



INCREMENTENTA

Case Study:

STUDENT AND GRADUATE BUSINESS SUPPORT



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Incrementa deliver a series of boot camps for the University of Derby's Be the Boss enterprise programme. The boot camps look to support the graduates from pre-start to launch. Incrementa also deliver one to one mentoring and advice as part of the programme too.

- **Target participants**

Any 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.
- Delivery of one-to-one business advice and mentoring

- **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 is in its first years but has so far successfully supported over 15 graduates to set up their own business.



Testimonial

“I would like to say a big thank you for the training I received last week, it was most engaging and informative, one of the best courses I have done” – Textiles design graduate

“The workshops were very engaging. I particularly enjoyed working through the business canvas model step by step. Makes my business idea come to life!” – Fashion design graduate

