

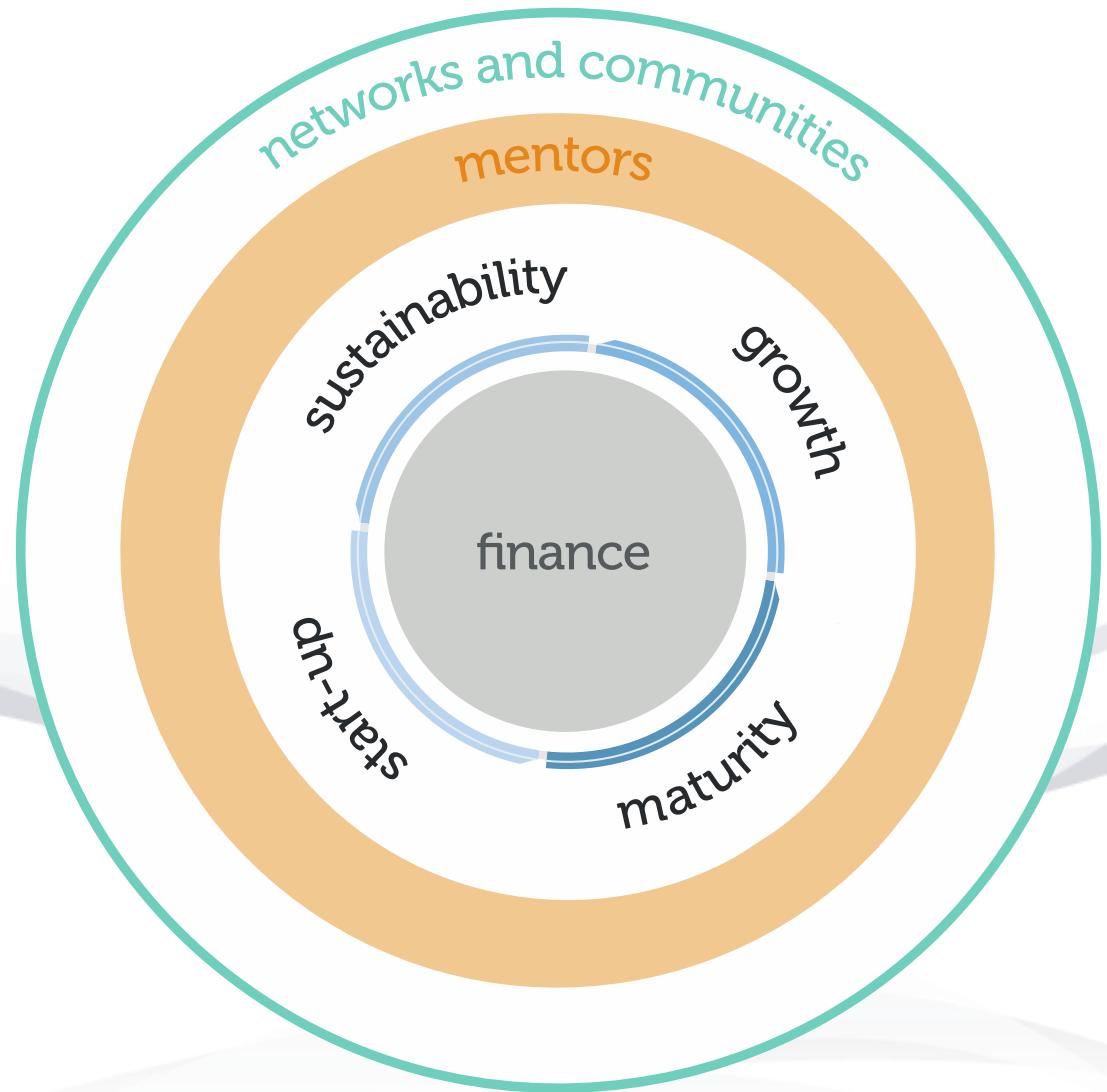
# International best practices in young entrepreneurship ecosystem development

UK: comprehensive support programmes - experience in applying the Outset and GetSet models in different UK regions and agencies

