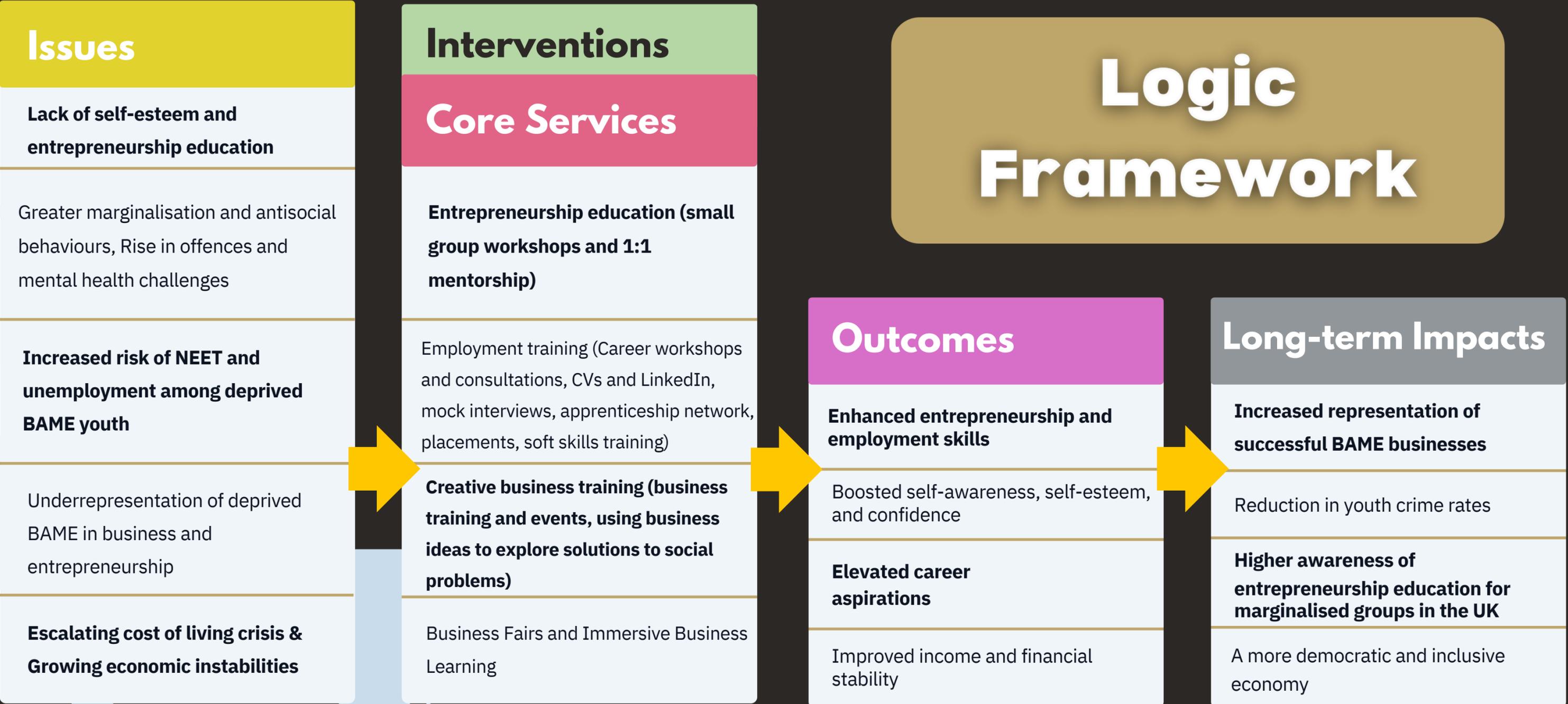
Tweets from Sir Richard Branson



VISA x Ultra Education Youth Business Fair



Vivienne Westwood x Ultra



Interventions

Core Services

- Entrepreneurship education (small group workshops and 1:1 mentorship)
- Employment training (Career workshops and consultations, CVs and LinkedIn, mock interviews, apprenticeship network, placements, soft skills training)
- Creative business training (business training and events, using business ideas to explore solutions to social problems)
- Business Fairs and Immersive Business Learning

Projects I. (23/24)

- Weekly entrepreneurship mentoring and workshops (Brent)
- Amos Bursary (Entrepreneur workshops for Caribbean boys)
- Social Enterprise (Partner with Hounslow Action for Youth, entrepreneurship workshop for NEET people in Hounslow)
- Diverse by Design - Vivienne Westwood (Fashion entrepreneurship education)
- How to Secure the Bag (co-delivered with SABA, entrepreneurship in music, tech, fashion, and media)

Projects II. (23/24)

