

# POP UP IN WESTMINSTER

NOV-26 — DEC-7, 2018

HELPING PEOPLE TO  
STARTUP AND MAKE MONEY  
DOING WHAT THEY LOVE



# POPUP WESTMINSTER OVERVIEW

325

SIGN UPS

10

days  
COURSE DURATION



TRADING  
and 69% almost ready



EVENT IMPACT



MADE A SALE  
by the end of workshop

148

PEOPLE  
ATTENDED

6.4

days  
AVERAGE ATTENDANCE

## WHAT IS THE POP UP BUSINESS SCHOOL?

The PopUp Business School is a start-up training course that's the complete opposite of the traditional approach to starting a business. Forget business plans and funding we get people going quickly, testing their ideas to make money doing what they love.

**THERE WERE 10 DAYS OF WORKSHOPS INCLUDING:**

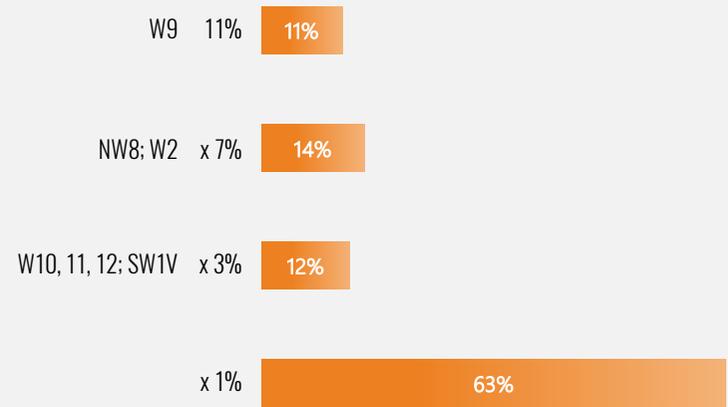
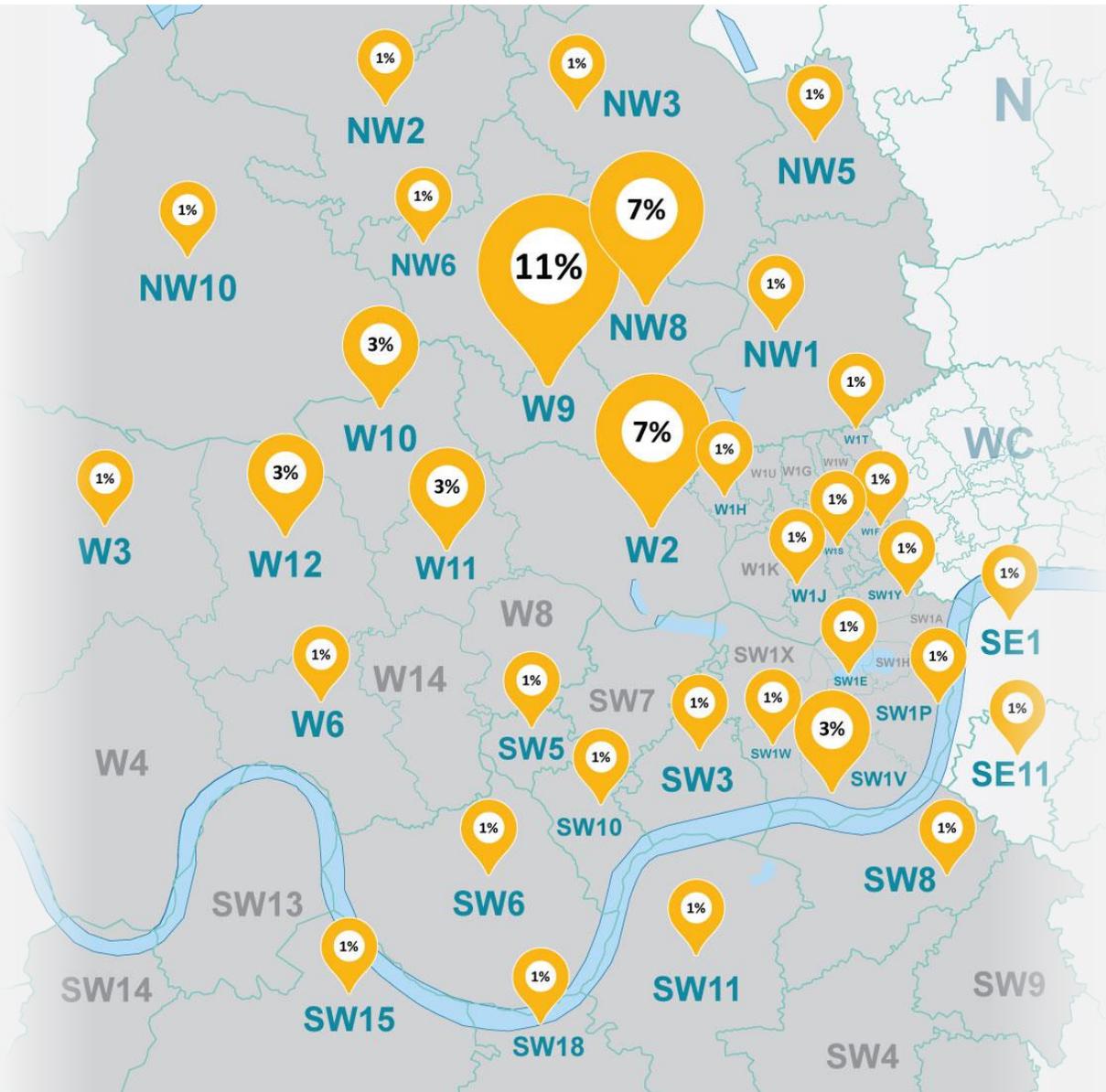
- How to start a business with NO money
- How to build a website for free
- How to make money from your sofa
- And so many more.

