



Nº1

The UK's Number One
Summer School

COURSE OVERVIEW

Future Entrepreneur

12-16yrs

📍 Eton College



At a glance

Introduction to Future Entrepreneur

Future Entrepreneurs is designed for students who aspire to make an impact in the world of business. Through a combination of strategic thinking, creative problem-solving, and real-world applications, this programme prepares you to lead with confidence in an ever-evolving global market.

Academic Content

18 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.





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.

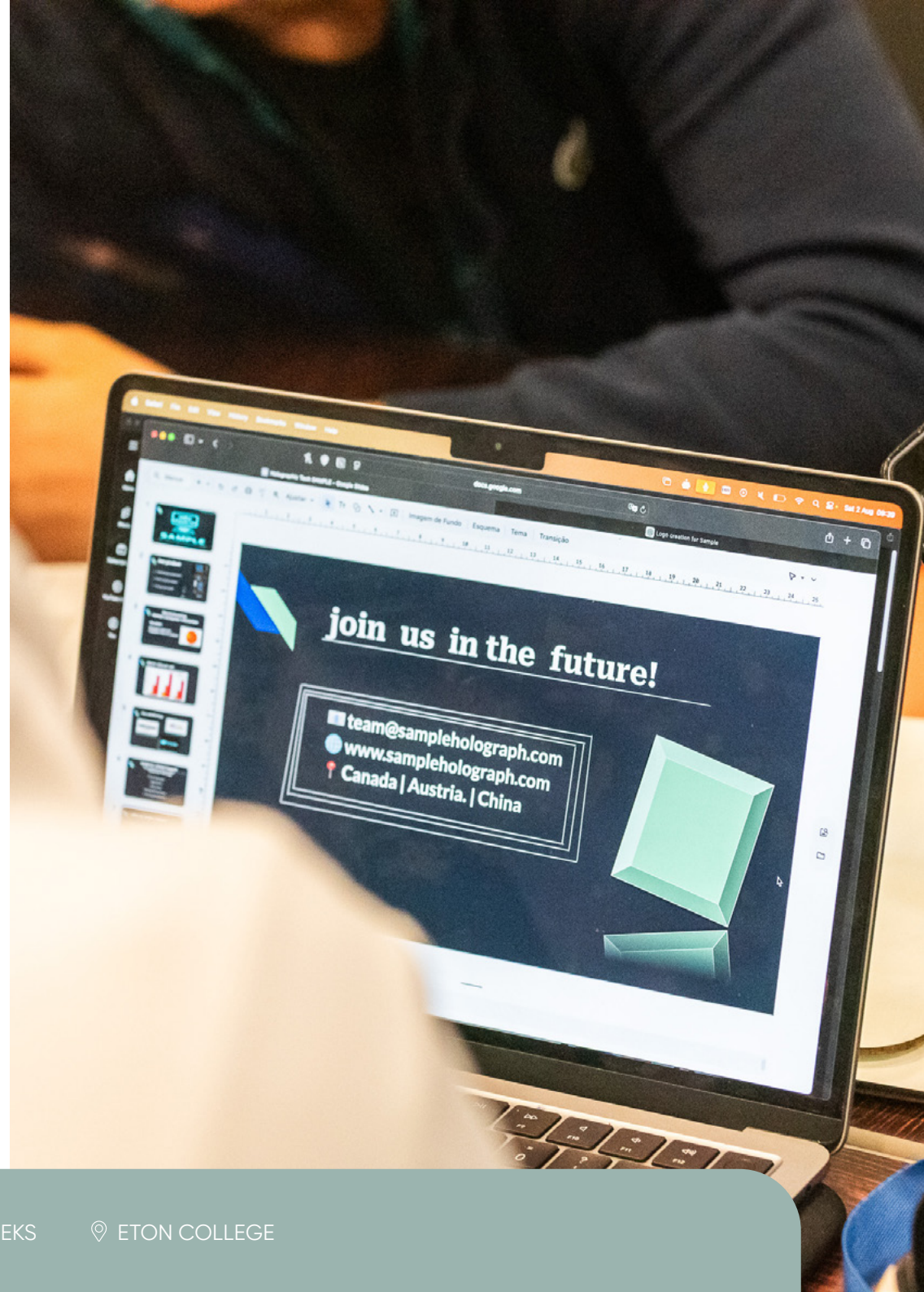




Subject Theme

Mission 2035

Mission 2035 places students at the centre of a global taskforce facing emergencies that demand immediate action. Across the week, you'll step into scenarios that mirror the complexity of the real world – cyberattacks, energy shortages, pandemics, climate disasters – and work under pressure to design responses that could hold society together. Each subject contributes to the taskforce: entrepreneurs pitch future companies that tackle urgent needs, scientists prototype crisis inventions, and leaders deliver government briefings that balance strategy with clarity. The intensity builds as decisions must be made quickly, strategies tested, and solutions presented with authority. The week ends with live briefings where teams deliver their plans to the audience as if addressing the international community. It's fast-paced, collaborative, and a true test of resilience, innovation, and leadership.





Fundamental concepts

Future Entrepreneurs take on the role of founders in the year 2035. The focus is on how business innovation can respond directly to global crises – energy shortages, food insecurity, climate migration. Students explore the essentials of entrepreneurship: identifying urgent needs, shaping a product or service, and building a company around it.

Future Entrepreneur Frameworks

Projects follow the pitch cycle. Students define a crisis problem, design a solution, create a prototype or concept, and develop a brand identity. The final step is the pitch: standing before an audience to present the company as if convincing investors and governments that their idea can shape the future.

Foundational Vocabulary

Prototype, pitch, brand, start-up, innovation, equity, investment, impact, solution, market, value, product, service, model, 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.

At the Mission 2035 showcase, Future Entrepreneurs step into the spotlight as founders of companies built to solve tomorrow's crises. Each team presents a pitch for a start-up designed to meet urgent global needs, whether in climate, energy, food, or security. They reveal their prototype or concept, introduce their brand, and persuade the audience that their idea is strong enough to change the future. The format mirrors a high-pressure pitch session, where clarity, conviction, and evidence matter.





