



# Smart Enterprise Initiative

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## Mission Statement

***“To awaken and inspire the entrepreneurial spirit one person at a time!!”***

## Goals

1. Provide 16-24s insight into starting, running and maintaining a business
2. Allow service users to Earn and Learn through first hand experience
3. Offer the opportunity for employment once the programme has ended

## About The Smart Enterprise Initiative

**It is a Traineeship tailored for 16-24 year olds with a passion or desire to start their own business.**

We are all guilty of saying we don't want to work for anybody and we would love to be our own bosses but how many of us actually follow through?

Systems, both at home and educationally aren't set up to adequately prepare us for this adventure.

Basic elements of day-to-day life such as budgeting, finances, credit scores, borrowing and saving money are not taught to young people.

SEI is designed to assist young people by providing core business principles that many of us are unable to access due to socio-economic conditions or lack of financial support. For some it is a lack of education or previous poor decisions but for many it is simply a case of bad luck.

Not having the right structures in place to support and encourage personal development and growth, will inevitably lead to a lack of self-belief causing our future generations to give up on themselves and throw in the towel before they even begin the fight.

SEI Will provide young people with the opportunity to learn how to start, run and maintain a business whilst Earning and Learning with on the job experience.

## How It will be delivered

SEI will be delivered over a 10 week period. A combination of practical on-the-job training, working with SmartWash Mobile Cleaning Services and theory lessons in classrooms. There are multiple online resources accessible and self study is also highly promoted.

## Entry Requirements

We are looking for young people aged 16– 24 passionate about entrepreneurship and owning their own business, any previous experience is not necessary but they do need to display a genuine interest.

A dedication to personal development is vital as we are looking for young people with a desire to grow and help customers have the best experience.

Eligibility Criteria:

16-24 years old

Educated at a state school

There is no minimum academic criteria although both Maths and English at GCSE level would be an advantage.

It would be ideal if you can provide evidence of your grade A-C or Level 4, Maths and English GCSE or equivalent results, but this is not essential. If you didn't manage to achieve the grades or can't provide evidence of your qualifications, SEI may help you to obtain them after the completion of the programme.

We're also looking for you to demonstrate:

The determination to go the extra mile for customers every day to provide that truly personal service

Great listening skills to understand the needs of the customer, along with the ability to empathise with your customer's situation and remain calm under pressure

The ability to achieve quality results while maintaining high levels of detail

The determination to take ownership of your career, learning and developing new skills

## **The Initiative -** The initiative is split into two parts

### **I. Practical**

Practical work which will see the young people team up with a member of SmartWash; a Mobile Car cleaning company. This will enable any participant to experience the day-to-day running of a real business, not a case study or third party example. Elements such as marketing, data analysis, customer service, up-selling, product management, budgeting, financing, networking to name a few will be experienced first hand.

### **II. Theory**

The Second element of the initiative will be workshop focused. Over the duration of the programme our young person will team up with core leading industry specialists from a range of business sectors; Accounting, Funding, Financial Advisors, Social Media and Marketing managers. Essentially giving them an insight into how to run a business.

As well as the fortnightly meetings with the industry specialist a dedicated one-to-one mentor will be assigned to each participant to foster a good working relationship and nurture the support structure that so many aspiring entrepreneurs and business owners would crave at any stage of the process.

## **The Specialists**

**Matthew Dwyer**- A Chartered accountant with over 10 years experience. Currently employed with PWC will highlight and identify processes for starting a business. Matthew can set the foundations for any budding entrepreneurs with his ability to make the company start-up process easy to understand so topics such as business creation and formation, financial and budget reports and a brief overview of taxation will be made understandable.

**Emmanuel Adisha** - Having been a FCA approved Financial Adviser for over 15 years he has gained a wealth of knowledge when it comes to money management. He will give an insight into opening bank accounts, budgeting, credit, saving and an overall guide to money management both on a personal and a business level.

**Reginald Weir**- Is a Contract Fund Manager currently working for Southwark Council. He is in charge of overseeing and approving funding proposals. He will be able to explore possible funding opportunities with each young person to assist them in their start-up. There are many organisations aiming to assist 16-24 The Princes Trust Grant, The National Lottery Fund, UnLTD being just a few. Lack of capital is always an obstacle when starting a business, hopefully knowledge of these organisations and funding opportunities will serve as a springboard for any young person.

**Jade Price** - Marketing Manager for Multi-Million Pound UK bakery Cutter and Squidge. Part of her tasks see her responsible for the organisation's online presence by developing strategies, producing content, analysing usage data, facilitating customer service and managing projects and campaigns. Jade will explain the importance of brand awareness and marketing campaigns through the power of social media and marketing when running a business.

## SEI STRUCTURE

### Week 1 - Induction

Introduction to the company and what you will be doing

Meet your mentor, Filling in paper work, Uniforms allocated.

Receive work booklet

Practical work with SmartWash allows trainee to undertake real life work of a commercial nature. Allow participants to gain valuable soft skills such as discipline, perseverance, leadership skills, teamwork and problem solving.

Whilst in the field the trainee will learn customer service skills, patience and the ability to remain calm in stressful situations, money and stock management as well as the ability to operate and control equipment.

### Week 2 - Workshop Session

Core module 1 - Workshop With Accountant Matthew Dwyer.

### How To Start A Business

Some of the topics covered in this module will be (but not restricted to)

- Researching business idea competitors feasibility
- Registering a Business Name
- Identifying understanding and choosing a legal structure Sole Trader/LTD etc
- Creating business Plan
- Financial,accounting and tax obligations.

### **Meeting With Mentor**

Occurs after workshop to cover any concerns or answer questions trainee's may have.

Opportunity to review any notes and make additions to ensure all participants get the most from the traineeship and allow for constant updates and tracking of progress.

