

THE SEARCH FOR THE NEXT GREAT ENTREPRENEUR

- Powered by The Purposeful Project

20th May until 30th June 2021





WE ARE THE PURPOSEFUL PROJECT

The Purposeful Project are on a mission to help 10 million people start and grow a business of their own - for free!

We aim to help everyone who needs support and we don't want to leave anyone behind. This business was born in a covid world and is looking to counterbalance not only the effects of covid on the future of work but also get us prepared for the future where tech will take many of today's jobs. We want to give people the power to not wait for a job, but create one for themselves.

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CAMPAIGN MISSION

To find and support the next great entrepreneur and encourage entrepreneurship.

Focused on owning the hashtag #BeYourOwnBoss.

Main social media partner: TikTok.

Sponsors/Partners: Tide Banking, Intuit Quickbooks, GoCardless.

Mentors / Judges / Social Media Influencer Partners:

12 of the most successful UK entrepreneurs.

<https://purposefulproject.com/win-money-%2B-mentorship>

Location: UK Only.

COMPETITION DETAILS

We teamed up with TikTok to find the UK's next great entrepreneur - an opportunity for someone to get help with starting their dream business.

PROCESS

- Applicants had to create a 30-60 second pitch on TikTok about their business.
- The Purposeful Project whittled down the entries to 50 semi-finalists.
- The 50 semi-finalists had to create another 2 minute pitch video explaining their business in more depth
- The Purposeful Project chose 10 finalisits for the final pitch event.
- The 10 finalists had to produce a final 2 minute pitch on zoom in front of the 12 successful entrepreneurs.
- The winner was chosen at the pitch event and was announced at TikTok's #ForYouFestival.

PRIZES

- £10,000 in cash (from The Purposeful Project & GoCardless)
- 2 hours of mentorship from 12 of the world's most successful entrepreneurs.
- Marketing support from The Purposeful Project and TikTok.
- A whole year of financial, business and marketing advice from Intuit Quickbooks.

EXPANSION

- Due to the high-volume of interest for the competition, we partnered up with Tide to give one lucky entrepreneur an extra £25,000 to help support their business.
- Focused on owning the hashtag #BeYourOwnBoss.

OUR SPONSORS



THE JUDGES



ADAM KAMANI

CEO and Co-Founder of
MoveStreets property portal app



ALEX DEPLEDGE MBE

CEO and Co-Founder of Resi.co.uk



ANDREW BLOCH

Founder of Andrew Bloch & Associates



BEJAY MULENGA

Founder of Supa Tuck



BEN FRANCIS

Founder of GymShark



JESS BUTCHER MBE

Co-Founder and CMO of Blippar



JUSTINE ROBERTS CBE

Founder and CEO of Mumsnet



LISA FRIEDRICH

Head of SMB, EU at TikTok



MARK TILBURY

A businessman who runs multiple 7
figure companies



MAX KLYMENKO

Creative Director of klym&co



SIMON SQUIBB

Investor, Founder & Chief Purpose
Officer at The Purposeful Project



SULI BREAKS

London-based performance poet

THE RESULTS

ESTIMATED £20,000,000 WORTH OF COVERAGE FOR THE BRANDS INVOLVED.	OVER 290 MILLION VIEWS ON THE HASHTAG #BEYOUROWNBOS ON TIKTOK ALONE.	OVER 11,000 PIECES OF COVERAGE ACROSS 256 RADIO STATIONS REACHING OVER 6.7 MILLION PEOPLE.
14,000 CROSS POSTS FROM THE BRAND PARTNERS COMPETITION ENTRIES & ENTREPRENEURS INVOLVED REACHING OVER 2 MILLION PEOPLE.	PR COVERAGE IN MEDIA SUCH AS THE DAILY MAIL, TELEGRAPH & GB NEWS WITH ESTIMATED EXPOSURE TO A FURTHER 2 MILLION PEOPLE.	OVER 10 MILLION VIEWS ON #BEYOUROWNBOS ON OTHER PLATFORMS SUCH AS INSTAGRAM, FACEBOOK & TWITTER.
OVER 4.3 MILLION VIEWS ON ONE POST ON TIKTOK PROMOTING SPONSORS.	OVER 32,000 COMMENTS ON THE CAMPAIGN FROM THE PUBLIC.	TIDE HAD OVER 200 NEW BUSINESS ACCOUNTS OPENED IN A 2 WEEK PERIOD FROM THE CAMPAIGN.
TIKTOK LIVE EVENTS TEACHING ENTREPRENEURSHIP & PODCASTS WITH ENTREPRENEURS ON THE PLATFORM ATTRACTING OVER 1.2 MILLION ATTENDEES.	ENDORSEMENT & SUPPORT FROM THE UK GOVERNMENT FOR THE CAMPAIGN. CROSS POLLINATION OF NETWORKS WITH ENTREPRENEURS PROMOTING BRAND PARTNERS & BRAND PARTNERS PROMOTING EACH OTHER AND THE ENTREPRENEURS, A WIN-WIN MARKETING MATRIX.	TIKTOK HAD OVER 2,000 NEW ENTREPRENEURS JOIN THE PLATFORM & POSITIONED THEMSELVES AS MORE THAN AN ENTERTAINMENT APP BUT ALSO A PLATFORM TO HELP ENTREPRENEURS.

