

About Business Unboxed



Who are we?

Founded by Jasmin Appleyard and Jude Sach, Business Unboxed grew from a shared passion for de-mystifying and myth-busting entrepreneurship. We feel that the thrill of a start-up and the pride of nurturing a business as it grows should be a realistic option for anyone who wants it.

We have both run our own businesses, enjoying success and failure along the way, and have a genuine drive to support others to build their futures for themselves.



Product Ideation by a past participant

Self-Employment Training for NEETS



BusinessUnboxed

12-week Business Start-up Programme



Building:

- Skills
- Confidence
- Motivation

Our 12-week programme aims to develop entrepreneurial skills in young people (NEETs) by guiding them through the process of launching a real business.



businessunboxed.co



hello@businessunboxed.co



Structured, hands-on learning



We can offer tailored programmes in varying formats such as condensed, hybrid online/face-to-face and partner with providers to offer comprehensive support for a range of needs. Please get in touch to discuss your requirements in detail: hello@businessunboxed.co

Learning by doing

Experiential learning is a powerful way to help NEETs dive into entrepreneurship by actually setting up real micro-businesses. Instead of just learning in a classroom, participants get the chance to roll up their sleeves and experience what it's really like to start and run a small business.

They gain hands-on skills in areas like **budgeting**, **marketing**, and **managing customers** while facing the everyday challenges of running a business, like managing stock or balancing finances.

Whether they choose to continue their entrepreneurship journey or not, participants leave with a **transferable set of skills**, coupled with an acute understanding of key business drivers.

Example Programme

- **Week 1:** Introduction to Self-Employment & Business Planning
- **Week 2:** Business Structure, Taxation & Finances
- **Week 3:** Marketing & Sales Strategies
- **Week 4:** Branding & Product Design
- **Week 5:** Sourcing Products & Working with Manufacturers
- **Week 6:** Setting up and Online Presence
- **Week 7:** Selling Face to Face
- **Week 8:** Social Media & Influencer Marketing
- **Week 9:** Customer Service & Business Growth
- **Week 10:** Preparation for Market Day & Online Sales Launch
- **Week 11:** Market Stall Event
- **Week 12:** Reflection, Next Steps & Graduation