



GENERATIONAL MENTOR

Business Plan

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Introduction/Ideas page

A power point presentation on GCSEs for parents, ensuring they know their impact on their children lives. First steps to building a Teacher-Parent relationship. A power point presentation to students to ensure that they understand the importance of the GCSE exams. Answering questions like what are GCSE tiers? Why Maths and English GCSE exams are important? GCSE revisions techniques, career ambition. Highlighting each exam which features Foundation tier and Higher tier papers. Foundation tier is designed for students who are aiming for grades 1-5, and Higher tier is designed for students who are looking for grades 4-9.

- Power point presentation on Business Planning to residents at HMP Lewes and Ford. In addition, writing a plan for a speaking and debating workshop in prison workshop. This must focus on confidence building and business partnership.
- Power point presentation on career and ambition to GCSE students. “Those that are not attaining the Grades needed to pass Maths and English. Wanting to create a culture of academic excellence, building career aspiration and ambition.

Asking what a student would want to do in the future and showing five career options that should be known.

Gaining the habit that others have “revision techniques” or confidence to decide what they would like to do in the future.

- **Hosted for 30-45minutes**
- **“Nudge” “Support” “Inspires”**
- **Must be collaborative with teachers and society. This is why it is called generational mentor. As the demographics change, we are going to have a huge voluntary work force. Life expectancy is increasing. We must ensure that this group continues to contribute to the society. Those that volunteer will get the skills of public speaking and presentation. Some trying things that they have never done.**
- **Bringing in one more experienced generation to aid the newer generation coming up.**

Executive Summary

Unique Selling Point will focus on high school information. We want this information to spread over to parents, ensuring that parents know the effect they can have on their child and the student's life. This will focus on Sea-side towns, when others focus in cities. This will focus on building the first step to a stronger parent and teachers' relationship.

In terms of profitability, tuition-on-fee can be requested by a parent however, it will be directed to a teacher-tutor in a local school. There is the possibility that a plan can be created whereby the organisation provides the service.

Reports from Sutton Trust and other sources such as ONS have shown that there needs to be alliance between teachers, schools, students and other sectors of the society. Reports showing the failure of students in their GCSE exams, especially Maths and English. Reports that talks about the retention crisis of teachers and headteachers. The reports that speaks about parents- teachers relationship getting weaker not stronger. This is where we are starting from.

In addition, we will explore business planning, creating partnership and giving funding to ideas that get time invested by the individual in HMP Lewes/Ford.

Target market: school students, home schoolers, parents of both. In 2022 prisoners.

I will be investing £100 in starting the website, doing the research; fuel cost, DBS check, marketing.

Finance that might be needed

- Insurance
- Up-keep for the website
- DBS check
- Travel cost
- Expenses in voluntary time

Name of Business: **Generational Mentor**

Job Title: Founder and Marketing Lead: **Jurgen**

Business Address: P*** L****

Email: Gmail****, 07*****

Date 7/7/2019

Vision, values and objectives

Vision

We want the next generation to be better in every sector they go into, regardless of any limiting socio-economic factors. By doing this work, we hope that it can be replicated to solve the problems that we face, whereby 40% of school leavers do not have their maths and English GCSE.

This will be done, not by big plans, dreams or optimism but by small measurable impactful steps. To fill any gaps with valuable information. This information would then be shown to parents. We want to change the system; such presentation gives confidence to those who attend it. It serves as a point of reference to the attendees, who will hopefully recollect important part of the presentation and then will act on it.

Values

- Collaborative: working in partnership with teachers, schools and similar organisation.
- Transparency: any and all will see how we work, where we work and who works for us.
- Measured results
- Reflective: we will keep learning, open to suggestion and keep growing.
- Trust

Objective

This idea is not intended to replace or supplement my income. This idea does not have any intention of providing jobs for members of my family, however, it might provide experience for them. Instead it is meant to tackle these issues:

- Retention crisis of teachers and headteachers.
- English & maths failing statistics as highlighted by various authoritative sources.
- Alliance to help improve the educational system with the involvement of parents.

In five years, it should have an establish presence in the south coast.

Business description and purpose

Provide points of reference for students going through their GCSEs, allowing them to see what they might be working towards.

To provide information to parents, thus removing some of the work-load from our teachers. Solving the problem of ill-informed parents, which is no one's fault, as time constraints and other responsibilities means other things get more priority, mortgages/rents etc. Bringing confidence to the three categories (students, parents and prisoners) through the use of presentations. > GCSES CAREERS PRES. IMPACTFUL RELATIONSHIP PRES. BPLANNING AND BPARTNER.

