



## Bootcamp Overview

This 6-week program will take you on a journey from an idea to a fully running Side Hustle! All at absolutely no costs other than your business itself!

Each group will be a part of a community of Educ'ish start-ups that promote each other and push for collective growth and success.

### Weekly schedule

**Week 1** – Introduction to Educ'ish Platform and fellow Hustlers. Start of Ideation and abilities.

**Week 2** – Formalising a product and Brand. Identifying the target market.

**Week 3** – Operational standards and process values. Promotional design to fit brand and Market.

**Week 4** – Digital platforms and Strategy. Brand Presence and engagement.

**Week 5** – Cash flow and Money Management. Product testing for feedback and reviews.

**Week 6** – Collaboration and placement. Final review of business model and sustainability.

### Successfully Launched!

Only 20 participants per Bootcamp. Find out more and register for the next group on the Educ'ish platform under "CEOs in Training".

### Requirements

#### Device and connection:

Each new Hustler will need to have their own internet connection to utilise the platform and continued running of their business. A Smartphone device will also be required to complete the courses and maintain the Side Hustle operations.

#### Time commitments:

This is not a full-time program and is structured to allow each Hustler to complete the Bootcamp outside of normal working hours. This will require an average of 3-4 hours per week to be dedicated for completion of the courses.

#### Costs involved:

There is no cost at all to each Hustler for the full Bootcamp and the features of the Platform. All services offered will remain Free for use during and after the program is completed. Each Hustler will need to cater for the costs created by the business they are creating and the sustainable operations.