



## Case Study - Start-up support

De Montfort University were looking to offer intensive start-up support to recent graduates. The boot camp focuses on delivering knowledge, guidance and inspiration by providing students and graduates with the key tools they will need to get their business idea off the ground.

- **Target participants**

Recent graduates specifically from the Technology and Art, Design & Humanities faculties, who due to the nature of their course either are or should be looking at self-employment or freelancing as a viable career option.

- **Support provided by Incremententa**

- Incremententa developed and delivered an interactive three-day boot camp, which has been running successfully for three years.
- Pre and post event follow up and liaison with the university.

- **Learning outcomes for the participants**

- Increased knowledge of the elements to consider when starting a business (Business Model Canvas).
- A greater understanding of the different marketing channels and how to promote your product/service to them effectively.
- 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.
- Exposure to networking opportunities to gain contacts.
- A logical plan of action and next steps to take.

- **Outcome**

By targeting recent graduates, the boot camps have helped to positively impact on the self-employment figures recorded by DLHE. The boot camps have helped to support over 100 graduates to become self-employed, increasing the number of graduates who start a business at DMU by 10%.

- **Testimonial**

“The boot camps provide a fantastic opportunity to those who need it most at a crucial time, as many graduates aren’t sure what next steps to take. Incremententa deliver a professional and interactive boot camp, which receives excellent feedback from those graduates who attend”  
Enterprise Team, De Montfort University

**For further information about how Incremententa can help to support your Enterprise activity**  
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