- NCIL Kilburn (entrepreneurship workshops for young people from Kilburn)
- Get into Creative and Tech Industries! (Brent, 18-month employment programme)
- Peabody (The Islington Teens Employability Skills and Mentoring Programme)
- Brighter Futures (Year 1 and Year 2) - London and Liverpool (Train and make young people to be investors in real pitches)
- Ultra Business Fair (2023), Business immerse learning at Spotify and Visa

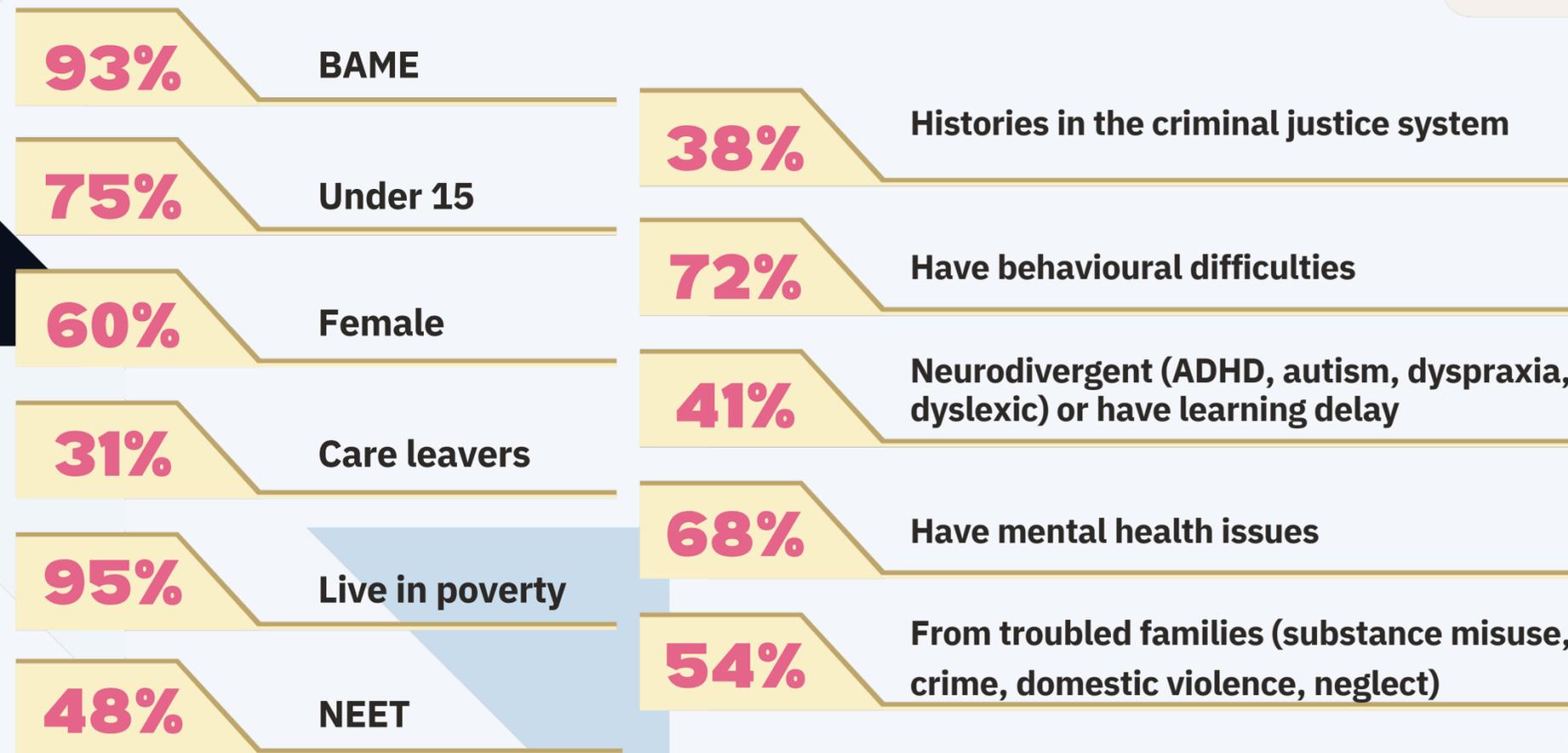
Main Outputs (2023/2024)

Who do we work with?

