

**UWE
Bristol**

University
of the
West of
England

Presentation by

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Elevate

UWE's Entrepreneurial Summer School

October 2020

Elevate Summer School

- 5 day Summer School for 40 schoolchildren in years 9 to 12 (aged 13 to 17)
- Delivered by UWE Institute for Enterprise and Entrepreneurship (internal and external guests support delivery)
- Entrepreneurship theme – students identify problems and work in teams to develop a business/social enterprise solution
- Adopts Team Academy/Team Entrepreneurship methodology – team-based learning and experiential learning
- Fully immersive learning environment with social activities in the evening
- Students pitch their ideas on the final day – prizes for 1st, 2nd and 3rd place



The Programme

Learning Outcomes

(By the end of the programme students will be able to):

- Identify the key aspects of an entrepreneurial mindset and apply idea generation techniques and business planning methods
- Define their target audience, identify their unique selling point and apply marketing planning tools
- Identify the key components of a successful pitch and design and deliver their own elevator pitch
- Identify the key aspects of financial planning and intellectual property and to determine whether their idea is financially viable

Schedule

- **Monday** – *An Introduction to Entrepreneurship* – entrepreneurial mindset, idea generation and business modelling
- **Tuesday** – *Understanding your Market* – developing a marketing plan and understanding customers and competitors
- **Wednesday** – *Pitch Perfect* – pitching structure and content, how to deliver an 'elevator pitch'
- **Thursday** – *The Nuts and Bolts* – finance, business structures and Intellectual Property
- **Friday** – *The Pitching Final* – students deliver their final pitches

Feedback – Evaluation

100% of students strongly agreed or agreed that Elevate had developed:

- Their business knowledge
- Skills that will support their school studies
- Skills that will be useful in the future
- Their confidence

100% of students strongly agreed or agreed that:

- They enjoyed the evening social activities
- It was useful and interesting to experience a university environment
- Developing ideas in a team was a valuable experience
- Pitching their ideas to a panel was a valuable experience

Feedback – Evaluation

“The most useful part was discussing careers in the individual talks with Smith & Williamson advisors.”

“Standing up in front of everyone and doing our pitch really boosted my confidence.”

“The pitching structure on the NatWest handout sheet was brilliant.”

Student Feedback

"The Elevate Summer School has helped to develop my skills in presenting new and original ideas as well as working in a team to refine and build upon ideas that have been collectively sourced."

Harry Patterson, Year 12



Student Feedback

"I found the summer school really rewarding, it definitely improved our work ethic & visiting numerous businesses expanded our understanding as a whole. The competition was fierce, but everyone we competed against were great people - I loved the experience!"

Curtis Pilsworth, Year 12



Student Feedback

“I’ve definitely got a better idea of what a good pitch needs to include and of the financial side of things. I had no idea how businesses were funded. Now I know about equity and debt financing – and about the importance of lawyers in the business world!”

Alice Gates, Year 10



Teacher Feedback

“The Elevate Summer School was a fantastic experience. Our students learnt how to develop a pitch, and to consider all the elements they need to make a successful business venture. We have no doubt that they will use their passion and determination to go on and be thriving entrepreneurs.”

Mr Ryan Swailes & Mrs Helen Starkie, Darwen Aldridge Community Academy

“A massive thank you to the Institute for Enterprise and Entrepreneurship for running this week! I’ve witnessed an Enterprise and Entrepreneurship transformation.”

Mr Luke Sayers, Portslade Aldridge Community Academy

Facilitator Feedback

"The energy and enthusiasm of the students was brilliant to see - they worked so well in their teams and as a whole group. The quality of their pitches and the thought that went into them was exceptional and a real pleasure to see."



Peter Ball, Partner at Smith and Williamson

Facilitator Feedback

"It was a pleasure to work with the students and the team organising this event. It's an amazing opportunity for the students and they all embraced it. I wish I had had something like this available to me at that age!"



Tara Moxey, Personal Tax Advisor at Smith and Williamson

Facilitator Feedback

"We are delighted to have been involved in such a pioneering enterprise programme. Well done to everyone involved, especially the innovative young people."

Simply Do Ideas