Peter White YTKO



# Areas of operation



# What are YTKO doing?



- Start-up and Growth support programmes in UK
  - Includes West Midlands (3 million); East London (1.3 million); Cornwall (EU Transition Area) (500 000); Bournemouth (250 000)
- Free to participants, but 'tough' enrolment - and dismissal
- Start up:
  - Mainstream, but high 'minorities' – young, older, women...
- Growth:
  - Mainstream, but still seeking high 'minority' engagement
- Urban, rural, coastal towns and cities
- Objective: create jobs, increase skills, add GVA
- Also, specialised University 'Enterprise Fellows' for sci/tech post graduates – 8 universities
- Plus Outset Finance for start up/scale up funding support (All UK)



# Results to date:

- Over 25 000 people/enterprises engaged
- 13 402 individuals/enterprises assisted
- 6 130 full time jobs created
- 111 jobs safeguarded in existing enterprises
- Over € 30 million funding raised
  - loans, grants, investments, etc
  - €700 000 in personal loans (pre-start)
  - €3 700 000 to previously rejected applicants (enterprises)
- **4 562 new enterprises created**
  - **75% survival after 3 years (UK rate 61% = 25% better)**



# Who have we helped?

- Wide range of clients – from unemployed to University professors
- Now running at over 50% female start-ups compared to 19% UK rate
  - 2009 – first programme attained 40% women
  - 2016 – now 60% women engagements
- Main sectors: Professional and business services; media and creative; sports and recreation; hospitality

Plant breeding



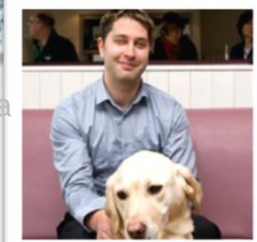
Pharmaceuticals



Housing



Media



# Young enterprise

- YTKO – Outset for young entrepreneurs:
  - All young Outset start up clients would recommend Outset to a friend
  - 92% considered they were better informed of entrepreneurship and self-employment
  - 85% much more motivated
  - 85% more self-aware of their strengths and weaknesses
  - 80% felt better able to make decisions, were positive for the future, were capable, and more confident
  - 90% were ready to progress to start a business, or be more proactive in seeking employment, or return to education

Web design



Cosmetics



Photography



Retail



Fashion



YTKO

# What have we learned?

- **Value failure and create routes back into business**
  - Try – and try again!
- **Get beyond the tech/trendy industries**
  - Mainstream enterprises are just as important
- **Be there for those further downstream**
  - post-start and scale-up support essential to survival
- **Stimulate demand not just supply**
  - sales and survival are success factors, not number of start-ups
- **Enlist the power of the internet and informal support**
  - Provide 24/7 online resources, do research, provide mentors





8 of 8 steps completed in Introduction to Enterprise

## Welcome Timothy

We hope you are enjoying using Outset Online, head over to [BSU 2](#) [key](#).

### Your Profile



**Timothy Hammond** HammondCraft

Hi, my name's Tim. Im 26 years old, and live just outside Bristol with my wife and two children. Having recently been made redundant, I'm hoping to make use of my woodworking skills to set-up and run a bespoke carpentry and joinery business.

• I2E 1: Business Idea

• I2E 2: Business Awareness

• **I2E 3: Market Research**

• I2E 4: Professionalism

• I2E 5: SWOT and You

• I2E 6: Finance and Risk

• I2E 7: Feasibility and Focus

• I2E 8: Presentations

• Customers and Competitors

• Time Management

### Recent Forum discus



[Real Market Research](#)  
Wedding photographs  
about 1 month ago



[Ardelia Business Card](#)  
about 1 month ago





# What makes 'best practice'?

- Core courses, advice, resources and online
- Plus tailored extra help, mentoring, resources
  - Can take one month or six –self-paced
- Focus on individual - not just 'entrepreneurs'!
  - increase personal confidence, understanding, skills, performance...
- Supported by robust business planning
  - markets and finance – research, discuss, test, execute
- Supportive environment
  - peers, online, mentors, advisors – with 'can-do' approach
- Follow on support –start-up and stay to scale-up!
- YTKO SME Growth programme adds to enterprise culture
  - Mentors, supply chain, angel network, graduate employment



Thank you! Teşekkür ederim!

- Peter White, YTKO – [peter.white@ytko.com](mailto:peter.white@ytko.com)