Direct beneficiaries: **1476**

Indirect beneficiaries: (e.g. including families): **3408**

Volunteers: **60**



Service Delivered (April 2023 - March 2024)

Employment:

- Employment training workshops: **62**
- CV & LinkedIn & Cover letter supporting sessions: **24**
- Mock Interviews: **96**
- Networking practices & events: **16**
- 121 coaching sessions: **184**
- Work Experience placements offered: **19**

Entrepreneurship:

- Entrepreneurship workshops: **206**
- 121 coaching sessions: **287**
- Large-scale Networking practices & events: **5**

Employment & Entrepreneurship:

- Industry partners offering employment/apprenticeship: **36**

ULTRA EDUCATION'S WINTER POP-UP 2023

SPONSORED BY: B30, Informa markets, OakNorth, LOVE CORN, YO BUD

BRIGHTER FUTURES
YOUNG INVESTOR FOR A DAY
FOR INVESTORS FOR SCHOOLS FOR ENTREPRENEURS

More information: 0800 211 8133 | info@ultra.education

Digital and Creative Jobs
Guaranteed Interview in 12 Weeks

- Pre-employment preparation incl CV support, interview techniques
- Support to secure jobs within the creative and technology sectors
- Aimed at unemployed people living in Brent.
- Short courses in digital and creative industries

Boost your career prospects with our dedicated 1:1 work coaches

Face to Face or Online Sessions

FREE training, work placements, and exclusive access to jobs in the digital and creative industries!

Scan to register & find out more

Partner & Employers: CUBE, OakNorth Bank, BRITISH AIRWAYS, Vivienne Westwood, pwc, SHAKESPEARE'S GLOBE, Brent

ONLINE YOUTH ENTREPRENEURSHIP PROGRAMME!
FOR 7-18 YEAR OLDS

- Launch their business
- Make money
- Gain new skills
- Exhibit at our next summer fair

Just £30 per 6 weeks!
Just £45 per term for 2 or more children!
Kickstart your entrepreneurship journey!

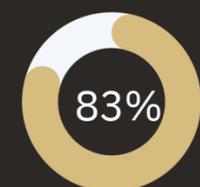
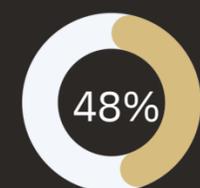
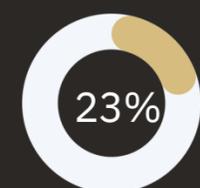
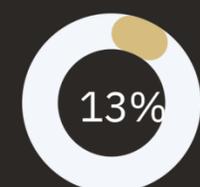
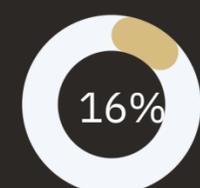
- Every Tuesday
- 5pm-6pm
- February 20th - March 26th

UKs #1 PROVIDER OF ENTREPRENEURIAL EDUCATION

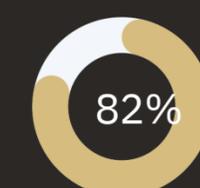
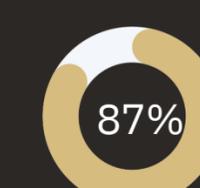
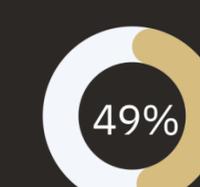
Achievements (April 2023 - March 2024)



Employment:

-  83% completed the employment programmes
-  48% sustained work
-  23% secured paid internships
-  13% secured work experience
-  16% secured training and further education pathways

Entrepreneurship:

-  82% completed the entrepreneurship programmes
- 276** young people started their own businesses
-  87% young people whose enterprises sustain for more than 6 months (the living wage)
-  49% secured work experience

4. Main Outcomes & Case Studies

Skills



Confidence

Aspirations



Finance



Outcome 1: Enhanced Entrepreneurship and Employment Skills

- Ultra Education's programme addresses the significant gap in entrepreneurship and employment education within UK public schools.
- The programme focuses on supporting marginalised youth.
- It provides these young individuals with essential skills for modern workplaces.
- The initiative fosters a nurturing, non-judgemental environment for learning.

Programme Components

Entrepreneurship and Employment Workshops:

- Workshops cover financial literacy, business planning, market research, problem-solving, and teamwork.
- Ensure participants learn and enjoy the process.

Soft Skills Development:

- Emphasises enhancing communication skills, digital communication proficiency, and cross-cultural interaction.
- Prepares participants for thriving in diverse work settings.

IT Skills Training:

- Provides vital digital skills for today's technology-driven job market.

Practical Experience:

- Crafting CVs
- Optimising LinkedIn profiles
- Conducting mock interviews
- Provides hands-on experience in real-world business scenarios

Mentorship:

- Delivered by mentors with firsthand experience of exclusion and discrimination.
- Creates a safe and welcoming space for growth and learning.



Outcome Measurement

A survey conducted in **March 2024** involving **42 participants** highlights significant improvements:

- 100%** reported increased knowledge of financial management
- 95%** enhanced understanding of innovation industries
- 95%** developed confidence in business and entrepreneurship terminology
- 100%** improved their IT skills
- 90%** advanced their communication skills

- Most young people Ultra Education works with have difficulty engaging with school courses and workshops.
- Ultra Education's approach is tailored to create a safe, fun, and welcoming space that counters usual educational barriers.
- Mentors' passion and empathy, who understand the challenges of exclusion and discrimination, are crucial for the programme's effectiveness and engagement.
- Programmes blend practical experiences with theoretical knowledge and provide empathetic mentorship.
- The initiative significantly enhances participants' skills and readiness for future career opportunities.
- The programme not only educates but also empowers, fostering an entrepreneurial spirit and career readiness among participants



Feedback

NI Nichola
3 reviews  AE



6 Feb 2024

Fantastic company helping young people!

