



# NextGen Enterprise

Inspiring & Developing  
NextGen Talent



# About NextGen Enterprise

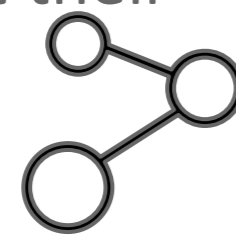
Our mission is to introduce the next generation of entrepreneurs to a world of innovation, collaboration & creativity. We believe that students who have the opportunity to develop entrepreneurial skills from a young age are better set up for future success. The NextGen Enterprise provides students with a practical environment to learn and apply their knowledge from our leading case study method.

## What the NextGen Enterprise programme covers

The NextGen Enterprise programme is delivered online in an interactive environment and is suitable for ages 10-15. We offer a variety of courses to develop students into well-rounded entrepreneurs. Our courses are delivered online by our NextGen Coaches, an experienced group of entrepreneurs and corporate professionals. Each week, we will facilitate individual activities and group discussions, ensuring students feel confident to submit their best work throughout. At the end of the course, students will receive a certificate of completion for attending the NextGen Enterprise course. Our end-to-end entrepreneurial package consists of:

### Entrepreneurial Pathway

Students will learn key entrepreneurial skills to develop fictional business ideas and will be guided by a NextGen Coach. Students will then present their brand-new business plans to a wider audience



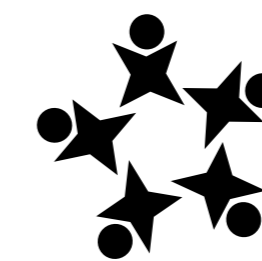
### Business School

Students will deep-dive into fundamental business topics to develop into well-rounded entrepreneurs with a broad business acumen. Our topics are relevant, informative and engaging



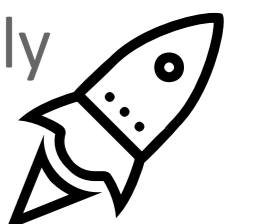
### Debate Club

Students will build confidence speaking in public and expressing their ideas eloquently. In each session, students will learn the art of debating and apply these techniques to current affairs

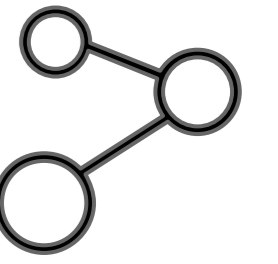


### Business Launch

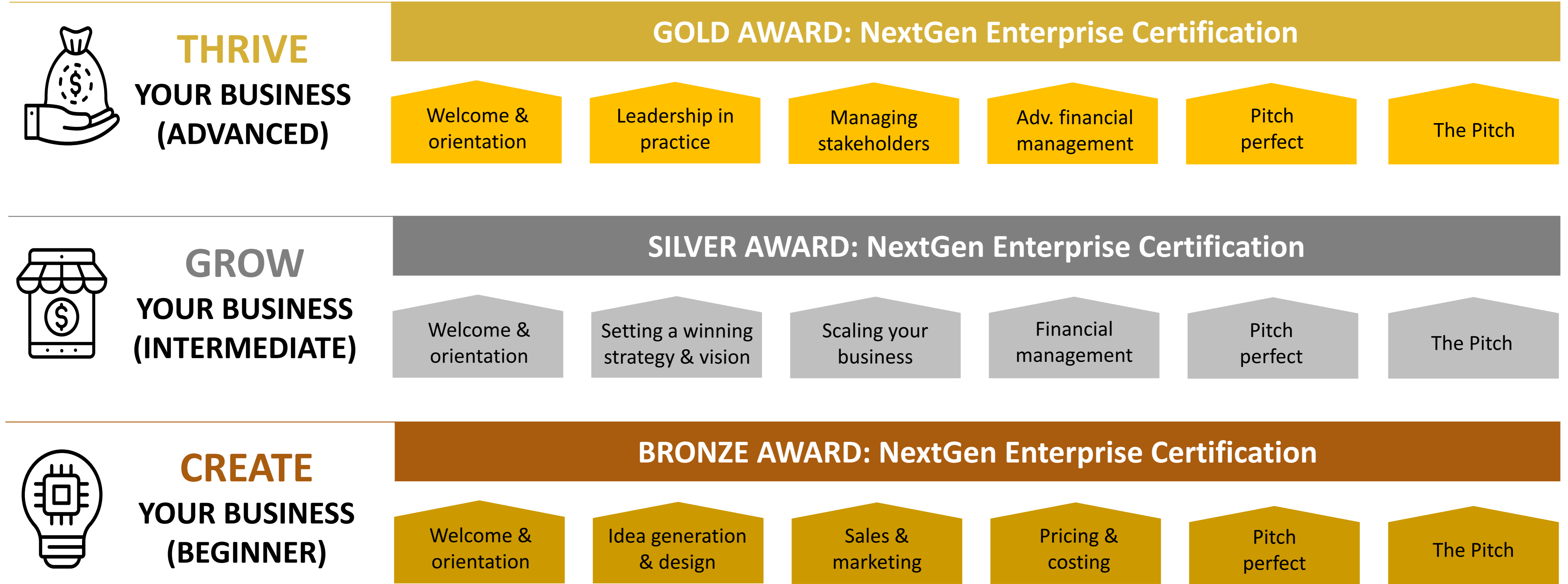
Students can access tailored 1-2-1 coaching if they are seeking to take their idea to market. We will support you in accelerating progress, enabling you to launch successfully and potentially attract investment



