



Portobello
Business
Centre



NextGen Elevate

Student Entrepreneurship Programme

14th to 18th July 2025

Foreword



Dr Sheela Sharma
CHAIR AND CEO

At **Portobello Business Centre** – a non-profit social enterprise – we’ve spent almost 30 years helping start-ups and small businesses across London turn ambition into achievement. From food makers and fashion designers to entertainers and engineers, we’ve supported thousands of entrepreneurs in turning their ideas into thriving businesses.

Based at Morley College’s North Kensington campus – just a hop and skip from the iconic Portobello Road Market – we’ve stood alongside local businesses through every kind of challenge, from Grenfell to Covid and beyond. Our advisors have mentored well-known names like Innocent Drinks, Karen Millen and Charlie Bigham’s in their early days, along with many others that may not be household names but are nonetheless vital to their communities and the wider economy.

My own journey includes launching start-ups from my teens. I learned through trial and error – often the hard way. Those early lessons shaped how I think and lead today. But entrepreneurship was never presented to me as a realistic career path.

While working in education – empowering students with career development, entrepreneurship and financial literacy – the vision for a student entrepreneurship programme was born. We believe this should be part of the national conversation – and curriculum. The world of work is changing. Many young adults will build careers that combine side hustles, self-employment and traditional roles. They need the tools now to navigate this evolving landscape.

That’s why we created **NextGen Elevate** – a five-day intensive summer programme for those aged 15 to 19 with the seed of a business concept they want to grow. The next generation of risk-takers, problem-solvers and creative thinkers deserve the chance to turn a good idea into something real.



No matter what stage they're at, participants will leave with a practical business plan, stronger financial literacy, digital confidence and the skills to make their venture real. Just as importantly, they'll build resilience and learn how failure plays a vital role in long-term success. They'll have the chance **to pitch for up to £5,000 in business investment.** Every participant will also receive **12 months of free, one-to-one support** from our experienced business advisers following the programme.

If you know a student with curiosity, creativity and a spark of an entrepreneurial idea, please encourage them to apply. They don't need experience - just the willingness to learn and give it a go. We'd love to help elevate their idea - and you might just help kick-start the journey of the next top young entrepreneur.

Warm regards,



DR SHEELA SHARMA



Overview

In an ever-changing world, it is vital that we guide, support and inspire the next generation of entrepreneurs. Born after the financial crash, today's young people are digitally native, having grown up with mobile internet, short-form video, instant messaging and an always-online culture. Their education and lives have been shaped by the Pandemic, further influencing their perspectives and ambitions.

This generation – known as Gen Z – has massive potential. Many will go on to start their own businesses, while others will become disruptors or intrapreneurs, driving innovation from within organisations. Yet, despite this, there is currently very little in the National Curriculum aimed at equipping them with the tools to succeed in an increasingly global and uncertain marketplace.

That's why we've developed this **free groundbreaking student entrepreneurship programme, designed for 15 to 19 year-olds** eager to develop a business idea or entrepreneurial skills. Over the course of five immersive days, students will gain essential expertise, supported by 12 months of free, optional business mentoring to refine and launch their ventures.

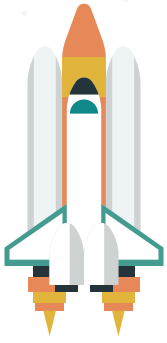
Delivered at Morley College London's North Kensington campus from **14th to 18th July 2025**, up to 50 students will get free access to hands-on, practical learning from industry experts and experienced mentors. The programme culminates in a real-life 'Hustle Hub' pitch event, where students will present their ideas to potential investors for a chance to win funding.