The PopUp was jointly funded by:



DERWENT  
LONDON

# WHERE DID PEOPLE COME FROM?



NW1, 2, 3, 4, 5, 6, 9, 10, 11; SE1, 2, 5, 10, 11, 18; SM4; W1F, 1J, 1H, 1S, 1V, 3, 5, 6 1T; E3, 4, 6, 8, 16, 18; HA0; SW1E, 1P, 1W, 1Y, 3, 5, 6, 8, 10, 11, 15, 18, 19; BR1; CB1; EC1; EN1; IG1; N2-4, 8, 9, 12, 16, 17; RM3; TN15; TW5; UB2; 92600 (France)

Areas in bold are not shown on the map.

## ONLINE COURSE

We know that not everyone can make the dates of the physical workshop or indeed be able to; so we offer an online course for people to use as an alternative.

Check out the online course here: <https://www.popupbusinessschool.co.uk/step-by-step.html>

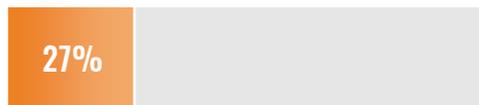
1347

PEOPLE SUPPORTED ONLINE

# WHO CAME TO THE EVENT?

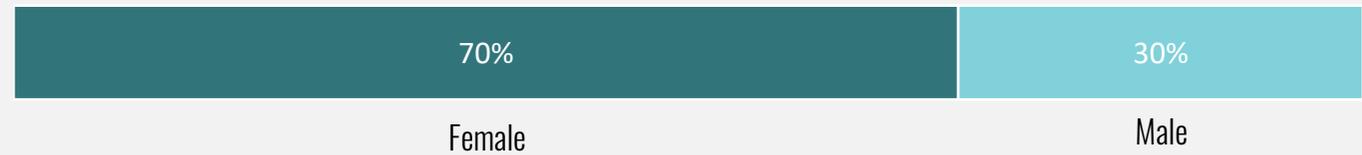


## Social / Council Housing



- 6% Octavia Housing
- 2% London & Quadrant
- 2% Westminster Council
- x1% Barnet Homes, Catalyst Housing, CityWest Homes, Notting Hill Genesis, Peabody, A2 Dominion, Brent Council, Greater London, Greenwich Council, Hammersmith & Fulham, IDS, Innisfree, Nacro, Paddington HA, Soho, St. Mungo, UK, Clarion, Wandsworth, West Homes