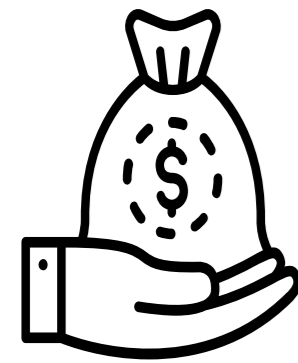
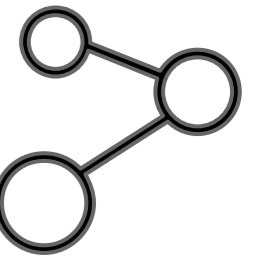
# NextGen Entrepreneurial Pathway



Our Entrepreneurial Pathway offers three unique courses where students develop fictional business ideas in their teams and are guided by a NextGen Coach. Along the journey, students will learn key entrepreneurial skills to then present their business plans to the audience



# NextGen Entrepreneurial Pathway – Upcoming Courses



**THRIVE**  
**YOUR BUSINESS**  
**(ADVANCED)**

## NEXT AVAILABLE COURSES

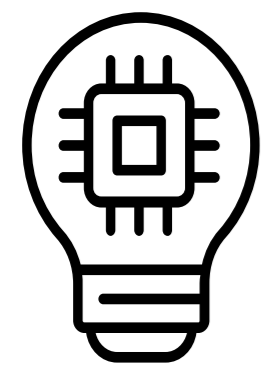
Saturday 8<sup>th</sup> April  
12-1pm (six weeks)



**GROW**  
**YOUR BUSINESS**  
**(INTERMEDIATE)**

## NEXT AVAILABLE COURSES

Saturday 25<sup>th</sup> February  
12-1pm (six weeks)

