

## Business Start-up Mentoring Packages

### A tailored referral pathway to help clients explore selfemployment as a sustainable route into work

Traditional job-readiness programmes often leave behind those who face barriers to employment — from single parents balancing childcare, to long-term unemployed adults, to young people who are NEET (Not in Education, Employment or Training). For many, the idea of a standard 9–5 job feels out of reach.

### Self-employment provides another path.

- It offers flexibility and autonomy.
- It builds confidence, resilience, and transferable skills.
- It shows people they are capable, resourceful, and employable.







# **Programme Overview**

Our **12-session mentoring programme** provides specialist support for individuals considering selfemployment.

Delivered online, the programme combines personalised one-to-one mentoring with structured guidance, progress tracking, and outcomes evidence.

The goal is for each participant to achieve tangible, practical outcomes that demonstrate progress towards self-employment, culminating in a workable, personalised business plan developed using the Lean Start-Up methodology.

# **Key Features**

Each participant receives 12 sessions, scheduled weekly (12 weeks) or bi-weekly (24 weeks). Every session lasts between 45 minutes and an hour and is tailored to the individual's goals and circumstances.

#### **Person-Centred**

Support is adapted to each client, considering:

- Disabilities or health conditions
- Caring responsibilities
- Mental health and wellbeing
- Benefits situation and financial planning

#### Real-World Approach

A practical, step-by-step approach that helps participants test and refine their business ideas with minimal risk and maximum learning.

### **Progress Tracking & Outcomes Reporting**

- Monthly progress reports for the referring organisation
- Outcomes evidence gathering to demonstrate tangible progress
- A personalised next steps action plan for each participant at programme completion



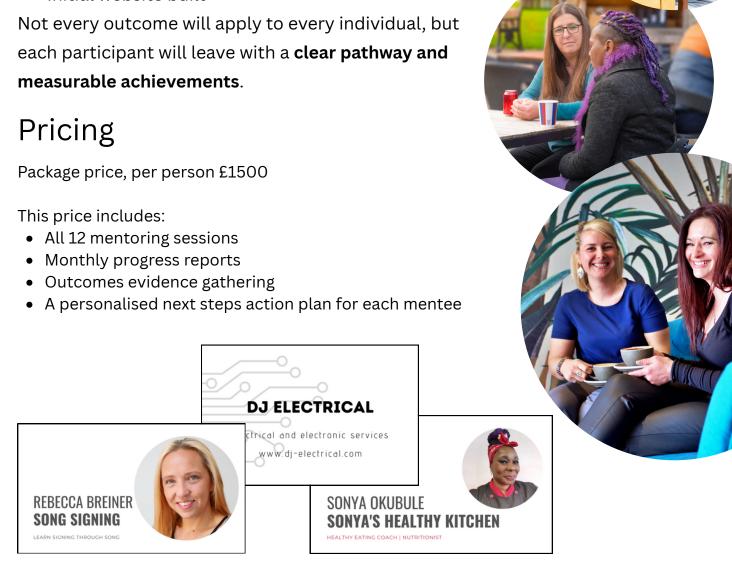
### **Expected Outcomes**

By the end of the programme, participants will have made tangible progress towards self-employment, potentially including:

- A completed and realistic business plan
- Registered their business if appropriate
- · Business bank account opened
- Appropriate **insurances** identified and/or secured
- Initial marketing activity (logo, social media setup, early promotion)

 Increased confidence, resilience, and motivation to sustain their journey

Initial website built







### Who We Are

Business Unboxed was founded by **Jude Sach** and **Jasmin Appleyard**, who bring together lived-experience of self-employment, educational expertise, and years of hands-on mentoring.

- **Jude Sach** Aside from a life-long entrepreneurial streak, Jude's career spans teaching, training, and curriculum design. Jude specialises in making learning engaging, accessible, and practical for people of all abilities and backgrounds.
- **Jasmin Appleyard's** formal business qualifications are backed-up by extensive experience as a business mentor. She has worked with individuals at every stage of the journey from first idea through to launch and has supported diverse communities through national programmes and local partnerships.

Together, Jude and Jasmin combine professional expertise with real livedexperience of the challenges faced when starting out. That's why their approach is straight-talking, practical, and focused on outcomes.