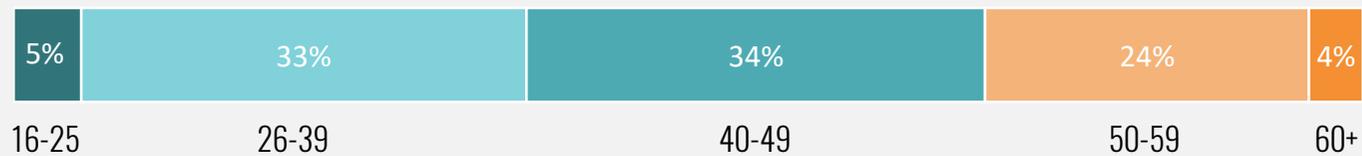
## GENDER



## ETHNICITY



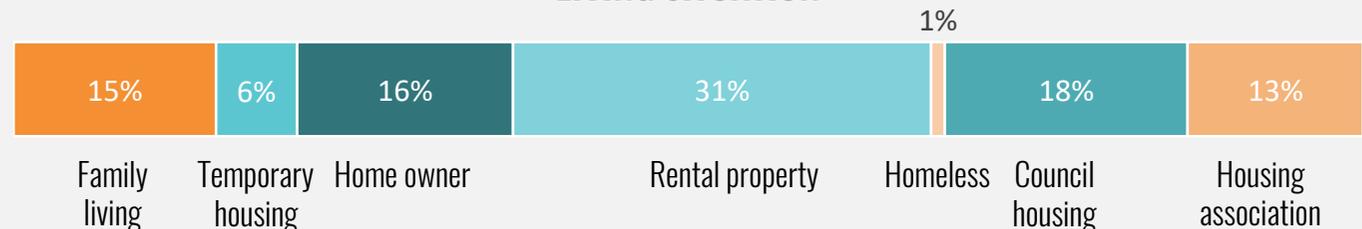
## AGE



## RUN A BUSINESS BEFORE



## LIVING SITUATION

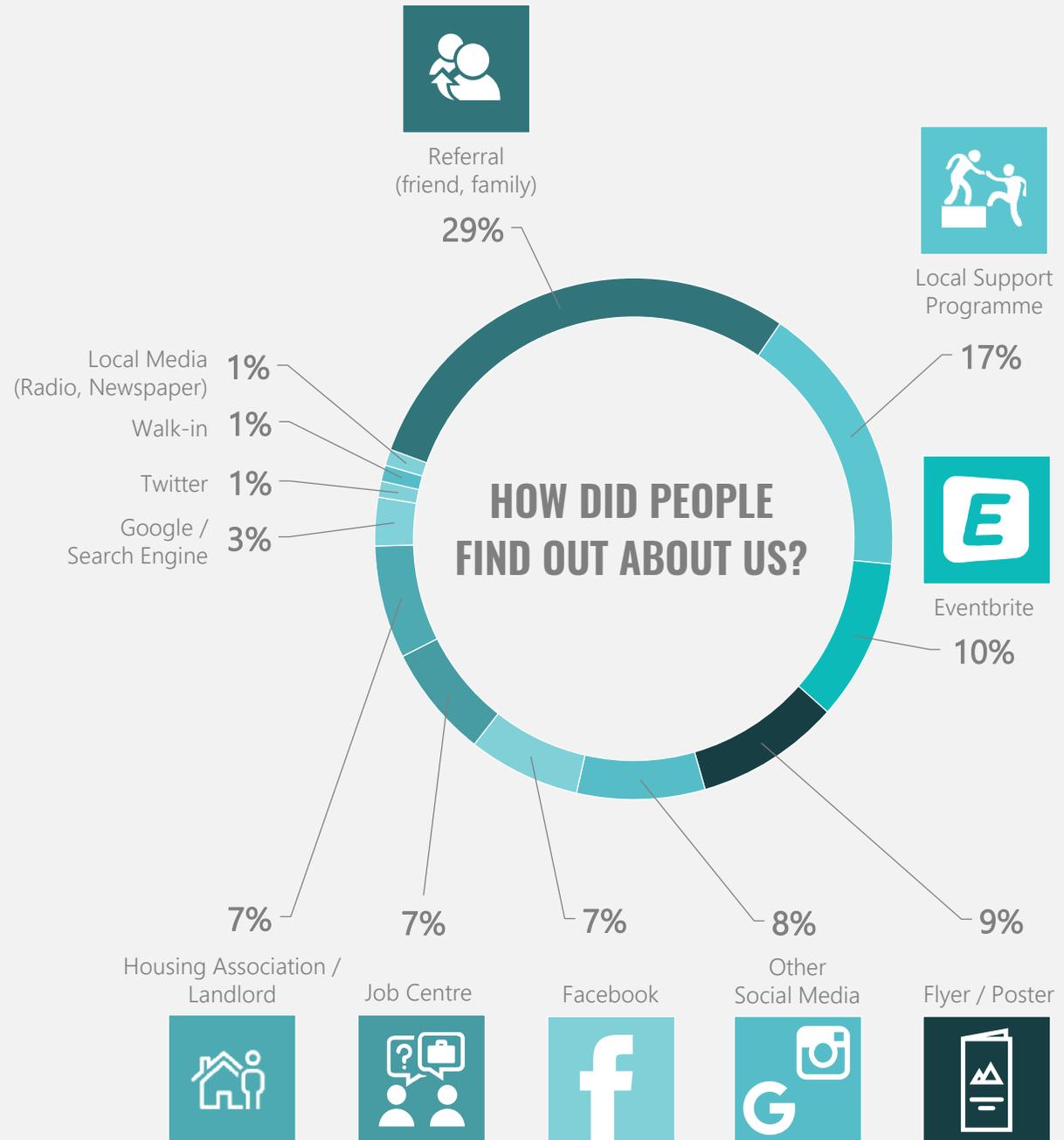


# EVENT PROMOTION

A huge amount of effort and work with our partners went into promoting the event and getting the message out to Westminster and the surrounding areas.

## METHODS OF PROMOTION:

1. Flyers in the local area
2. Social Media
3. Local partner promotion
4. Local stakeholder promotion
5. Venue branding
6. Networking events
7. SEO
8. Eventbrite



# HOW MANY DAYS DID THEY COME FOR?

This PopUp event had a variety of different workshops over the days we were there, see the event page for the full schedule.

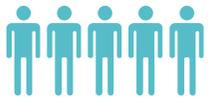


But how long on average did participants stay for?