My son really enjoyed these classes. They gave him a good understanding of how a business works and helped him on his new venture. Highly recommend Ultra Education.

Thank you.

PG Puzzle geek
4 reviews  ES



Updated 19 Jul 2023

The best for your kid!

Both my children have been consistently supported for years now. They started at just 4 & 7 and have gone on to achieve incredible things. Making a positive impact at such a young age. Also creating a great base of wealth. Always supported by Ultra. Incredible network always striving to rise together. Highly recommend! 5*****

MO mocha
1 review  GB



2 Oct 2023

Amazing Experience

I had an amazing time with Ultra. Their support was invaluable in helping me improve my CV and feel more confident in my abilities. Even though the weekly programs are over, they still keep me in the loop with things that align with my interests and goals. They truly care about their clients and it shows.

KH Khamani
1 review  GB



14 Jul 2023

We need more organisations like ultra education

Ultra education is a fantastic organisation that puts young people first. Its a credit to know us youth have an organisation that supports young people and we need more in this society. They put on fantastic events for young people to sell at and put on amazing workshops to help young people develop and grow their business.

In the run up to their winter business fair, they ran weekly workshops on zoom to help us all in different ways prepare for the business fair which helped massively. They are always supportive and even after their fair they have stayed in contact with us to keep offering us amazing opportunities.

IZ Izabela
2 reviews  GB



18 Jul 2023

Fantastic initiative

Fantastic initiative, supporting children and young people on their path to professional life and prosperous careers. My daughter loved the Ultrapreneur programme and said she now feels more confident in setting up her own business. It helped her build confidence and gain courage to take action.

KM KM
1 review



28 Aug 2023

Amazing ultra experience

My girls and I connected with Ultra Education for the first time this summer. They have been taking part in their entrepreneurship programme which my girls have thoroughly enjoyed. They've felt motivated to create and move forward their businesses. Ultra E is great for your children in motivating them to be the best at thinking outside the box in how to use their skills, talents, passion and creativity to be the best. Linda has been amazing in encouraging the kids, and they are enjoying their weekly session with Sam. It's positive all round and we are great fans 🥳

Date of experience: 08 August 2023

Case 1: Mike's Entrepreneurial Journey at Ultra Family

"Everything, everything you need in your business, you can contact Ultra's team, they are always there for you."

Three years ago, at the age of 14, Mike launched his business during the pandemic, aiming to develop a creative product that would inspire children dealing with digital overload. However, he soon faced significant hurdles when his two teenage business partners withdrew, leaving him to tackle branding, marketing, and development challenges alone.

Feeling overwhelmed and on the verge of abandoning his project, Mike discovered Ultra on Instagram and received an immediate response. Ultra provided comprehensive business skills training and model support, equipping him with the necessary tools to refine his business approach. "They helped me rebrand my project completely, as it was quite difficult after my two partners withdrew. They also guided me step by step regarding the marketing and advertising," Mike explains. With Ultra's guidance, he navigated the complexities of rebranding, enhancing his business model, legal registration, and company risk management. Now, 17-year-old Mike owns a registered company with a professional online presence, including a website, a LinkedIn page, and profiles on various retail websites to expand his market reach.

Participating in Ultra's business fair marked another significant milestone for Mike. Here, he connected with a broader entrepreneurial network, gaining invaluable insights and networking opportunities.

"I was just blown away by seeing 140 young people in one space selling their products"

...he recalls, inspired by the motivational atmosphere at the event.

Ultra's support extended beyond business training, providing a nurturing, family-like community. "The team are lovely and supportive. The Ultra family is really great. It's very good." Mike describes.

"I appreciate support from all different communities. Having coaching and mentoring support from the Black community is quite unique and better, as this is the community I belong to. The role modelling and family atmosphere is more powerful"

...he adds, acknowledging the values of culturally relevant support.

Looking ahead, Mike is optimistic about the future, with plans to further integrate his business into his long-term career goals. "I can see my business indefinitely as part of my future," he remarks, envisioning no limits to where his entrepreneurial journey can take him.

(Interview time: March 2024)

Outcome 1: Enhanced entrepreneurship and employment skills



Outcome 2: Boosted Self-awareness, Self-esteem, and Confidence

- Ultra Education enhances self-awareness, self-esteem, and confidence in marginalized youth.
- Addresses underrepresentation of racialized communities in entrepreneurship.
- Focuses on mental support and personal growth.
- Helps youth identify strengths and develop entrepreneurial ideas or employment opportunities.

