

CASE STUDY - SMALL BUSINESS AMBASSADORS



- **YOUNG PEOPLE, AGE: 11-16**
- **WORK EXPERIENCE**
- **BUSINESS START-UP**

Operating in Kent, UK

- **For 4 years, providing young people in Secondary schools insights into setting up and running their own business.**

“Now I know that I would like to start my own business, it looks interesting”

“I would never have expected this group of students to either work together or keep at it”

“Really friendly and helpful people to work with and a flexible approach that gave us exactly what we were looking for”

“I was amazed, the students gave up their break to get back to the classroom”



OUTCOMES

1. Trained over 1,000 young people, in grammar and comprehensive schools
2. Over 10,000 guided learning hours, in the classroom
3. Delivered by owners of small businesses, around typical challenges faced when setting up and running businesses
4. Practical insights into start-ups, marketing, finance, teamwork, etc.