



Case Study - Graduate business start-up support

Incrementa deliver a series of boot camps for the University of Lincoln's ERDF funded Growing Graduate Enterprise Scheme. The boot camps look to support the graduates from pre-start to launch. Incrementa also deliver a second stage, early start, boot camp later in the programme to the participants

- **Target participants**

Any final year student or graduate within the last three years. Participants are from a wide variety of academic disciplines.

- **Support provided**

- Development of boot camp and workshop content
- Delivery of all aspects of the boot camp and workshops
- Pre and post event follow up and liaison with the university

- **Learning outcomes for the participants**

- Is starting a business really for me
- Knowledge of the Business Model Canvas
- How to conduct effective market research
- Which marketing channels to use
- A greater understanding of the legal requirements when starting a business.
- An awareness of where and how to get funding.
- Increased knowledge of financial planning and its importance.
- How to present and pitch an idea

- **Outcome**

The scheme has been running for two years and has successfully supported over 100 graduates to set up their own business. The university's impact reporting shows the following averages from attendees of the boot camp:

- 49.65% increase in skills
- 8.07/10 confidence in using the knowledge gained
- 9.24/10 for Incrementa as a facilitator

- **Testimonial**

"Stuart from Incrementa has delivered several courses that I attended in the vital early stages of my business. He is always professional, knowledgeable and engaging. Stuart is clearly passionate about what he does and genuinely cares about the success of you and your business. Helping provide you with the building blocks to kick-start your business activity, the way you mean to go on. I would highly recommend Stuart and Incrementa." Amy Wallis – Market Inn Ltd

For further information about how Incrementa can help to support your Enterprise activity email enquiries@incrementa.co.uk or call 0116 2793652