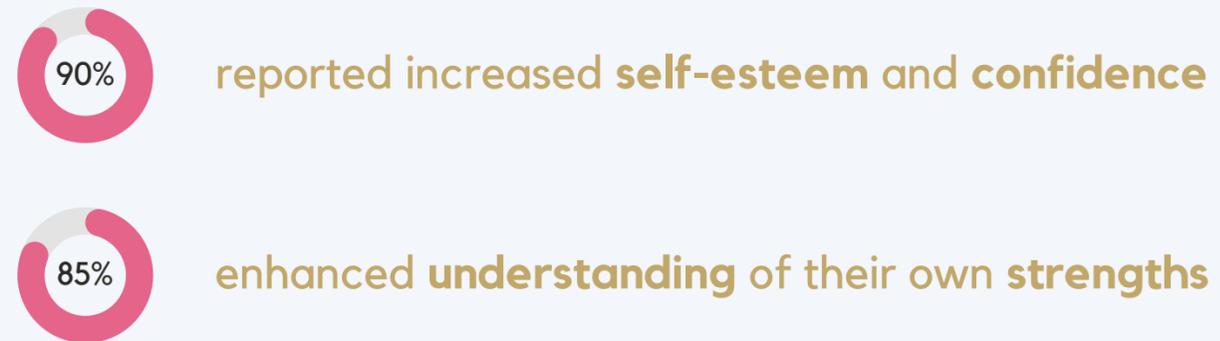
Approach and Supportive Activities:

- Ultra uses culturally sensitive, community-oriented, family-holistic approaches.
- Differs from alienating, judgmental traditional school settings.
- Focuses on asset-based methods, highlighting participants' unique strengths.
- Supportive activities: issuing certificates/awards, hosting family events, conducting simulations.
- Acknowledges achievements, creates community and belonging.
- Reinforces self-esteem and confidence for participants and their families.



Outcome Measurement

Results from a **survey** conducted in **March 2024** with **42 participants** demonstrate significant improvements:



- This empowerment is vital for promoting sustained engagement in entrepreneurship and employment, especially among those who have felt marginalised or undervalued.
- By cultivating a supportive environment, Ultra is instrumental in helping participants realise their full potential.

- Ultra helps participants overcome the challenges of underrepresentation.
- Ultra prepares participants for successful futures.



Case 2: Unleashing Potential Through Ultra Education

"At Ultra, I try out opportunities"

Bruno, a 16-year-old entrepreneur with a wealth of innovative ideas and unwavering diligence, enjoys unlocking various opportunities with Ultra.

Bruno developed his first entrepreneurial idea while working part-time. He wants to develop a digital product to improve the efficiency of educational institutions. His career adviser at school introduced him to Ultra Education, which accelerated his business development. Based on his business idea, Ultra connected B with a mentor, a Government digital management expert, who has worked with Bruno closely, and helped him refine his ideas and begin the development of an app. So far, in between exams, school work and part-time work, Bruno's app is steadily in progress.

While his App is still under development, Bruno has shown his talent in the business areas. Encouraged and supported Ultra, Bruno competed in several prestigious entrepreneurship competitions and became the winner of one and the finalist of another. He shared that though challenged by feelings of 'impostor syndrome', these experiences really pushed him out of his comfort zone, appreciating his strengths and talents.

"From my first presentation to now, speaking in front of my whole year group, there's been a drastic improvement"

Bruno is glad of his improvement in public speaking, which increased his visibility and self-assurance.

"This is definitely a confidence boost."

For Bruno, the sense of community within Ultra Education was transformative. Describing it as "like a family," he highlighted the nurturing and supportive environment that was crucial during his developmental stages. This community aspect was especially empowering within the context of the Black Tech Awards, where B felt...

"...a profound connection to his identity and received significant recognition."

Looking ahead, Bruno is optimistic about his future.

"I plan to finish my degree, and develop my business at the same time"

...he says, eager to further his impact in the tech and educational sectors.
(Interview time: March 2024)



Outcome 3: Elevated Career Aspirations I.

- Core objective: Help marginalised young people develop bold career ambitions from an early age.
- Comprehensive program features engaging mentors from marginalised backgrounds and celebrity speakers.
- Utilises privileged venues and activities to inspire and educate.
- Participants guided through defining career goals with career planning workshops.
- Gain exposure to new possibilities in environments they might not typically access.
- Holistic approach helps participants realise their potential and create actionable career plans.