## ON AVERAGE PEOPLE STAYED FOR



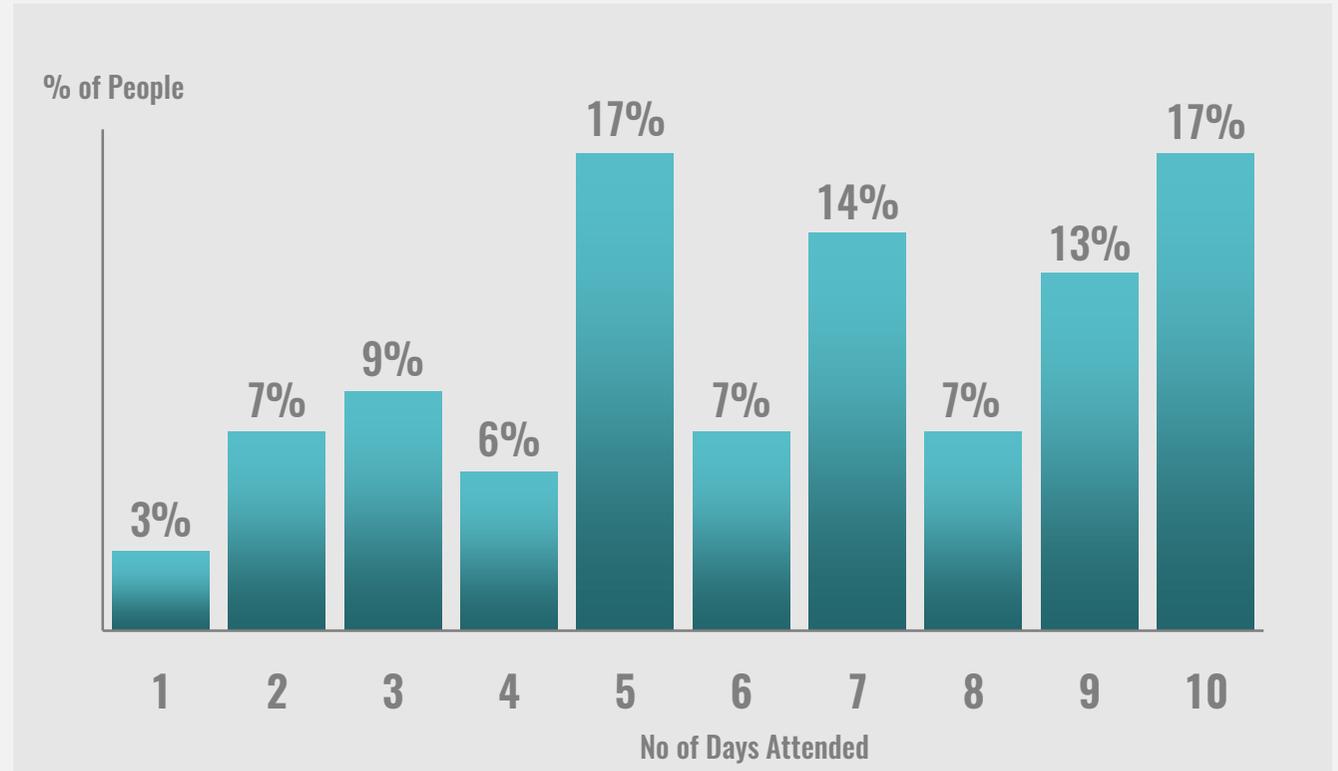
**6.4** out of the

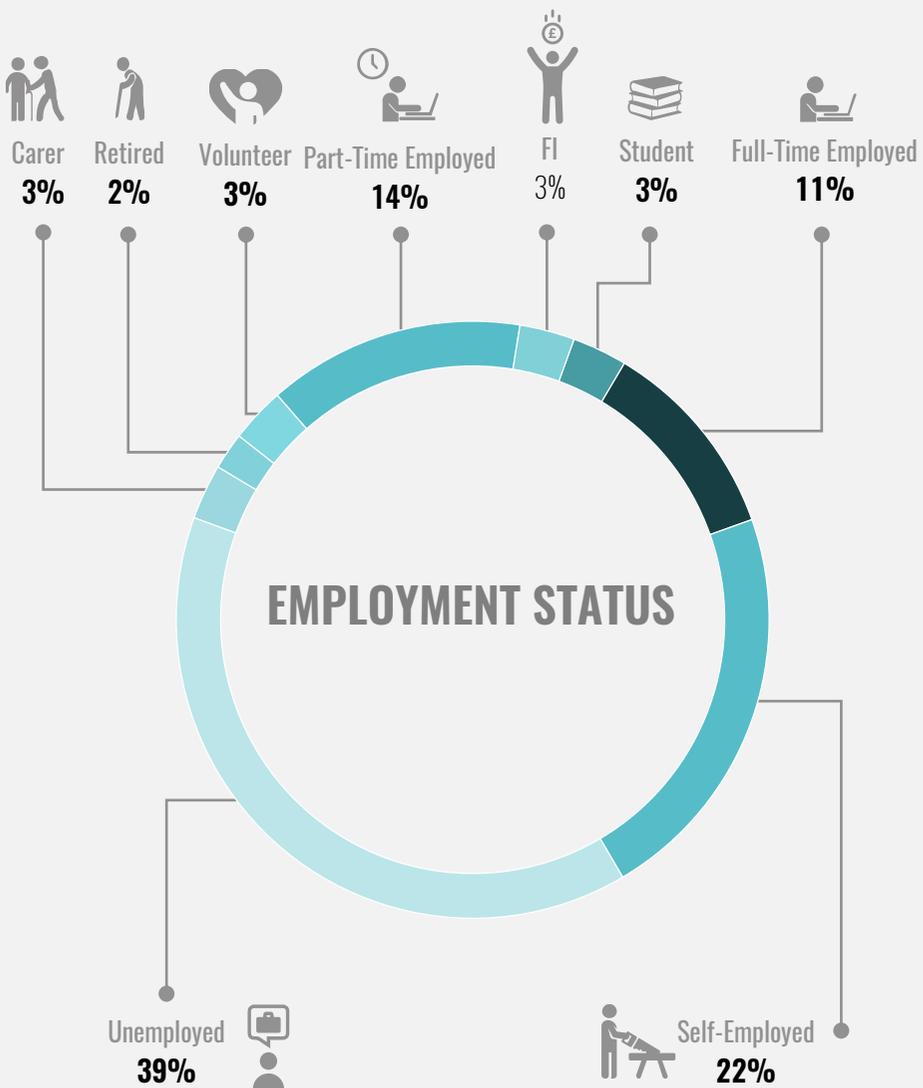


**10** day course



There was a core following of **95** participants who attended every single day of the PopUp Business School workshop

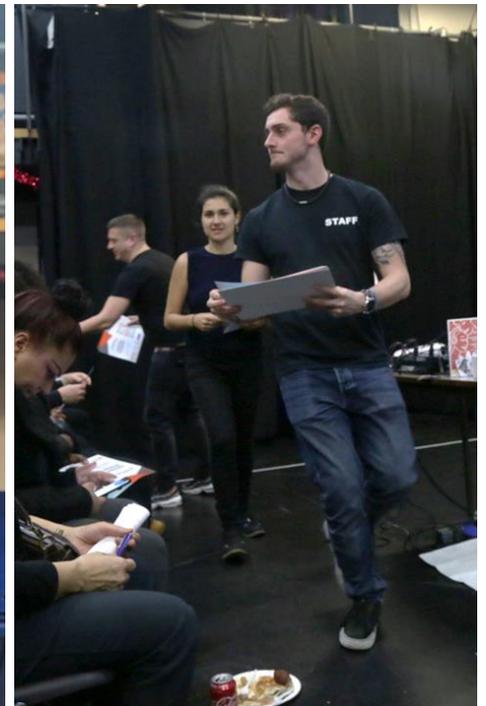




## EMPLOYMENT STATUS AT POPUP WESTMINSTER

We promoted the event heavily on social media and with our partners and media outlets in Westminster.

39% of the people who came along to the event told us they were unemployed at the time the event started.