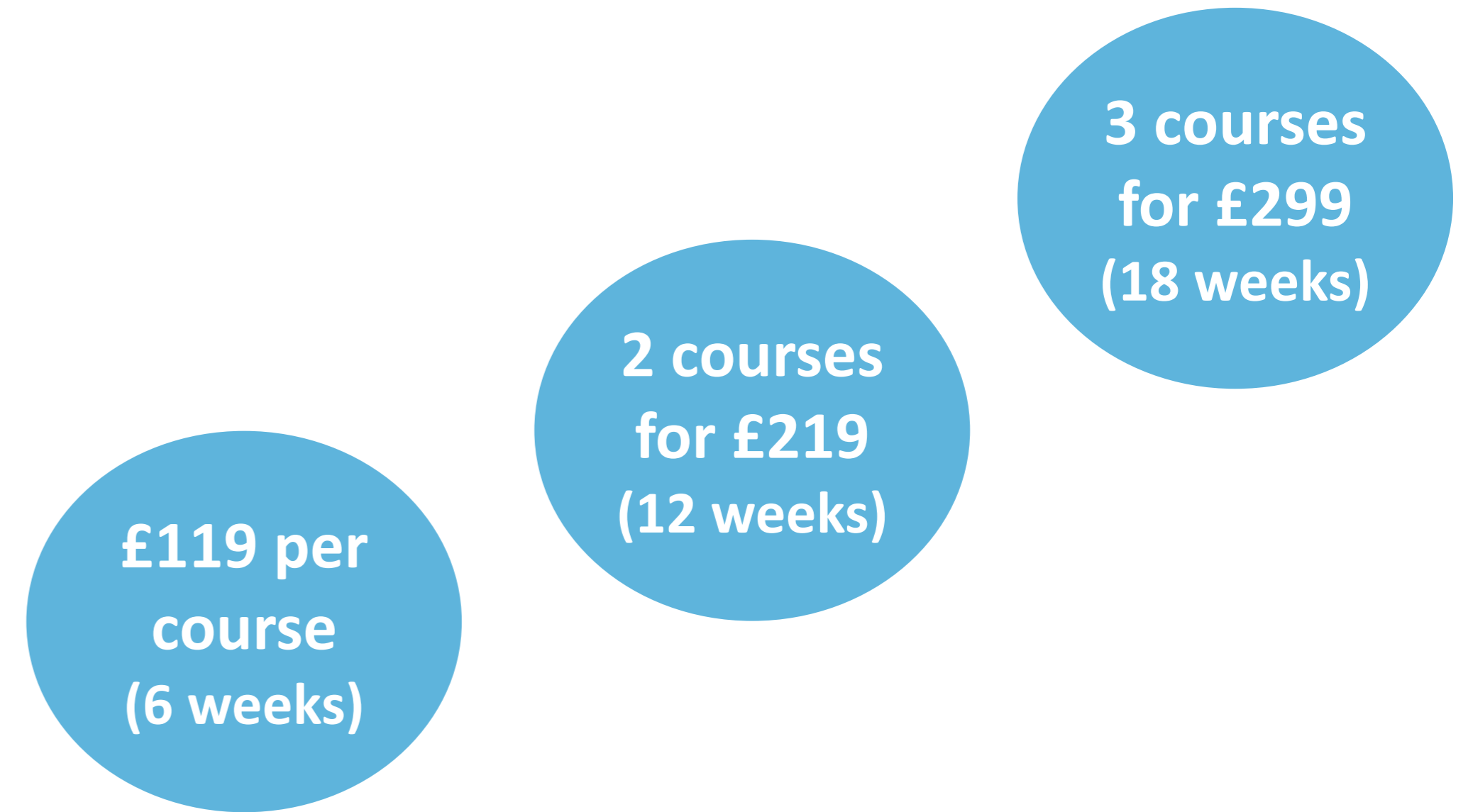


**CREATE**  
**YOUR BUSINESS**  
**(BEGINNER)**

## NEXT AVAILABLE COURSES

Saturday 7<sup>th</sup> January  
12-1pm (six weeks)

## Our Pricing & Promotions



**Save £20 for each friend you refer to the NextGen Enterprise\***

\*This offer is only valid for all new joiners who have not previously enrolled onto any of our courses. New joiners must enrol onto courses commencing in January–March 2023. Only one voucher valid per student. This voucher cannot be used in conjunction with any other voucher

**Limited availability for all courses**

# NextGen Business School



Our Business School offers three terms and six modules which deep-dive into business essentials. Our topics are relevant, informative and engaging, enabling students to develop into well-rounded entrepreneurs with a broad business acumen

<b>Entrepreneurial fundamentals</b> <i>Powered by finance</i>		<b>Selling &amp; innovating</b> <i>Powered by data</i>		<b>Leadership &amp; doing the right thing</b> <i>Powered by critical thinking</i>	
<b>Personal Finance</b>	<b>Business Finance</b>	<b>Sales &amp; Marketing</b>	<b>Data, Digital &amp; Innovation</b>	<b>Strategy &amp; Leadership</b>	<b>Sustainability &amp; Ethics</b>
Bank accounts (Debit & Credit)	Business Economics	Marketing strategies	Big data in business	Strategic leadership 101	Corporate & Social Responsibility
Savings & Investments	Accounting 101	Sales & Negotiation	Digital transformation	Strategic decision-making	Ethics and ethical dilemmas
Interest Rates & FX	Global business environment	Consumer buying behaviour	Emerging technologies	Mergers & Acquisitions	Sustainable business models
Tax 101	Financial Crisis of 2008	Social media marketing	Digital leadership	Leading in a crisis	Impact of climate change on business
Creating your personal budget	Dot-com bubble	Building your brand	The 4th Industrial Revolution	Exploring your leadership style	Culture of Diversity & Inclusion
<i>Leading to a profit-based business</i>		<i>Leading to an insight-driven organisation</i>		<i>Leading to a clear direction</i>	

# NextGen Business School – Upcoming Courses



## ENTREPRENERIAL FUNDAMENTALS

Personal Finance  
Business Finance

### TERM COMMENCES

Sunday 8<sup>th</sup> January  
16:00-17:00 (10 weeks)

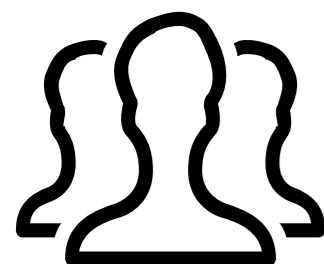


## SELLING & INNOVATING

Sales & Marketing  
Data, Digital & Innovation

### TERM COMMENCES

Sunday 8<sup>th</sup> January  
17:00-18:00 (10 weeks)