Trainee will have the opportunity to work with their mentor to complete the required hours to obtain Business Start-Up Accredited Certification.

### **Driving Training Session**

Trainee will be able to use facilities to prepare for their theory and hazard perception test on premises. Will have access to resources, both online and books to practice for their test. Allotted time for this is 60 minutes but is possible to extend beyond if other elements of the traineeship have been completed sufficiently.

### **Week 3- Practical Work Experience**

Practical working day with SmartWash. Trainee will build upon their experience gained from Week 1 and will be given the responsibility to game the lead and guide their mentor. This is intended to increase their confidence and sense of accomplishment.

Provided Trainee over 17 and has a provisional license Week 3 will see them have a driving lesson in a safe and secure space with their mentor.

### **Week 4- Workshop Session**

Core Module 2 - Workshop With Financial Advisor Emmanuel Adisha

Some of the topics covered in this module will be (but not restricted to)

- Opening a Bank account
- Importance of Credit scores and Financial Planning
- Budgeting
- How to save money

### **Meeting With Mentor**

Occurs after workshop to cover any concerns or answer questions trainee's may have.

Opportunity to review any notes and make additions to ensure all participants get the most from the traineeship and allow for constant updates and tracking of progress.

Trainee will have the opportunity to work with their mentor to complete the required hours to obtain Business Start-Up Accredited Certification.

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### **Week 5 – Practical Work Experience**

Practical working day with SmartWash

### **Week 6 - Workshop Session**

Core Module 3 - Workshop With Funding Specialist Reginald Weir

Some of the topics covered in this module will be (but not restricted to)

- Methods of funding
- How to source funding
- Benefits of funding
- Examples of applications for funding

### **Meeting With Mentor**

Occurs after workshop to cover any concerns or answer questions trainee's may have. Opportunity to review any notes and make additions to ensure all participants get the most from the traineeship and allow for constant updates and tracking of progress. Trainee will have the opportunity to work with their mentor to complete the required hours to obtain Business Start-Up Accredited Certification.

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### **Week 7- Practical Work Experience**

Practical working day with SmartWash

### **Week 8 – Workshop Session**

Core Module 4 - Workshop with Marketing Manager Jade Price

Some of the topics covered in this module will be (but not restricted to)

- Highlighting the purpose of Marketing
- Types of marketing
- Benefits of marketing and advertising to promote a brand

### **Meeting With Mentor**

Occurs after workshop to cover any concerns or answer questions trainee's may have. Opportunity to review any notes and make additions to ensure all participants get the most from the traineeship and allow for constant updates and tracking of progress. Trainee will have the opportunity to work with their mentor to complete the required hours to obtain Business Start-Up Accredited Certification.

### **Driving Training Session**



Trainee will be able to use facilities to prepare for their theory and hazard perception test on premises. Will have access to resources, both online and books to practice for their test. Allotted time for this is 60 minutes but is possible to extend beyond if other elements of the traineeship have been completed sufficiently.

### **Week 9- Practical Work Experience**

Practical working day with SmartWash

Debrief with Mentor

Completion of booklet

### **Week 10 - Completion of Programme**

Graduation from course

Incentive rewards day

Final debrief

Reports and Overall Feedback

After completing the programme, based on performance and engagement with SEI there will be a provisional (paid) Part-Time work period with SmartWash.

This consists of an additional 10 weeks practical only paid work training with a view to a permanent employment offer.

## **Why You?**

Through conversations with you I understand that bridging the gap between childhood and adulthood so that a young person is prepared for the challenges of living independently are your company's ethos.

You help provide the transition and life skills for support of young people aged between 16 and 25 by encouraging them to focus on their strengths and build positive support networks to achieve their aspirations.

Many young people refer to leaving care as 'the instant expectation of adulthood'. They are suddenly expected to run a home and manage their finances, all in one go and without any support."

It is clear that we share the passion for the same outcomes for these young people so let's align our visions and provide them with the lifeskills needed to progress in adult life.



## Costing Breakdown Structure

Ensuring the funds of service users are correctly allocated can be a difficult task and it is important to understand how money is being distributed.

To guarantee a successful programme the highest quality has been sourced. Specialists and Courses have been carefully selected and Workbooks have been constructed and tailored to provide the best insight into starting a business and becoming an entrepreneur for any young person.

Below is a breakdown of all resources available to the young person that will allow SEI to deliver a successful programme and create a platform for each participant to thrive and flourish in their business ambitions.

- Accredited Business Start-Up Course with Workbook and Study Materials
- CPD Accredited Certification on completion of course
- Specialist seminars with Industry Professionals
- Access to One-to-One Mentor
- Uniforms
- Access to Workspaces for Sessions
- Relevant Insurances to protect when conducting Practical Work
- Contribution to young persons wages on Practical Working Days
- Driving Package Incentives/Reward for completing course consisting of provisional application, Theory Test Practice Kit and Theory and Practical Driving test Booking
- Lunches for each day (theory and Practical)

This is a great opportunity for any budding entrepreneur that will not only provide fundamental business skills but also basic life skills that will benefit them for years after the programme has been completed.



The Traineeship is open to all people but I have already identified a pool of young people that are waiting to begin the programme and who I think will benefit from it most, those is the care system and supported living.

As an individual that spent some time in the foster care system myself at a young age and then was transferred to supported housing I know the importance of having the right support.

I had first hand experience with mentors and key workers and although there were some that didn't care about me and they were there clearly to pass time or as a stepping stone there were a few that took the time out and really made the effort. They believed in me and pushed me when I wasn't willing to give any more and at the time I was dismissive of their efforts and did anything possible to sabotage their efforts but in hindsight their persistence really helped shape my life and help me and that is something I would like to offer back to at least one young person.