Programme Highlights

- ✓ Master core **entrepreneurial skills**, from idea development to business structures and networking
- ✓ Gain expertise in market analysis, branding and **marketing strategies**
- ✓ Build a **professional online presence** through websites and social media
- ✓ Explore **AI and digital tools** to enhance marketing and streamline operations
- ✓ Develop **essential financial skills** for budgeting, pricing and securing funding
- ✓ **Build confidence** in pitching and public speaking to engage investors and customers
- ✓ Compete for a **chance to win** a share of £5,000 to bring your big idea to life



What You'll Learn



Kickstart Your Big Idea

Understand the role of entrepreneurship in innovation, job creation and economic growth; learn about AI, automation and ethics in business; develop skills in idea generation, market research, business structures and funding; recognise the value of risk-taking, networking and mentorship.



Know Your Market & Grow Your Brand

Define your target audience and explore key marketing channels; learn how to validate ideas, conduct early market testing and build a strong brand; master branding fundamentals, including brand values, visuals and messaging; create a marketing plan, leverage SEO and use analytics tools to measure success.



Build Your Business Online

Understand the role of websites in building business credibility; learn how to create a simple, user-friendly website aligned with brand identity; develop engaging social media content and choose the right platforms; track engagement and sales using digital marketing insights.



Money Matters

Learn key financial terms, budgeting and financial statement analysis; understand pricing strategies, funding options and crowdfunding basics; get insights into business registration, tax obligations and financial compliance; create a simple financial plan, including revenue projections, costs and funding strategies.



The Big Pitch

Develop persuasive pitching and public speaking skills; learn digital presentation techniques to captivate investors and customers; deliver a live business pitch and respond to investor-style questions; compete for investment prizes at the final awards ceremony.



Timetable

MONDAY

Kickstart Your Big Idea

Entrepreneurship
Fundamentals



Business
Models & Idea
Development



Analysing
Data &
Competitor
Research



Networking
& Mentorship

TUESDAY

Know Your Market & Grow Your Brand

Customer
Discovery &
Testing



Branding
& Marketing
Strategy



Digital Content
Creation



Writing For
The Web

WEDNESDAY

Build Your Business Online

Website
Development
& User
Experience



Social Media
& SEO



Website
Analytics &
Online Branding



Social Media
Engagement

THURSDAY

Money Matters

Financial
Planning &
Budgeting



Pricing &
Funding
Options



Business Tax
Compliance



AI Tools
for Finance &
Business Growth

FRIDAY

The Big Pitch

Pitching &
Public
Speaking



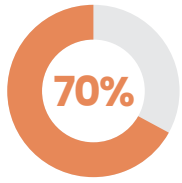
Final
Business Pitch
to Judges



Awards &
Recognition

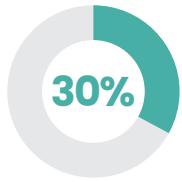


Course Assessment



Multiple Choice Tests (70%)

Each day, students complete a **20-question test** covering key concepts.



Final Business Pitch (30%)

On the last day, students pitch their **business idea to a panel of judges**.

Students who complete all five modules and pass the assessments will receive a Certificate in Entrepreneurship, issued with their full name and programme title.

Who Is This Programme For?

This programme is designed for ambitious learners who want to take their business ideas or entrepreneurial skills to the next level.

It is ideal for:

- ✓ **Students with a business idea** they want to develop
- ✓ **Aspiring entrepreneurs** interested in starting their own ventures
- ✓ **Innovative thinkers** keen to become 'intrapreneurs' inside organisations

This hands-on experience is perfect for those who want to gain practical skills in marketing, website creation, financial planning and pitching – all essential for any career path.

With a strong focus on financial management and digital tools, including AI, this course provides a competitive edge in today's fast-changing world.

Course Requirements

There are no formal entry requirements, but students should have basic numeracy and literacy skills to engage with financial and marketing content.

Applicants must be aged 15 to 19 years at the time of completing their application. They must be able to travel to Morley College in West London daily, arriving at 10am and departing by 5pm.



How to Apply

Step 1: Simply scan the QR code below and complete the application form.

Step 2: Upload a 2-minute video explaining why you should be selected for this programme.



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