

## **Evening Standard Dispossessed Funding 2016-17 Business Start Up Proposals – Dragon’s Den**

The Business Start Up Training provided local people from the most deprived areas in the ward of Enfield (the N9 Estates of Edmonton Green and Bounces Road Estates) to understand and plan the running of a new business so they can put their aspiring entrepreneur skills and ideas into practice by showing them how to plan ahead, carrying out market research, putting strategies in place and raising finances. As well as making them aware of the responsibilities involved in running a successful business.

Once the training was over they made their business ideas proposals in front of a panel to evaluate the best business ideas. The trainees with the best ideas were presented with a small grant to help them to start their business, they provided the receipts to show that the funds were used appropriately and in accordance with their business presentation.



Nicholas doing his proposal



Keshawn doing his proposal



Michelle doing her proposal

### ***Neutral Plumbing and Heating - Nicholas Campbell***

This service is to operate on a 24/7 basis, primarily to the Domestic and Social Housing sector covering installation and repairs of gas central heating appliances along with general plumbing repairs. This service will provide annual service and breakdown cover affordable to the local community and property developments such as estate agents, local councils and housing associations.

The business will be a great success due to previous experience working with reputable companies and building contractors. ‘Through research in the local area and feedback from local residents I received positive and enthusiastic ideas. After the company is established we will offer basic training and employment opportunities for young adults and teenagers in Enfield and Haringey. Aiming to reduce unemployment rates that affect local young people and promoting regeneration in local communities.’

**HOPE AND RESTORATION t/a H&R Training Professionals**

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The business funding will be generated at first by self-employment to raise £2,000 to invest into the business and an application of a soft loan to the local borough of £5,000. The business activity starts in January 2017 and the official trading starts in February 2017. The first year's turnover is expected to be £19,200 at £1,600 p/m as cash flow goes into the business and the expenditure of £3,000 to cover loan payments, taxes and general running of the company.

The business' success will increase by binding contracts with the local councils, property developers and also by creating more affordable cover plans for their homes to customers. We will use the funding to purchase a laptop for £150 for the company's accounts, contract agreements, bookings, customers database along with the business' forecast. Safety equipment to provide a safe working environment, business cards and leaflets to promote the business will cost £120.

***That Little Events Company (TLEC) – Michele Henry***

A company with a vision to be a certified events company for customised and affordable celebratory events for people on a budget. We want every detail of our customers events to be pleasurable and enjoyable to guests. Each event is tailored to the customer's needs. We want to create, plan and manage celebratory events including a personalised website for each event containing dates, location, timetables, RSVPs, gift list, menus and post event photographs.

The main reasons why the business will be successful are because we are passionate about events by listening to our customers' needs and work with them to create the event of their dreams, maintaining a professional image at all times and competitive pricing for the quality of services offered. The success of the business will be judged by our profit (making a profit in the 2<sup>nd</sup> year), by growing our customer base, customer satisfaction and social media success.

The business will be funded by the Start Up loan and/or business grants. Business activity to start in August 2017 and official trading start date in the Spring of 2018. The plan is to create and deliver a minimum of 7 events per year with staff costs of £300 per event plus sales costs/package (balloons, printing, website and equipment) totalling £2,100 (plus sales cost).

The Business Start Up funds will be used to purchase an All-in-One Printer £197 and £71 for Website Hosting Licence (this gives the ability to host unlimited websites).

***Kreating Dreams Media Group – Keshawn Dixon***

Kreating Dreams Media Group will be a successful leading media platform company providing workshops for young people in the local communities. We will be a positive force in the community to help and train young people through mentoring in media related skills aiming to empower and inspire them a different way of life from the content that we create, giving them the knowledge they require to go out into the world and bringing their ideas to life.

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Our success is based on research done as there is a big gap in the communities for people interested in media related work, whether that is filming, music or acting. We live in a media dominated society and university isn't necessarily the best route to learn hands on experience. What we have to offer is a life changing opportunity to young people that we will work with so we can create entrepreneurs to give them a mindset that helps them to elevate and succeed in life.

With regard to funding the company I already have 2 potential private investors that are excited about being a part of this business venture. I have also looked at other means of financing the business through crowdfunding including the Arts Council and other funders to fund the workshops. Once these are running I can monetise our media content online, look for sponsors and advertise through our social media platforms.

The aim is to be a registered business by the end of September 2016 and the official trading date by the end of January 2017. I forecast the budget for the 1<sup>st</sup> year to be £5000 and the success of the business will be judged by how many people attend and successfully complete our workshops and how well the company is doing online.

The £270 will be used to buy an iPad, an essential tool in the media industry. This will also make it a lot easier to take notes while in meetings, sourcing funding and research on the go.



The 3 finalists holding their Start Up Business Cheques, from the left: Nicholas Campbell, Michele Henry and Keshawn Dixon.

### **Business Start Up Course Testimonials**



Training session



On a break



Clifford receiving Completion Certificate

***These testimonials are based on participants' feedback at the end of training.***

**Clifford:** 'What it takes to open a business and run it successfully. The guide and managing of business finances and protection. The financial management aspect and dealing with the government papers and departments. Knowledge of day to day running and management and to separate it from other affairs. The tutors were well informed and equipped to mentor and guide people to start their business.'

**Lawrence:** 'The guts! It motivated people to go into business and achieve their dream. Very relevant and practical like an A-Z about business start-up, I will encourage people who are thinking of starting their business to participate.'

**Keshawn:** 'The way the presentation was presented and delivered, the sessions were very inspirational and motivational; the only recommendation is to have more than one session a week. I gained fundamental knowledge of how to go forward and start my own business. Keep up good the work, the service that you provide is very valuable.'

**Angela:** 'The presentation of the course was excellently put together. It was engaging and educating and of course motivational in its entirety. I was very, very happy with the way Margaret presented the entire training. Her own experience was motivational.'

**Shalea:** 'I liked how the presentation was put together, there were slides including a lot of helpful information as well as videos. I also like the fact that the workshop was very interactive. I gained more of an insight into marketing and finance and I feel I was given enough information to start my own business as I feel very confident in doing so. Margaret was a very good teacher and very positive.'

**Bernadette:** 'I enjoyed every aspect of the workshop. Having attended the workshop I acquired the knowledge, courage and inspiration to go ahead running my business. I am really glad I was given the opportunity. The workshop covered every expectation I had running my business. I benefited from the workshops; it has empowered me with the tools and confidence in running my own business and I will use all the information to continue.'