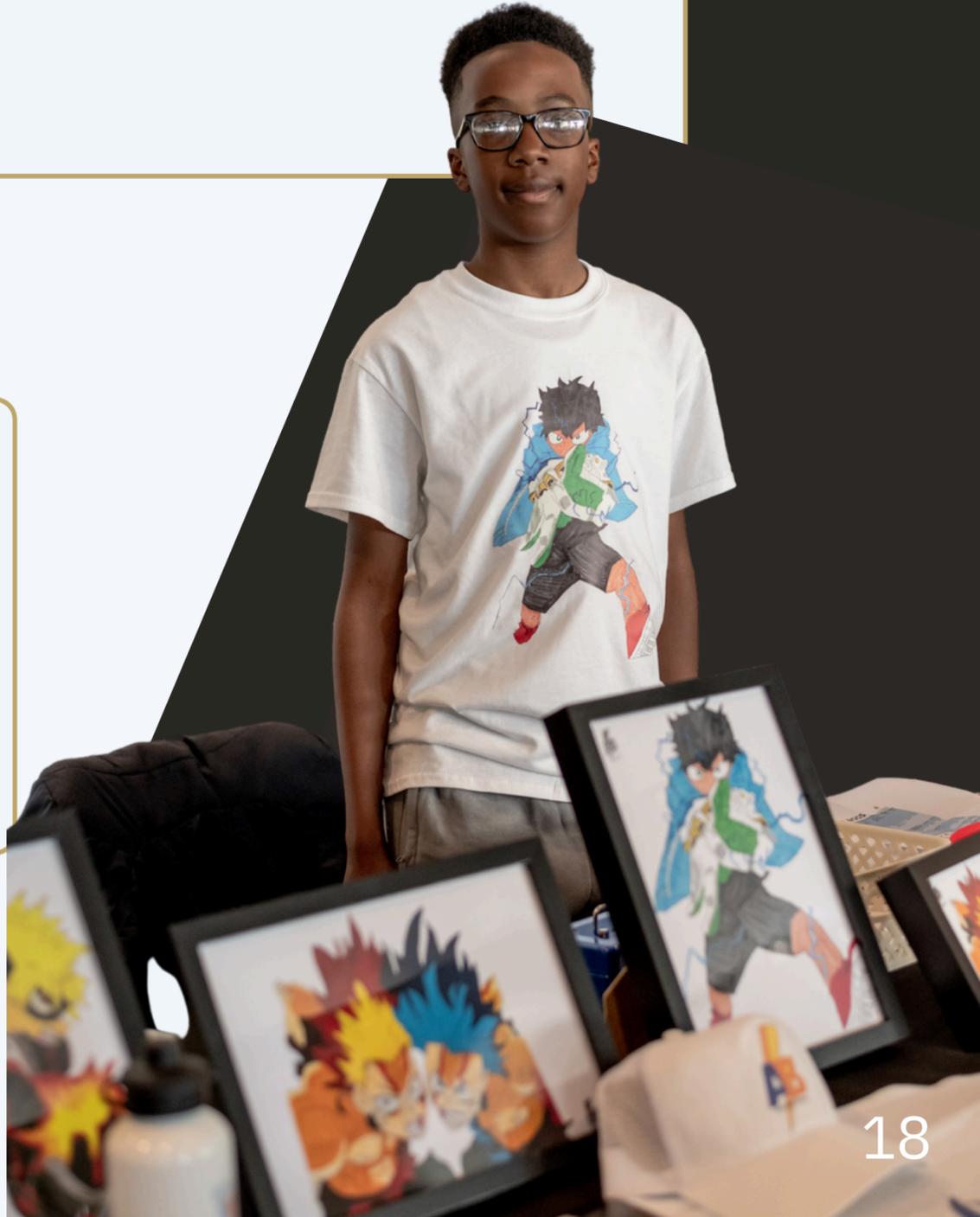
Outcome Measurement

A survey conducted in March 2024 with 42 participants demonstrated substantial outcomes:



- Additional research involved 65 parents of Ultra users from Black Caribbean backgrounds in Brent (2021).
- 85% expressed concerns about risks like gang grooming or antisocial behavior affecting their children.

- Ultra's focus on career aspirations serves as a powerful motivation against such risks.
- Provides young people with purpose and direction.



Feedback from participants in March 2024 highlights the personal impact of the programme:

"It's okay to fail, you just need to be unique with your ideas."

— ” —
highlighting marginalised young people's resilience.

"It takes hard work and focus on everything you do. And also be confident in yourself. But I now feel like I am on the right path."

— ” —
This reflects the enhanced career clarity participants gain through their engagement with Ultra Education.

Ultra Education's Effective Strategy:

- Elevate career aspirations among marginalized youth.
- Connect young people with inspiring mentors.
- Provide enriching experiences and equip them with tools for successful career planning.
- Enhance career readiness and instill a sense of possibility and direction.
- Steer participants away from potential risks towards fulfilling and ambitious career paths.



