



Nº1

The UK's Number One  
Summer School

COURSE OVERVIEW

## Future Entrepreneur

11-16yrs

📍 Canford



# At a glance

## Introduction to Future Entrepreneur

Future Entrepreneurs introduces you to the essentials of business and innovation through hands-on projects and practical challenges. Across two weeks you'll learn how to spot opportunities, shape ideas into workable plans, and practise presenting them with clarity and confidence. Working in teams, you'll test out solutions to real-world problems, gaining an early understanding of what it takes to think like an entrepreneur and bring ideas to life.

## Academic Content

15 hours of subject-specific academic content per week with an experienced subject tutor, delivered through interactive and hands-on lessons.

## English Language Level

Students require a minimum English level of B1+ to enrol onto this programme.



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B1+

2 WEEKS

CANFORD



## About the programme

Our two-week Future Entrepreneurs programme is crafted for ambitious students ready to dive into the fast-paced world of business. This programme offers a deep dive into key business disciplines, including entrepreneurship, marketing, and financial strategy, equipping you with the knowledge and skills to thrive in any business environment.

The course emphasises innovation and strategic leadership. You'll be challenged to think critically and creatively as you tackle real-world business problems and develop strategies that could shape the future of industries. Through interactive workshops, case studies, and business simulations, you'll gain practical experience that mirrors the challenges faced by today's business leaders.



Collaboration and networking are integral parts of this experience. You'll work in teams to develop business plans, pitch ideas, and analyse market trends, learning to navigate the complexities of teamwork and leadership in a corporate setting. These collaborative projects are designed to sharpen your decision-making skills and enhance your ability to lead diverse teams.

In addition to technical business skills, the course also focuses on personal development, helping you build the confidence, resilience, and adaptability needed to succeed in the business world. You'll engage with industry professionals who will share their insights and experiences, providing you with a real-world perspective on what it takes to lead in today's competitive market.

By the end of the course, you will have a solid foundation in business principles and the leadership skills to drive success in any endeavor. Join us at SBC this summer, and take the first step toward becoming a future business leader ready to innovate and excel.





## Key Learning Outcomes



### 1.

#### Foundations of Entrepreneurship

Understand the principles of entrepreneurship and how new businesses are created, from recognising opportunities to developing workable ideas.

### 2.

#### Business Planning and Strategy

Gain practical experience in planning, decision-making and resource management through business challenges and case studies.

### 3.

#### Communication and Pitching

Develop communication and presentation skills by preparing and delivering business pitches with confidence.

### 4.

#### Collaboration and Problem-Solving

Build teamwork and problem-solving abilities by working collaboratively on projects that reflect real business scenarios.





# Subject Theme

## The Future City

The Future City 2050 Festival invites students to imagine a city of tomorrow and bring it vividly to life. Throughout the week, you'll work across subjects to design how the city looks, functions, and grows – from its skyline and transport systems to the science, art, and culture that shape daily life. Each discipline contributes a vital part, whether it's building models, pitching start-up ideas, creating artworks, or reporting live news from the future. The week culminates in a festival where the whole school comes together. Lights go up, exhibits are unveiled, and performances fill the stage, creating an atmosphere that feels like stepping into the city you have collectively imagined. It's a chance to share your vision, show what you've created, and celebrate innovation in a showcase open to the entire community.





## Fundamental concepts

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Entrepreneurship starts with recognising a need and imagining a solution. Students explore how ideas become products or services, how value is created, and why some solutions succeed while others fail. They learn that innovation depends not only on creativity but also on planning, resources, and the ability to persuade others.

## Future Entrepreneur Frameworks

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Projects use simple business tools to give structure to ideas. Students outline the problem their product addresses, identify who might use it, and think about how it could be delivered in practice. The framework of a short pitch helps them organise their thoughts and present them clearly to an audience, mirroring the way start-ups communicate with potential investors.

## Foundational Vocabulary

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Prototype, market, investment, pitch, innovation, customer, product, service, value, design, cost, revenue, solution, impact, presentation.





## Time to Shine

Time to Shine gives every student the chance to practise public speaking in a structured setting. By researching, preparing and delivering a project to an audience, you build confidence in expressing ideas clearly and develop the ability to present with authority. It's an opportunity to refine communication skills that are valuable for academic study, professional life and beyond.

During the Future City Festival showcase, entrepreneurs present their ideas on stage. Each group takes the role of a start-up pitching to potential investors. The task is to explain the problem they have identified, show their proposed solution, and persuade the audience of its value. Some bring physical prototypes, others prepare posters or slides, but all must speak clearly and with conviction. It is a chance to practise public speaking, teamwork, and the discipline of turning an idea into something that can be shared and tested.





## Time to Shine Project: Week One

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Develop a product or service that improves daily life in the city of 2050. It could be linked to housing, health, communication, or waste management. Students are expected to explain why the idea matters, how it works in practice, and who would benefit from it.

## Time to Shine Project: Week Two

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Create a transport-related innovation for the imagined city. This might be a shared system for personal travel, an efficient way to move goods, or an infrastructure design that reduces congestion. The project must show not just the concept but also how it would make life in a crowded urban environment easier and more sustainable.





# Course Objectives

Future Entrepreneurs is a two-week programme for students who want to understand how business ideas grow and succeed. You'll explore how companies are built, how markets work, and what makes a pitch persuasive. Through projects and simulations you'll practise analysing opportunities, shaping plans and presenting with confidence. By the end, you'll have a stronger grasp of how enterprise works in the real world and the skills to begin shaping your own entrepreneurial path.

## Module 1

### Building Business Foundations

Learn the essentials of how businesses start and grow. You'll explore the basics of entrepreneurship, from spotting opportunities to understanding what makes an idea workable. Activities focus on planning, goal-setting and exploring the first steps of launching a venture.

## Module 2

### Markets and Money

This module introduces you to the world of markets, customers and finance. You'll look at how businesses attract buyers, set prices and manage resources. Through case studies and interactive tasks you'll practise analysing trends and making decisions with limited information.

## Module 3

### Pitch and Present

The final module focuses on communication and persuasion. You'll work in teams to prepare a pitch for a business idea, shaping your message and delivering it with clarity. These sessions give you practical experience in presenting confidently and working under time pressure.





## Academic Difficulty

The entrepreneurship subject is open to all students. No prior business knowledge is required, and every project is designed to be challenging but manageable. The emphasis is on creative thinking and clear communication rather than technical expertise. Students are guided through the process of turning an idea into a proposal, with space to test prototypes and refine their pitch along the way.





## Case Study

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### Bridging Theory and Real World Application

Entrepreneurship connects directly to real-world innovation. Start-ups in transport, energy, and digital services already show how a single idea can change the way cities function. Bike-sharing schemes, electric vehicle charging networks, and smart recycling systems are just a few examples. In the festival, students take inspiration from these cases and apply the same thinking to the imagined city of 2050, asking how a new product or service could meet the needs of a growing urban population.





## Fieldwork Research

Students step outside the classroom to observe patterns of behaviour and need. They might survey peers about daily routines, watch how space is used across campus, or map the flow of people during busy times. These observations provide insight into customer habits and help shape realistic business ideas for the future city.



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