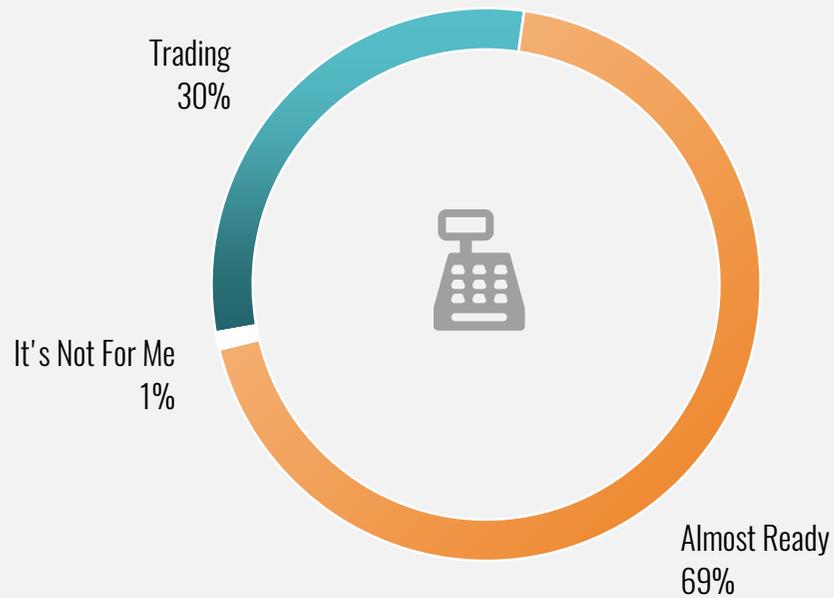


# DID YOU MAKE A SALE OR START YOUR BUSINESS

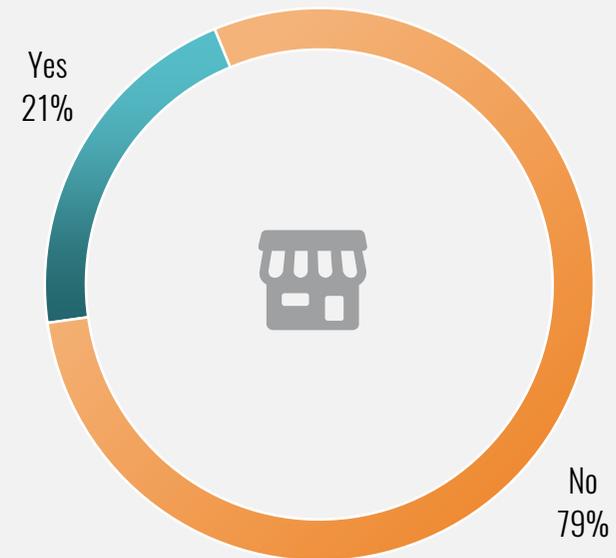
One of the key points on an entrepreneurs journey is the first sale. The first time you hold that £10 profit in your hand. This can turn out to be the catalyst that drives you forward to build your business. We do everything we can to help people reach their first sale with **21%** achieving this in the first week!



## WHERE ARE YOU NOW WITH YOUR BUSINESS?



## SALES WITHIN THE FIRST 2 WEEKS



# POPUP IMPACT

At the PopUp Business School we track four main figures for people before and after the event. We ask people to rate where they are on a scale of 1-10.

## CONFIDENCE

How confident do you feel? We measure this because we have found that it is one of the most important elements to someone's success. If they are feeling confident they are more likely to take a chance and approach someone to make that sale and build their business.

## HAPPINESS

How happy are you? Having a clear purpose in life helps people to feel happier and get more done. We uncover people's purpose and business ideas and help them to feel it is achievable.

## SELF-EFFICACY

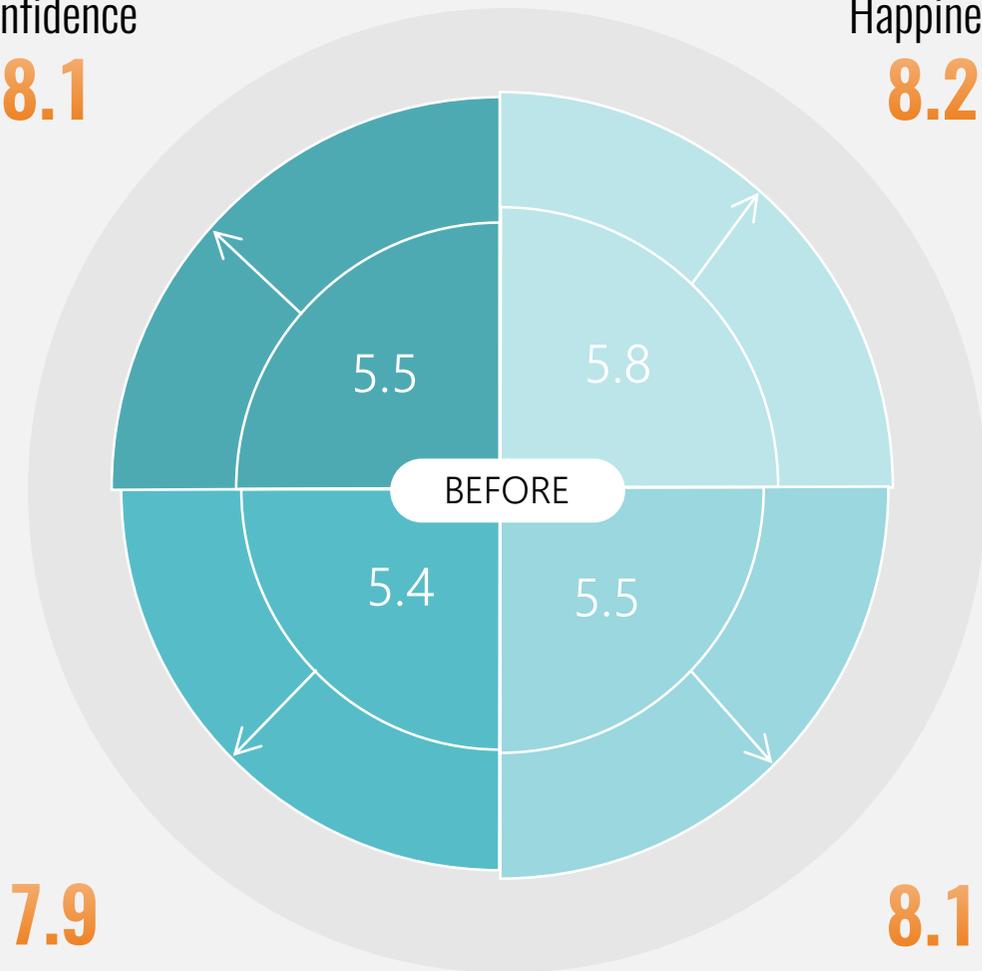
This is the ability to get things done and your belief that they are possible. Your self-efficacy plays a huge role in how you approach goals and work and how you react to challenges.