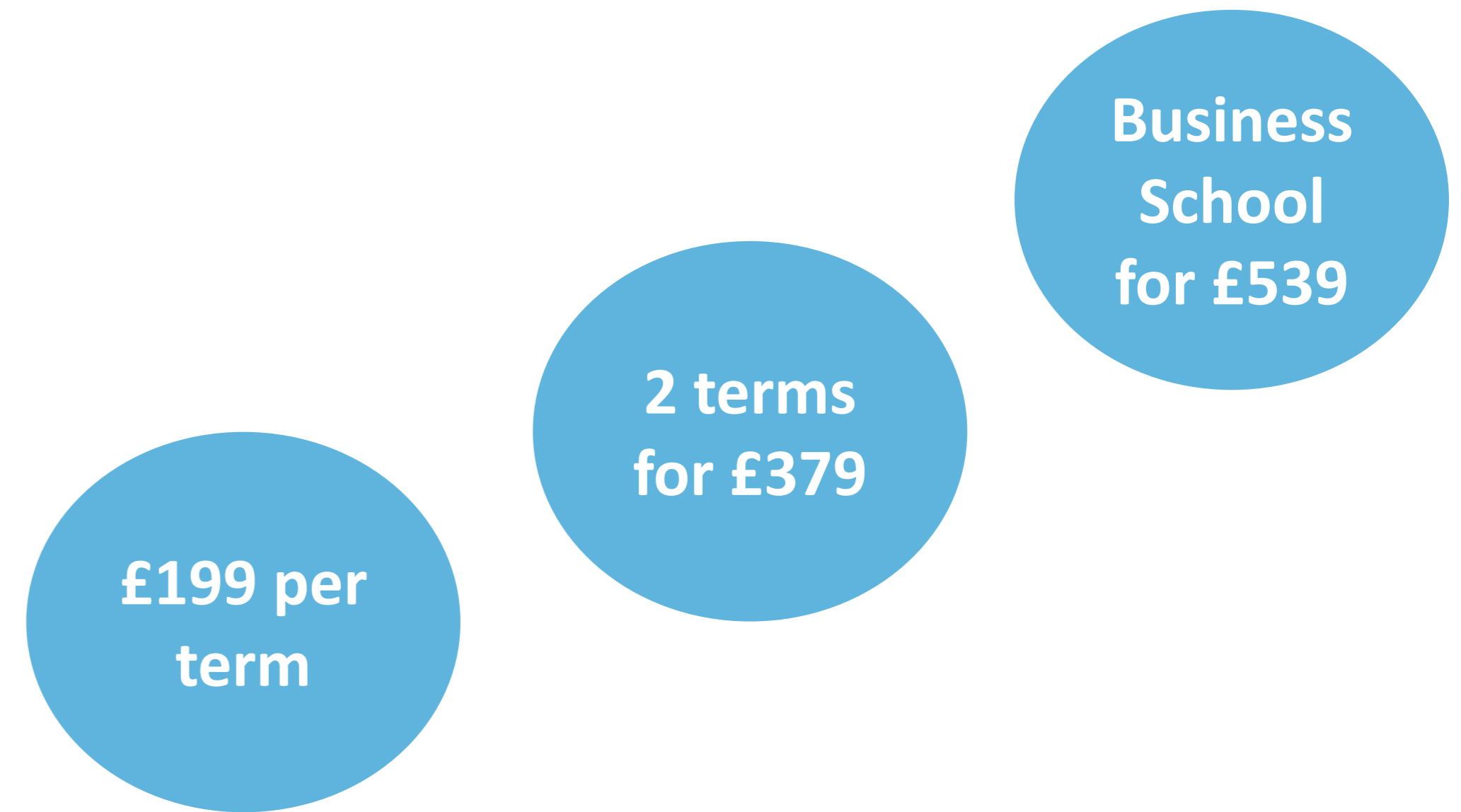
## LEADERSHIP & DOING THE RIGHT THING

Strategy & Leadership  
Sustainability & Ethics

### TERM COMMENCES

Sunday 8<sup>th</sup> January  
18:00-19:00 (10 weeks)

## Our Pricing & Promotions

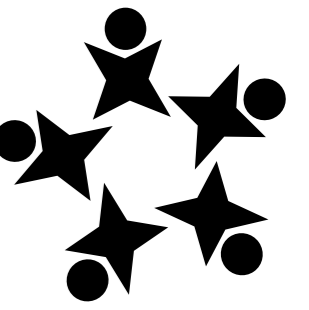


Save £20 for each friend you refer to the NextGen Enterprise\*

\*This offer is only valid for all new joiners who have not previously enrolled onto any of our courses. New joiners must enrol onto courses commencing in January–March 2023. Only one voucher valid per student. This voucher cannot be used in conjunction with any other voucher

Limited availability for all courses

# NextGen Debate Club



Our NextGen Debate Club offers students the opportunity to build confidence speaking in public and expressing their ideas eloquently in a persuasive manner. In each of the 10-week sessions, students will learn the art of debating to then debate current affairs and scenarios

