



## Bootcamp Overview

**This 6-week online 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!**

**This is a completely digital bootcamp that runs on the Educ'ish platform. Available for any new side hustle's or to improve current side hustles.**

### Weekly schedule

**Week 1** – Introduction to your side hustle options, business ideas, and your capabilities.

**Week 2** – Formalising a product/service, and brand design. Identifying your key target market.

**Week 3** – Operational standards and process values. Pricing structure and costing outlooks.

**Week 4** – Digital platforms and strategy, brand engagement. Promotional design to fit your market.

**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!

Once completed and launched, we will share as many resources and tools available to help your hustle grow!

### Requirements

#### Device and connection:

Each new Hustler will need to have their own internet connection to use 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.