THE IMPACT

NO.1 TRENDING HASHTAG ON TIKTOK FOR 3 WEEKS #BEYOUROWNBOSS.

GALVANISATION OF THE ENTREPRENEUR COMMUNITY TO HELP & SUPPOSRT THE NEXT GENERATION OF ENTREPRENEURS.
120 SUCCESSFUL ENTREPRENEURS IN OUR NETWORK NOW COMMITTED TO HELPING THE NEXT GENERATION OF ENTREPRENEURS.

453 NEW IDEAS SUPPORTED TO HELP MAKE THE WORLD A BETTER PLACE.

COMPETITION WINNER SUCCESS STORY FOR ALL TO BE PROUD OF.

OVER 15,000 PEOPLE COMMENTED THEY ARE INSPIRED TO START A BUSINESS OF THEIR OWN BECAUSE OF THIS CAMPAIGN.

SUPER-BRANDS LIKE TIKTOK, INTUIT QUICKBOOKS & TIDE **WORKING TOGETHER** TO HELP PEOPLE OUT OF UNEMPLOYMENT & INTO EMPLOYMENT.

BRANDS TESTIMONIALS

JAMIL ZAKARIA,
HEAD OF SOCIAL MEDIA AT GOCARDLESS

“By joining the #BeYourOwnBoss we were able to activate a campaign quickly across new and existing platforms, with the objective of increasing our brand awareness. Simon’s enthusiasm and focus helped to drive the campaign with multiple partners while keeping an eye on our objectives.”

ANDREW BLOCH,
LORD SUGARS PR SPOKESPERSON

“I was proud to be a advisor, judge and mentor on the #BeYourOwnBoss campaign and help find The Next Great Entrepreneur. From beginning to end the execution and impact was exceptional and the scale of the campaign and it’s impact and reach exceeded all my expectations. I was proud to be involved in this unique and fun purposeful project!”

KWAI CHI,
HEAD OF SOCIAL AND MARKETING AT INTUIT QUICKBOOKS

“The Purposeful Project not only delivered beyond our expectations exposure wise for our brand, the team also supported us to build our social media channels, brought us valuable insights into our target demographic and helped our present clients gain unique new entrepreneurial insights, perspectives and knowledge. They did all this while also making it fun and energising to work with them. The Purposeful Project is making a huge impact in the world helping people start and grow businesses and we are proud to be working with them.”

WINNER TESTIMONIAL

CHLOE TAYLOR,
FOUNDER OF UNEARTHED.CO

“I’m absolutely thrilled to have won The Next Great Entrepreneur competition run on TikTok by The Purposeful Project.

Unearthedco.com is more than a money-making brand to me, it’s a brand with real purpose, that can be seen as the start of a change the world needs. Winning this competition has opened up doors for me I never imagined would open in my wildest dreams and will enable me to really propel the brand forwards with the invaluable mentorship and extra funding offered. I couldn’t be more grateful for the judges seeing the potential in Unearthedco that I do, by making me the winner and for also creating the opportunity for me to expand my network out to all of the other amazingly talented entrepreneurs that also entered the competition. I can’t wait to see what the next chapter has in store.”

**PHASE 2 WILL LAUNCH IN
NOVEMBER
- IF YOU WOULD LIKE TO GET
INVOLVED PLEASE CONTACT:**

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