## Course topics include:

1. Preparing to succeed
2. Speaking persuasively
3. Negotiating successfully
4. Questioning positively
5. Listening intently
6. Thinking critically
7. Researching effectively
8. Resolving conflicts
9. Developing empathy
10. Presenting confidently

**Students will learn the above methodologies and then debate current affairs and scenarios in a safe and friendly environment**

## Our Dates, Pricing & Promotions

**Next available course:  
Saturday 21<sup>st</sup> January – 11am-12pm**

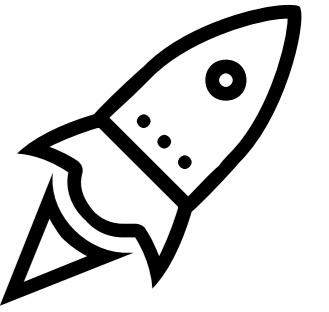
**10 week course for  
£199**

**Save £20 for each friend you refer to the  
NextGen Enterprise\***

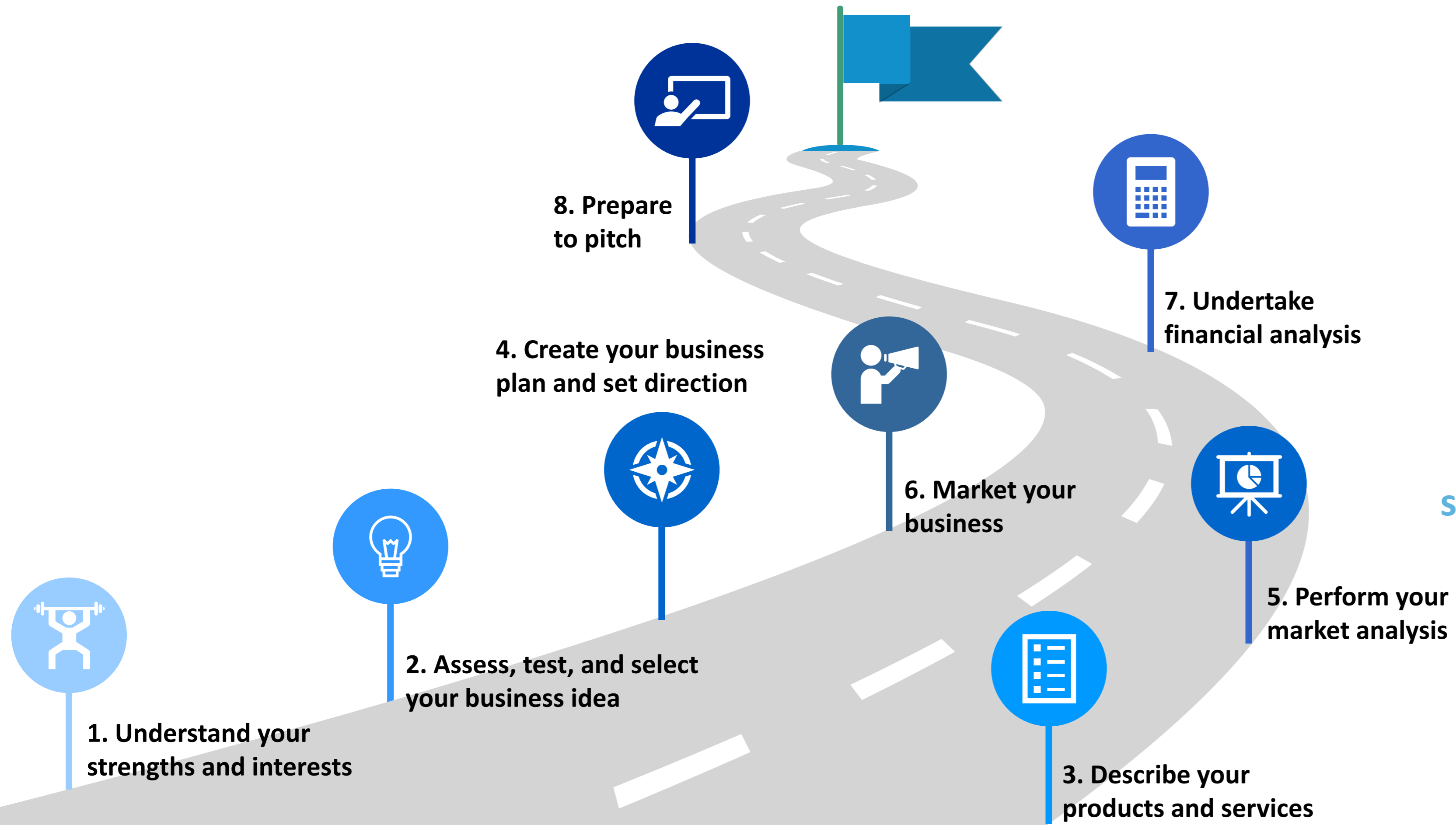
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**Limited availability for all courses**