Provide Business Planning presentation for those in the prison. Partnership with those in prison and also personal assistance. In the future I would like to provide grants to businesses that are being created.

Some of those that are retired will need things to do, to alleviate their passivity, there is only so much someone could do when they stop working before the need to contribute into their society kicks in. We do not want five million retirees that are lonely as highlighted by various news outlets using statistic from the ONS; we want generational mentors.

Legal structure and licences

Sole trader

CIC trading as a social enterprise

Management process

- ❖ Marketing and sales
- ❖ Finance
- ❖ Recruitment and staffing
- ❖ Product development or product
- ❖ Legal compliance
- ❖ Administration

These bullet points will all be in my control as I start. I hope that others might buy into this idea then these positions will be filled.

Marketing strategy

In the school environment the market size is anywhere from 200 children to 350 in their last academic year. This takes place as a piloting program in Worthing high school. The parents for the presentation take place from the same place. Parents presentation will be 15-35 persons and GCSE student's revision/ career and ambition presentation will be 5 students.

HMP Lewes has a capacity of 700 and I expect to give a presentation to 5 people. That is what I can offer.

The size of the student group is no more than 5, parents' group 35, prison group 5.

Marketing plan

Phoning into the school to reach out and see if they would buy such a product. It free.

Letter into HMP Lewes

Jan to the End of February.

The costs will deal with fuel. £15-20 per week.

Action to be monitored through a journal.

Specific action- customer research.

- What do you want?
- Sources for revision
- PowerPoint for parents, students and prisoners
- Review of website
- GM tutor checklist and sources taken from Reddit

Sales targets and objectives

I believe the sales of these products will come from the acceptance of my offer towards them.

Sales of different products

- To students
- To parents
- Schools/ HMPRSIONS

Current financial requirements and financial forecasts

The cost for starting this business is £70. There is no personal survival budget as I am trying to keep this cheap and will use money left from my saving to fund it.

Currently there are no funding that has been secured, no grants either.

There are no break-even analysis or cash flow forecast or profit and loss forecast and there is no balance sheet forecast. Until a paid for service is integrated. However, I do have access to these documents, templates, right now it's all at £0.

Operational requirements

Compliance and Insurance cost will have to be sorted after, after speaking to the school and seeing if such a service is needed.

I do not intend to rent out a premise in order to give the service or presentation.

Premises must be in the schools or in the prison.

Equipment like the projector must be provided by school or maybe libraries.

Training needs

The budget is set at £50; this is for any potential training costs where I have identified skills gaps.

Can be taken from other organisations. Like the tutoring training offered by action tutoring.

YouTube

Schools

Business risks > SWOT- Strengths, Weaknesses, Opportunities and threats > PEST Analysis- Political, Economic, Social and Technological

Weakness

- Unskilled co-founders
- Limited time to work with
- New in town
- Young volunteers might show no interest if forced.

In terms of weakness, I will have to admit, the lack of managerial experience on my part. Though it can be minimised by a mentor and my experience from extracurricular activities

In terms of safeguarding, I believe they can minimise by following action-tutoring policies. Signing the school's policies and procedures. Safeguarding/ issues "Policies and procedures- if a school has one, then would like to follow it or I would make my own, by taking inspiration from organisations Action-tutoring and COBRA etc.

Security issues when presenting to residents at HMP Lewes, this is obvious as it is a setting new to me, might I expect violence, disinterest and hostility, the answer would be yes. Using my personal skills and intuition I believe I can solve such issues.

I might have too much optimism and then find myself with lack of resources at the early stage of developments.

Increase in competitions can be minimised by asking for collaboration

I will be following various authoritative information sources like the Sutton Trust and ONS. Other can be news sources and individual social media sources which gives valuable information.

Simple risks like fire exits, easy to understand such procedures.

Not having this as a priority might mean lack of motivation to complete it.

Not having a team around this idea and going at it solo. "Dangerous"

Those seeking such a product might not need it in this part of the country.

If there are no measurable results, it would show amateurish work.

Future trends

-Homes schools

-Churches will be open and used as spaced to host schools

-Coworking places at people's home

-The increase use of social media and website "E-Learning" to aid schoolwork

I do not want to see competitors, only opportunities for us to take and work together