Time to Shine Project: Week One

Develop a company that tackles climate migration. Students design a product or service that supports displaced communities – such as modular housing, portable sanitation, or digital tools that connect people to resources. The project ends with a live pitch showing how the company's idea responds to real-world pressures.

Time to Shine Project: Week Two

Design a start-up that addresses energy or food insecurity. Options include renewable energy systems, efficient storage methods, or new ways to grow and distribute food in limited conditions. Teams present their brand, prototype, and business model, explaining why their solution could operate at scale in 2035.





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

No specialist knowledge is required. The challenge is in turning a broad global crisis into a focused, workable idea, then communicating it under pressure. The difficulty comes from balancing creativity with realism, and from persuading an audience that the company could succeed in 2035. The structure makes the task demanding but achievable, with support at every step.





Case Study

Bridging Theory and Real World Application

Entrepreneurship underpins innovation across almost every field. In energy, start-ups apply engineering and economic principles to create affordable solar kits or microgrids for regions hit by shortages. In health, companies develop portable diagnostic tools and apps that connect patients to care in emergencies. In food, entrepreneurs use agricultural science to design vertical farms and efficient distribution systems. Even in disaster relief, businesses partner with NGOs to deliver shelter, water, and sanitation quickly. The same entrepreneurial theories students practise – spotting a need, designing a solution, and building a model that can scale – are the ones applied in industries where fast, effective responses save lives.





Fieldwork Research

Teams test early ideas in open spaces, displaying posters, trialling prototypes with peers, or running surveys to gather feedback. They practise adjusting their design or message based on responses, just as start-ups refine products before launch. Students analyse their immediate environment to think like entrepreneurs. They observe how people use space and resources on campus, identify bottlenecks or inefficiencies, and discuss how a product or service might address them. This form of real-world observation builds the habit of spotting opportunities.





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