# NextGen Business Launch



Our NextGen Business Launch programme offers 1-2-1 coaching to students who are seeking to take their idea to market. Our goal is to accelerate your progress and dedicate time to you to make your business plan watertight, enabling you to launch successfully and potentially attract investment



## Our Pricing & Promotions

**8 x 1-2-1 Coaching Sessions for £799**

**NextGen alumni members can save 10% off the Business Launch programme**



# Spotlight on Success: Meet Daniel & Mandy

## Our NextGen Student, Daniel

**Daniel, you have recently completed the NextGen Enterprise Bronze Award, how did you find this course?**

*I've really enjoyed the course, it's been really fun but it's also been a great way to learn about business and entrepreneurship – I have found an interest in business that I didn't have before.*

**Which topics from the Bronze Award did you enjoy the most?**

*Some of the things I enjoyed the most were learning about different businesses: it's nice to learn about what they had to do to be where they are today. The topic I enjoyed the most was the one about marketing and learning about marketing techniques.*

**You are now on the Silver Award, how are you finding this course? Are you learning more complex business topics?**

*The silver award has been just as good as the bronze award. It again managed to make learning about business enjoyable but it also included some more complex ideas and concepts, including financial management.*

## Our NextGen Parent, Mandy

**Mandy, do you believe the NextGen Enterprise was a worthy investment for Daniel's development?**

*Yes, very much so. He's learnt a great deal that he wouldn't have done at school about what it really takes to grow a business idea. And the mentors and panel of experts provided fantastic expertise.*

**How will this practical experience support Daniel in the future?**

*Most immediately, he's learnt useful soft skills such as teamwork, doing presentations and thinking on his feet to answer challenging questions. In the long term, he has a better understanding of what he needs to be thinking about if he does want to start his own business.*

**Would you recommend the NextGen Enterprise to family and friends?**

*Yes, absolutely, in fact I already have! This course has been an unexpected bright point in a strange year.*

## What do other NextGen Parents have to say?

*“An amazing concept – both my kids have thoroughly enjoyed the course. The Coaches were amazing and fun making the experience enjoyable. A great way to introduce children to the real world”*

*“Right now, I’m going to take a moment and be that ‘mum’, so so proud of my little son. He and all his group have done so so well, blew us all away with their presentation and the panel”*

*“Thank you NextGen Enterprise for a fabulous 6 weeks! The kids have learnt so much and I was amazed at the quality of the ideas pitched in the final presentations! Definitely signing them up to the next one”*

*“The final presentations were absolutely amazing, so so proud of all the children and everything they have achieved over the past 6 weeks”*

*“Really looking forward to the silver and gold award. The presentations were excellent. Thank you for all your support and developing such great content”*

*“So proud to see my 11 year old develop and present his business plan to the panel! So well thought out and executed!”*

*“Entrepreneurship has to be involving, it has to be fun, and it has to exercise your creative instincts”*