## BUSINESS SKILLS

Do you feel you have the business skills you need to run your new business? Your level of skill in business and whether you believe you have the tools to succeed running the business you want to set up.

Confidence  
**8.1**

Happiness  
**8.2**



Business Skills  
**7.9**

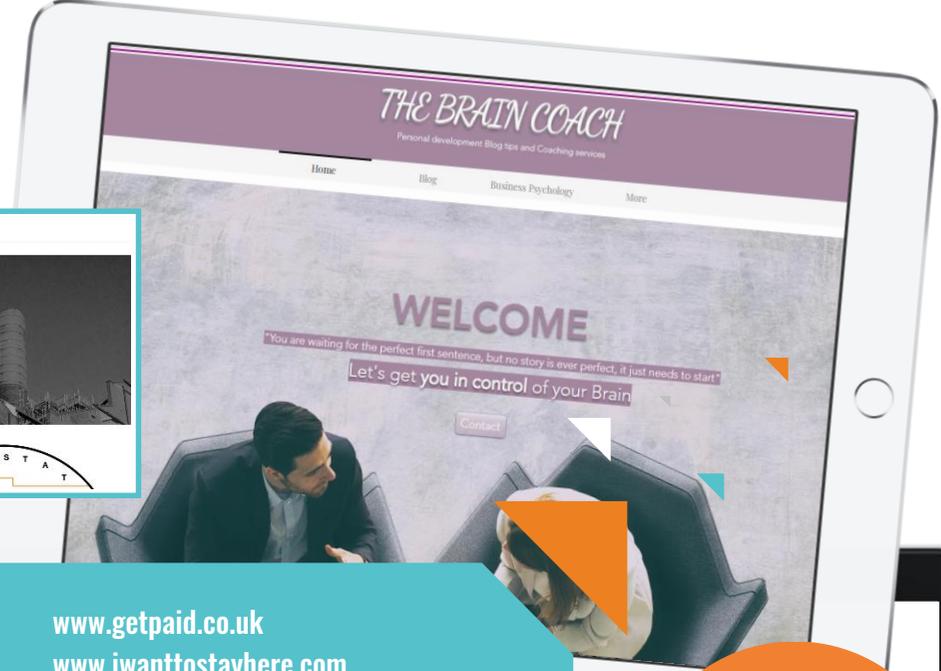
Self-Efficacy  
**8.1**

# WEBSITES DEVELOPED

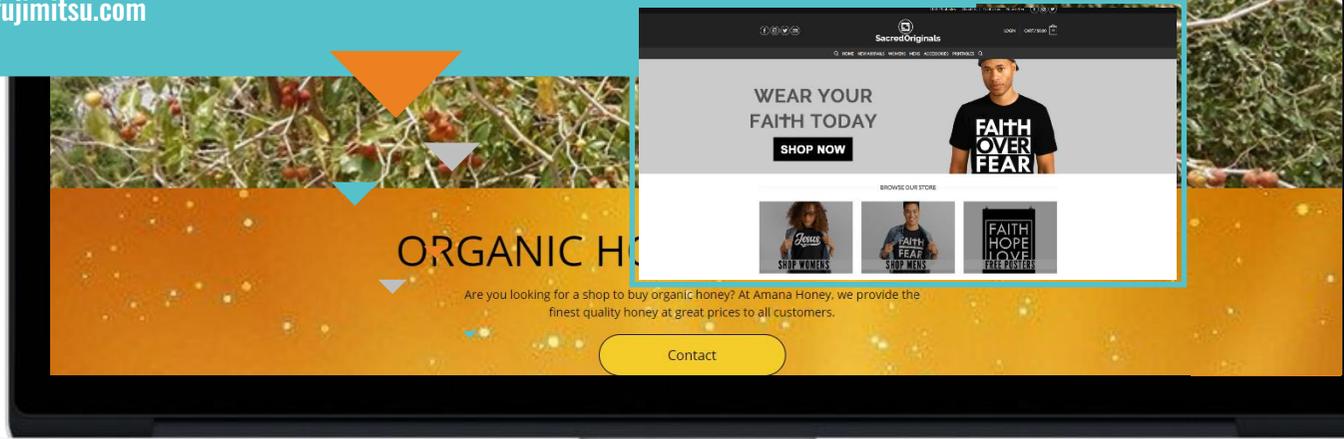
Here is a sample of the websites that were built, launched and developed over the course.

It is amazing how having a website so quickly helps people to feel that their business is more real.

In Progress **57%**



- <http://adpower.opsfintell.co.uk>
- <http://amanahoney.co.uk>
- <http://chris-harder.format.com>
- <http://janatv.weebly.com>
- <http://lhthebraincoach.com>
- <http://tinyadventuresinliving.com>
- <http://upcycledpettoys.weebly.com>
- [www.bodesharp.com](http://www.bodesharp.com)
- [www.cintode.co.uk](http://www.cintode.co.uk)
- [www.curlance.com](http://www.curlance.com)
- [www.fujimitsu.com](http://www.fujimitsu.com)
- [www.getpaid.co.uk](http://www.getpaid.co.uk)
- [www.iwanttostayhere.com](http://www.iwanttostayhere.com)
- [www.merlenecarringtonconsultancy.com](http://www.merlenecarringtonconsultancy.com)
- [www.powerstationrecordings.weebly.com](http://www.powerstationrecordings.weebly.com)
- [www.prideportraits.weebly.com](http://www.prideportraits.weebly.com)
- [www.thefactorltd.com](http://www.thefactorltd.com)
- [www.trulliemasseriaianella.weebly.com](http://www.trulliemasseriaianella.weebly.com)
- [www.versicolor.weebly.com](http://www.versicolor.weebly.com)
- [www.zhenya-stoyanova.com](http://www.zhenya-stoyanova.com)
- [www.sacredoriginals.com](http://www.sacredoriginals.com)