Case 3: Lola's aspired and aspiring journey

"Ultra is crucial because our young people are misunderstood, and offering them this platform to explore their potential is amazing" ...shared by Lola's father.

When Lola moved to the UK at the age of 4, she faced substantial challenges in adapting to a new culture, which led to feelings of anxiety and stress. Joining Ultra Education at the age of 7 was an opportunity to meet other children especially after the COVID pandemic, when many young people experienced the world as uncertain and scary place.

Lola's journey with Ultra began at the UK's Biggest Youth Business Fair in Wembley, where she showcased her children's journals for the first time, inspired by her own challenges. This event provided Lola with a safe and aspirational space. According to her father, this Ultra Business Fair met all their requirements in term of exposure, diversity and network. Talking to peers, visitors and Ultra mentors, Lola gained in confidence and realised that her story could make a significant difference in people's lives. Her dream, with her journals, is to help children worldwide who are experiencing emotional and social difficulties. And Ultra Business programmes were conducive to her business skills.

"It helps that there is a focus on the needs of Black children because Lola was isolated when she first came into the country. Through Ultra, she realised she is not alone" ...her father noted.

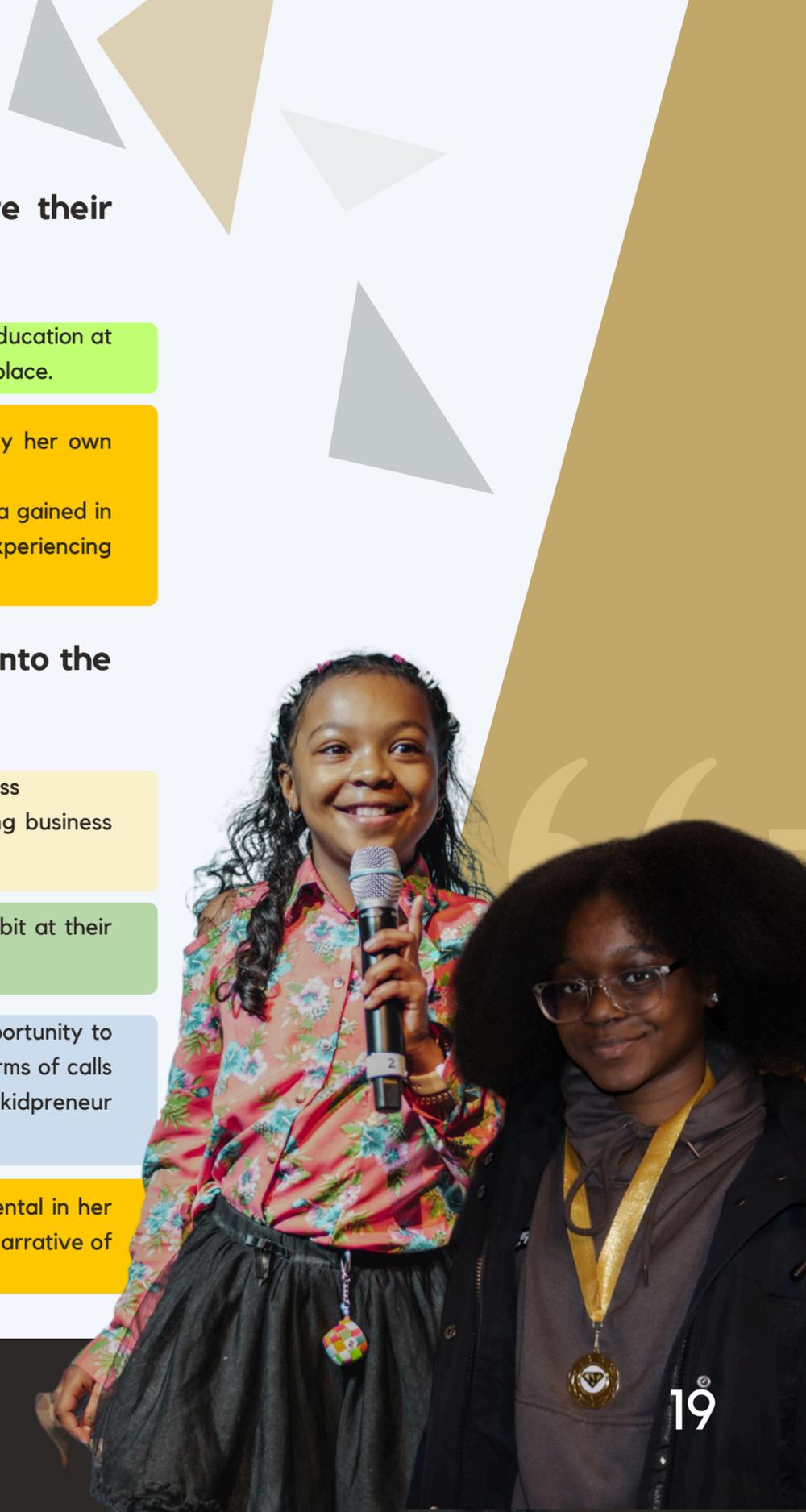
This experience at the Ultra Fair was outstanding and it developed Lola's interest in empowering herself in a safe place with people like her. Lola enrolled in Ultra Business programmes a few weeks after the fair and was introduced to practical entrepreneurship concepts such as cash flow and revenue in an engaging way. By setting business targets and making plans, she not only gained practical business skills but also learned to shape her ideas into concrete ambitions and goals.