Richard Branson  
Global business magnate  
and founder of Virgin Group



## The NextGen Enterprise programme is for you if:



You want to experience innovation & creative problem solving



You want to learn about business pricing & costing



You want to demonstrate collaboration & teamwork

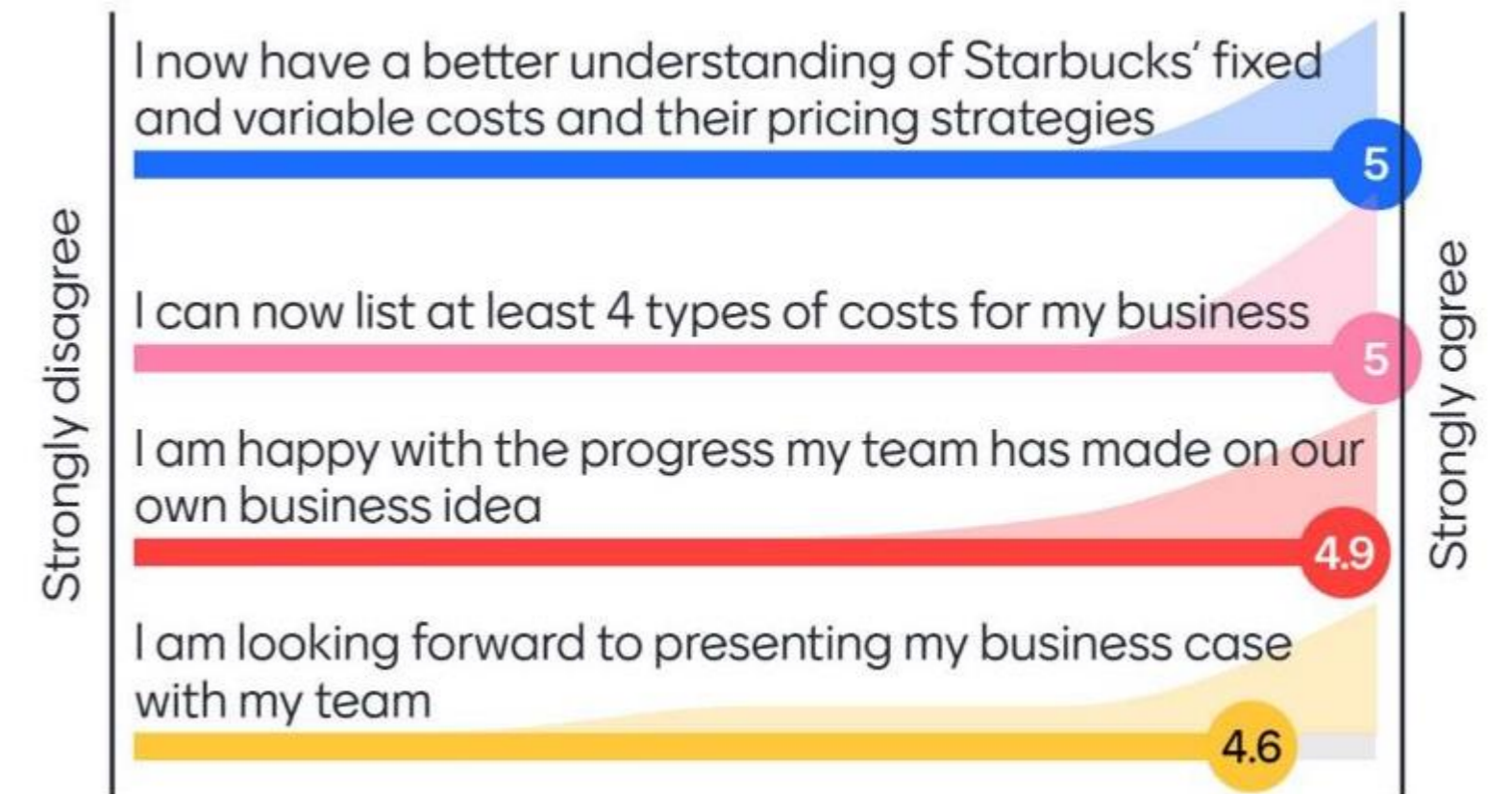


You want to enhance your communication & presentation skills

## Who should register for this programme?

The NextGen Enterprise programme is for students aged 10-15 who are interested in learning about entrepreneurship in a practical environment. Students should have the capacity to commit to and attend all sessions – it is recommended that students invest time outside of the course to continue to develop their business idea. We operate on the premise that parents would like to encourage a growth mindset for their child, which will support us in delivering this course as a stepping stone towards an ambitious future.

# Outstanding feedback from our NextGen Students





**Alice Walker**

has successfully completed the  
NextGen Enterprise Course

This course provides a grounding in  
entrepreneurship, and develops  
innovation, collaboration, and  
creativity skills

\_\_\_\_\_  
Founder  
NextGen Enterprise



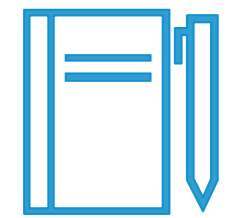
**CERTIFICATE OF COMPLETION**

*“Teach kids how to set up a business. If children don’t have experience of enterprise, or what enterprise means, they’re not going to know what to do”*

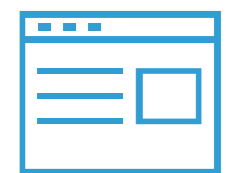
**Peter Jones**  
British Entrepreneur and Dragons’ Den Investor

## How you will learn

Throughout the course, students will gain practical experience and develop a foundational understanding of entrepreneurship. The NextGen Enterprise course will include:



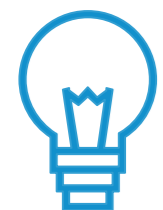
An exercise workbook will be provided for the student to complete during the virtual sessions



Manageable weekly interactive sessions designed to accelerate your learning process



Group discussions on ideas and case studies to encourage collaboration and develop your confidence



Progressive development of a business idea through applying key learnings from your course exercises\*



Creation of a PowerPoint to be used in the pitch and Q&A in order to develop your presentation skills\*

