



Portobello  
Business  
Centre



# NextGen Elevate

## Student Entrepreneurship Programme

# Foreword



**Dr Sheela Sharma**

CHAIR & CEO

I launched my first start-up at age 11, making simple hair accessories and selling over 1,000 of them to fellow students. It was exciting and tough - full of trial and error. But I had no guidance or role models. Entrepreneurship was never presented to me as a real career path. Yet its benefits are clear: personal empowerment, innovation and positive impact on communities and the economy.

At Portobello Business Centre, we've spent 30 years helping diverse start-ups thrive. Based at Morley College's North Kensington campus, our advisers have supported thousands of independent and early-stage businesses, including household names like Innocent Drinks, Karen Millen and Charlie Bigham.

Work has changed. Many young adults will build careers that blend side hustles, self-employment and traditional roles. They need the tools to navigate this evolving landscape.

While working in education - supporting students with career development, financial literacy and entrepreneurship - I saw first-hand the need for dedicated support for young entrepreneurs. That's why we created **NextGen Elevate** - a five-day summer programme for 15–19-year-olds with the seed of a business idea.

Wherever they are on their entrepreneurial journey, participants will leave with a business plan, stronger financial literacy, digital confidence and the skills to turn their ideas into reality. They'll learn to embrace resilience and see how failure fuels long-term success. Every participant receives **12 months of free one-to-one support** and the chance to **pitch for a share of up to £5,000 in investment**.

Know a student with curiosity, creativity and the spark of an idea? Encourage them to apply. They don't need experience - just the willingness to learn and the hunger to give it a go.

We'd love to help elevate their idea - and inspire the next generation of entrepreneurs.

Warm regards,

A handwritten signature in black ink, appearing to read "SHEELA SHARMA".

DR SHEELA SHARMA



# Overview

In an ever-changing world, it's more important than ever to guide, support and inspire the next generation of entrepreneurs. Born after the financial crash, today's young people - Gen Z - are true digital natives. They've grown up with mobile internet, short-form video, instant messaging and an always-online culture. Their education and worldviews have been shaped by the global pandemic, further influencing their ambitions and outlook.

This generation has enormous potential. Many will launch their own businesses, while others will become disruptors or intrapreneurs - driving innovation from within organisations. Yet, despite this, there is little in the national curriculum that equips them with the tools needed to thrive in a fast-paced, global and uncertain marketplace.

That's why we've developed a **free, groundbreaking Student Entrepreneurship Programme for 15 to 19 year-olds** who are eager to develop a business idea or enhance their entrepreneurial skill set. Over five immersive days, students gain essential real-world knowledge through hands-on, practical learning led by industry experts and experienced mentors. They also receive 12 months of free, optional business mentoring to help them refine and launch their ventures.

Currently delivered at Morley College London's North Kensington campus, the programme culminates in the 'Hustle Hub' - a dynamic pitch event where students present their ideas to potential investors for a chance to win start-up 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 old at the time of completing their application. They must be able to travel to the programme venue 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.





# Portobello Business Centre

Portobello Business Centre  
Morley College - North Kensington Centre  
Wornington Road  
London, W10 5QQ

[info@pbc.co.uk](mailto:info@pbc.co.uk)  
+44 (0)20 7460 5050