# SOCIAL MEDIA CHANNELS CREATED

Here are a sample of the social media accounts and businesses that we helped get going online. Feel free to click through and talk to anyone.



everythingroast  
cintode  
Ab&K property services  
asantheartist  
Ayesha Hossain Desi Lunch Box  
Bodesharp  
Dragonfliesandlillies  
icapture.studio

Madego  
Mell Wood Events  
Pride portraits LGBT  
sacredoriginalsapparel  
Sarah Miller  
The L Factor Ltd  
Trulliemasserialanella  
Zhenya Stoyanova Art



andii\_edits  
ediz93  
iwanttostayhereuk  
Jason.weekes.712  
liciparra  
madego\_diseno  
papyaq  
the.l.factor  
we\_are\_doing\_this  
zhenya\_stoyanova  
Ab\_kservicesltd  
anagems  
Bodesharp  
Brian\_Gibbons78

Catepbeauty  
forestfootprint  
Innas\_wreaths\_  
lvette Laviola  
jfxdigitalart  
lilly.hristova  
Mell Wood Events  
Mr\_ridley  
Pingting.lin.58  
pixiebel007  
sacredoriginals  
SarahMillerProduction  
Sattva8  
Sharmin\_shabbir



AlistairRidley  
anacdesigns  
blisswords  
Bodesharp  
Catepbeauty  
Chris Harder  
cintodeoflondon  
edizsonuvar  
EverythingRoas1  
h\_wagging  
ivette Laviola

iwanttostayhere  
madegodiseno  
marketinggirl  
ohoraherecaptain  
papyaq  
Ping  
SarahMillerPSR  
ShabbirSharmin  
spear88  
thefactorltd



3,329

REACH

The unique number of people that our content/marketing reached online.



## REACH & IMPRESSIONS

The event was promoted far and wide and the following numbers represent how many people saw or heard about the event online.



6,138

IMPRESSIONS

The total amount of times that content was seen on screen.

# TYPES OF BUSINESSES CREATED

One of the foundational principles of the PopUp Business School is that it's possible to build a business and make money doing what you love. With that in mind, we always start with passion and what people love to do. This creates an incredible range and diversity of start-up ideas at our events:



Arts entertainment and recreation



Real estate activities



Craft business



Other



Food services



Human health and social work



Information and communication



Education



# SOCIAL ECONOMIC IMPACT

These economic impact numbers here are predictions based on the results following a series of 3 large events in Reading, Berkshire over an 18 month longitudinal study we performed there.

**£21,500**

Cost of PopUp

**£1,109,000**

CONTRIBUTION TO THE ECONOMY  
per annum

**£52**

Return  
for every £1 invested

UNEMPLOYED

**↓25**

**£17,802**  
Average benefits saving per person

**£445,050**  
Saving to the public purse

SELF-EMPLOYED

**↑19**

**£16,409**  
Average income per person

**£311,771**  
Increased economic activity

FULL-TIME EMPLOYED

**↑12**

**£29,360**  
Average salary per person

**£352,320**  
Increased salary

# WHAT WAS YOUR LIGHTBULB MOMENT

We asked the participants what their Lightbulb moments were at the event.



- > When I found out that I can make my own website for FREE! I can also get images for my website for FREE!
- > The technical side in particular the website building and SEO information. The confidence Simon has installed in the group and myself has made me feel ready to do this.
- > The information about 10 ways to drive traffic for business.



- > Talking to staff and a couple of people on the course.
- > Selling your value before you create it. The most valuable being the GIFT phenomenon.
- > Finding someone's email - Thanking people you know/ telling something nice/ getting back to people.
- > Ordinary people are doing business and so can I.



- > Realising that you can create a business with resourcefulness and creativity and you don't need much money to begin! That I'm ambivalent about social media and the way it works. Less actually can be more.
- > The workshop about the type of business registration, taxes and also the website set up.
- > That my network is my net worth.



- > That nobody will read your webpage until you direct them to it. This takes the pressure off but helps you get things underway!
- > Understanding taxes and legal structure is important and doesn't have to be dull.
- > To focus on one subject, to promote and to ask for sales with confidence and the correct tone.



- > Think what I got more than anything else is not to pay for anything that you can access for free somewhere else!
- > That it really isn't as difficult and daunting as you think to set up your own business, as long as you have the right information.
- > The most valuable thing I learned about the course is where to look for sponsors/customers.

# MESSAGES FOR PARTNERS

Thank you. This has been THE most beneficial course I have ever undertaken and will help me in a huge way so for that I am very grateful.

Best thing you spent your money on by way of ETE! I work for a non for profit startup programme and PBS's approach is the best, realistic and practical for this client group.

Thank you very much funders for this wonderful and potential for life-changing workshop. The fact that the Team operate with a high degree of integrity and non-judgement creates a welcoming and friendly environment in which ideas can be shared, explored and even mind-sets changed for the better!

This course has been the most valuable course I have ever attended. I'm a lawyer and have been practicing for 10 years! I've attended so many courses throughout my legal career but nothing even compares to the PopUp! I feel like everyone should do this course. Thank you so much for sponsoring the event which is helping so many people get started in their businesses!

Simon & the team are amazing, I highly recommend them because they have transformed thousands of lives, they are top of their game. If I was funding something very important for the local community it would be PopUp Business School, not to do so is stagnate peoples true potential.

Thanks so much indeed. Great workshop. Please continue so more people can benefit from it.

Thank you for being open minded and for supporting such a great initiative.

The course is a great way to boost startups in Westminster. Just the fact that so many people are gathered together across different ethnicities helping to support each other achieve self employment.