Lola's recognition extended beyond the Ultra community in the UK. She has been invited by the leader of a Caribbean country but also a Mayor in France to exhibit at their business event, highlighting her growing influence.

Ultra Team had provided a space for kidpreneurs's parents to promote their business, share events and support each other. Thanks to this group, Lola had the opportunity to speak in a school during Black History Month and participated in an Investors Business Day at Level 39 in Canary Wharf. This group is also a valuable resource in terms of calls for award submissions. Thanks to the significant impact her journals have made in the Mental Health field in the UK and beyond, Lola is now a multi-award-winning kidpreneur with a few accolades such as the prestigious national BCyA Award, the West London Business Award or the TruLittleHero Award.

As reflected by Lola's father, the support from Ultra—particularly the opportunity to engage with mentors who are part of the Black community—has been instrumental in her entrepreneurial mindset. Lola's journey from facing significant personal challenges to becoming a confident young entrepreneur ready to inspire others is a powerful narrative of resilience and empowerment.

(Interview time: March 2024)



Outcome 4: Improved Income and Financial Stability

- Enabled 276 young people to start their own businesses in the past year.
- 87% of these enterprises sustained for more than six months at a living wage.
- 71% of participants in employment programmes have either sustained or secured work.
- Many participants grew up without financial stability or stable job role models.
- Achievements are particularly significant given their backgrounds.

- Financial stability experienced by young entrepreneurs and employees may not match fully employed adults.
- Increase in financial income represents a substantial step forward.
- Even partial financial stability significantly impacts their lives.
- Boosts aspirations and confidence, providing positive feedback.
- Empowers them to develop their skills further.

- Elevated career aspirations and enhanced self-esteem are outcomes of Ultra's programs.
- Success in businesses or employment boosts young people's economic status and self-worth.
- Positive cycle of growth and stability benefits individuals and extends to the wider community.

The survey indicates that just 47% of children in the UK received any form of financial literacy education in 2023. (Brader, 2024)



Young Entrepreneurs @ Wembley Stadium



4. Main Outcomes & Case Studies

Outcome 1 Skills

100% reported increased knowledge of financial management and IT skills



Outcome 3 Confidence

90% reported increased self-esteem and confidence

Outcome 2 Aspirations

90% reported having a clearer vision of their career following Ultra's training.



Outcome 4 Finance

71% of participants in Ultra's employment programs have either sustained or secured work.



Recommendations

Continue Blended Learning Approach:

- Maintain an effective combination of group workshops and one-to-one coaching sessions.
- Cater to diverse psychological needs and learning styles.

Introduce Female-Only Workshops:

- Create safe spaces that encourage participation.
- Address specific challenges faced by young women in entrepreneurship and employment sectors.

Expand Thematic Focus:

- Build on the success of technology and fashion themes.
- Expand into new areas such as green technologies, health, and digital media.
- Cater to a broader range of interests and economic opportunities.
- Meet diverse asset-based entrepreneurship and employment education needs.

The projects delivered in 2023/24 have **significantly advanced Ultra's mission of empowering underprivileged youth through entrepreneurship and employment education.** These initiatives led to **notable improvements in participants' skills, confidence, career aspirations, and financial stability.** As we move forward, it is vital to build on these successes while also identifying areas for enhancement.



Next Steps I. (2024/25)



Growth and Expansion of Programmes:

- Continue expanding current entrepreneurship and employment education programmes.
- Maintain momentum and reach more beneficiaries.

Regional Expansion:

- Regional Expansion: Following the successful development of a project in Liverpool (March 2024), consider replicating this model in other UK regions outside London.
- Adapt strategies to meet local needs and overcome specific regional challenges, enhancing Ultra's presence and impact across the UK.

Next Steps II. (2024/25)

Research and Reporting:

- Launch the British Kidpreneur Report in Ultra Education's 10th year.
- Explore and document the power and impact of youth empowerment models.
- Provide insights into current approaches and suggest areas for future development.

Partnership and Network Building:

- Focus on building strong partnerships and networks within new regions.
- Facilitate quicker setup and integration of services, provide local insights and support.



Strategic Partnerships