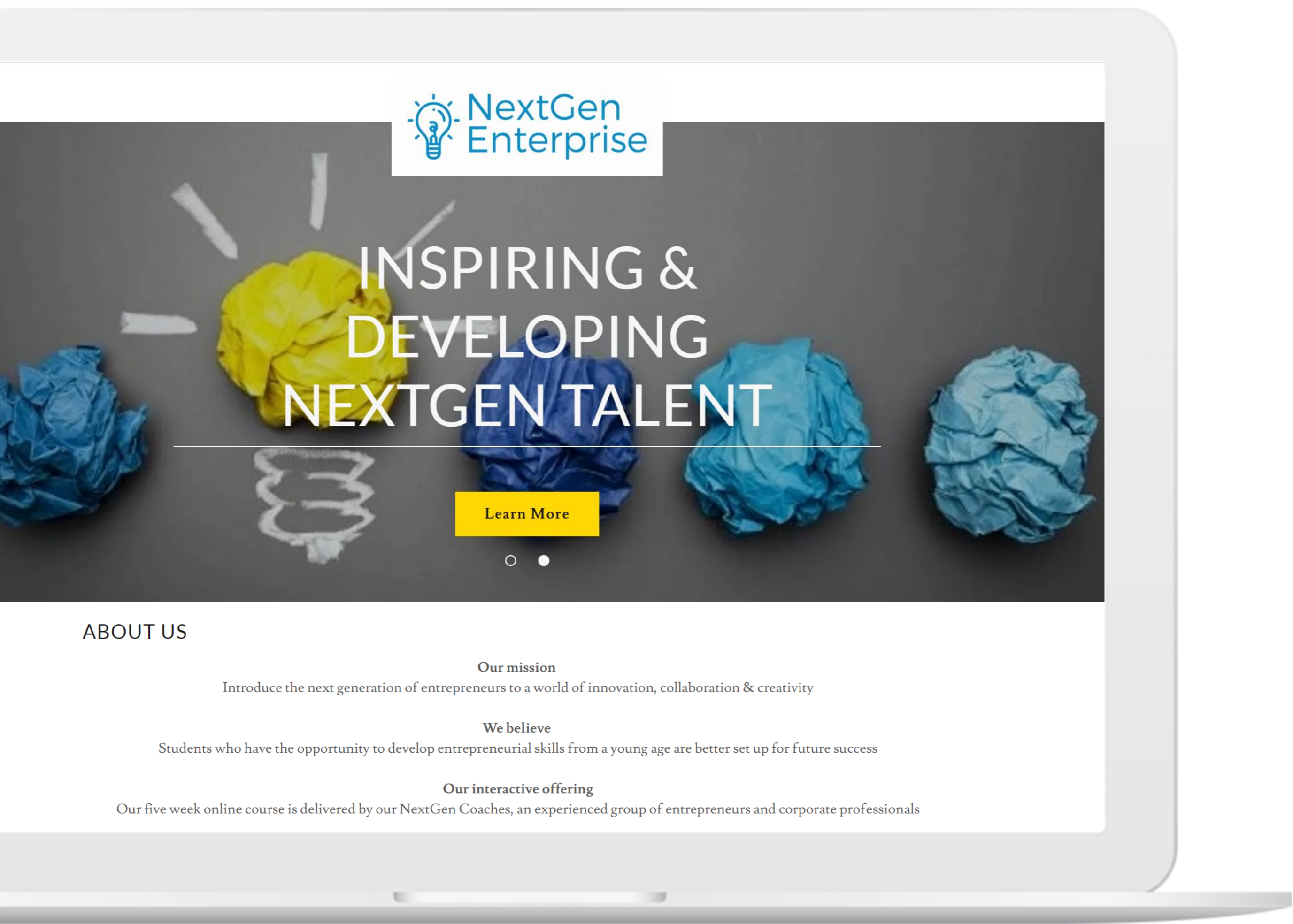
## Technical Requirements

In order to complete the programme, students will need a current email account and access to a computer and the internet.

Students will also require access to Microsoft Office, PowerPoint, Excel, and Word. Students will also require a free account with Zoom to be set up and a PDF Reader.

Please note that Google and YouTube may be used in our course, and if these services are blocked or inaccessible, students may have difficulty in our accessing course content and completing exercises.

Please ensure the student has a good notebook to take notes and complete exercises.



## Register now

### 1 STEP 01

Email us at [info@nextgenenterprise.co.uk](mailto:info@nextgenenterprise.co.uk) to enquire about upcoming courses

### 2 STEP 02

Review available timings and register for an interactive online course

### 3 STEP 03

Prepare to attend the NextGen Enterprise course and experience innovation, collaboration & creativity in a practical environment



**CONTACT US**  
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[www.nextgenenterprise.co.uk](http://www.nextgenenterprise.co.uk)