As a single parent in my 50's this has been the most enlightening 2 week course I have ever attended. Life lessons that can be applied in everyday as well as business. Delivered in a way that was not intimidating or overwhelming. I will definitely attend again and promote the good works of the PopUp business school.

I want to thank you for that 10 days training days that can really make the difference in my project!!! Thank you sooooo much!



# PARTICIPANTS' VIEWS

Don't believe what we say about the event.  
Listen to the participants and their views:

[www.popupbusinessschool.co.uk/impact](http://www.popupbusinessschool.co.uk/impact)



For more information either visit:  
[www.PopUpBusinessSchool.co.uk](http://www.PopUpBusinessSchool.co.uk)  
Or call Alan on 07932 247 353

# TESTIMONIALS



- « *This PopUp event was extremely well structured and the content was very well thought out, the information I gleaned from the event was very useful and has given me the confidence to run my own business with little or no money. The presentation was excellent and you have too very good charismatic presenters who are able to energise the audience and give people the confidence to start their own businesses from scratch. The presenters offered some very useful time saving/money saving tips, which all helps when you are a just starting out.*
- « *I would like to thank you from the bottom of my heart the work shop has changed my life forever. I am different person from day I came in, now I have all the tools to fall back on to work on my business. This is a course that can have big impact on people who can't take action or feel overwhelmed to start their business. I will definitely refer others for future PopUps.*
- « *This course was truly inspiring, energising and motivating! It did exactly what it said on the box. Thank you so much guys for an amazing two weeks! I've learnt so much and have made more advances in my business over the last two weeks than I had since the summer when the idea came about! Your energy is infectious! Thanks making such a daunting idea seem like a walk in the park!*
- « *Thank you Simon, Henry and the team!! Please keep doing what you're doing! You're amazing!!! I have already recommended your course to practically everyone I've spoke to and feel so privileged to have been part of the last two weeks. Your course came at the perfect time for me when I was toying with the idea of going back to the 'day job', but you've given me a renewed confidence and enthusiasm to keep doing what I really want to be doing and I can't thank you enough or that!!!*
- « *I think you guys showed a lot of excellent devotion, excellent information and motivation, and gave me great enthusiasm to start my business in the Pet Industry. Never the less I have meet other people there, who were very interesting perhaps for my future business network. I was very impressed and happy to be part of this course!! Thank you very much.*
- « *It was lovely to meet you all. You are amazing and very inspiring people. I have learned a lot about myself and about the business I would like to carry on doing.*
- « *This is the most beneficial course I have ever undertaken. I am confident that after applying all which you have taught us, I will be successful in business and life. Thank you!!!*
- « *More power to all of you!!! Massive thanks!!!*

# CONTENT OF THE COURSE

For ten days the PopUp Business School ran in the Paddington Arts Centre to help people start businesses and make their own money doing what they love.



HOW TO START A BUSINESS FOR FREE, QUICKLY

SALES AND THE DARK ART OF MARKETING

HOW TO MAKE A GREAT WEBSITE FOR FREE



THE QUICKEST WAY TO FIND A CUSTOMER –  
SOCIAL MEDIA: EXPLAINED



THE LEGAL BIT – TAX AND COMPANY STRUCTURE



MOTVATION, CONFIDENCE AND ENERGY



THE MAFIA GUIDE TO NETWORKING

HOW TO PITCH YOUR PRODUCT OR SERVICE

SEO – GETTING YOUR WEBSITE AND BUSINESS SEEN

NEGOTIATION: THE SECRETS TO GETTING BETTER DEALS



# HOW IS OUR APPROACH DIFFERENT?

This is the process that all traditional business support companies teach. It actually slows most new businesses down and scares a lot of businesses out of ever starting

We are the exact opposite of the traditional approach to business start-up (Business plans, loans and a long slow process), we help people get going quickly and make their money doing what they love. We work to remove all the barriers people have to starting and help them to get trading inside the first two weeks.

## Traditional Business Education

## The PopUp Business School Approach

The PopUp Business School approach to starting a business

### WRITE A BUSINESS PLAN

This can be a daunting prospect for some people who just aren't that literate. It slows most new businesses down and scares off potential entrepreneurs.



1



### BUILD CONFIDENCE

Start by helping people see it is possible and then believe that they can do it. Everything starts with self-belief and confidence.

### WORK OUT HOW MUCH MONEY YOU NEED

Scare people off with a cash-flow forecast and a list of the possible start-up costs.



2



### SELL SOMETHING

The quickest way to start a business is to sell something to someone. Don't waste time making it first; go and talk to potential customers.

### GET A LOAN

I know what: let's force all new business start-ups to go straight into debt. No wonder so many new businesses fail if they start in debt!



3



### ASK FOR THE MONEY UP FRONT

Most businesses expect you to pay up front before they give you the product. So why do most start-ups do the work first then ask to be paid?

### DESIGN A PRODUCT

How do we know what a customer actually wants before we ask them? In most traditional business plans product comes before sales: why?



4



### MAKE A PROFIT

If you sell first & take the money up front you are in profit from day one. You never have to go into debt and the energy that 1st sale gives you will drive the business forward.

### INTERVIEW POTENTIAL CUSTOMERS

The only way to know if a customer is actually interested is to ask them to buy; not to interview them.



5



### DELIVER THE PRODUCT

What you have sold: exceed expectations and delight the customer.

### START SELLING

Why do we wait months to start selling?



6



### FIND MORE CUSTOMERS

The easiest way to get your 2nd customer is to get another one just like your 1st. So if your 1st sale was to a hotel; go and pitch to every other hotel in the area!

### MAKE A PROFIT MAYBE YEAR 2!

It seems that common business sense is that you won't make money in your first year. No wonder so many businesses fail if you have to wait that long to make a profit!



7



### REPEAT AND HAVE FUN

Business should be fun, if you don't enjoy it then you aren't going to keep doing it. So let's find a way to have fun and make money at the same time.