



Making idea's Happen

Case study: Sam Harris



Why go to basecamp?

- Advice
- Mentoring
- Workshops
- Funding
- Office Space
- Food

Summer Entrepreneurships

- Submit a 3 page business plan ➔ win £1500 to work on your own business idea over ~6 weeks in the summer.
- Everyone seems to be getting internships.
- No plans created... why not?

First Business Plan

- Huge idea
- Game changing technology to save the world and become a millionaire
- Shared idea with close friends and family
- No real idea how on earth I could implement this idea as a student
- Fail #1

Idea #2

- Solar panel everything
- Roof tiles to Hot tub covers
- Sun shades to mobile phone cases
- Still unsure about the technology. At the time still rather expensive.
- My main market was Mediterranean...
- Fail #2

Business Plan 3

- BRISTOL Pedicabs
- A rickshaw company to take passenger around town in environmental cycle taxi's
- Workers get money from trade. I make money from advertising
- Works in other locations → research and feedback proved it was an idea that I could practically set up whilst being at university. Put the plan into the award... and WON!



Sustainable Transport - Sustainable Prices - Sustainable Jobs





BIKE KNOWLEDGE TO BEARD RATIO



RIDES



RIDES
AND CAN
FIX A
CHAIN



RIDES AND
HAS BUILT
A BIKE
FROM OLD
PARTS



PROBABLY
A WIZARD
... NO
NEED FOR
BIKES

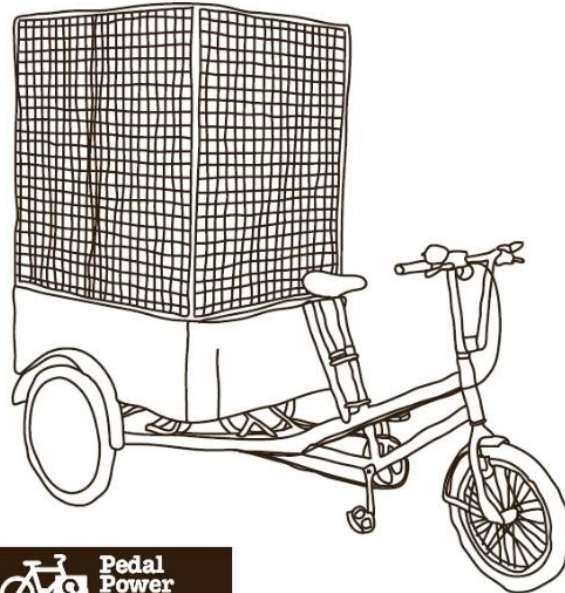
Cargo Delivery



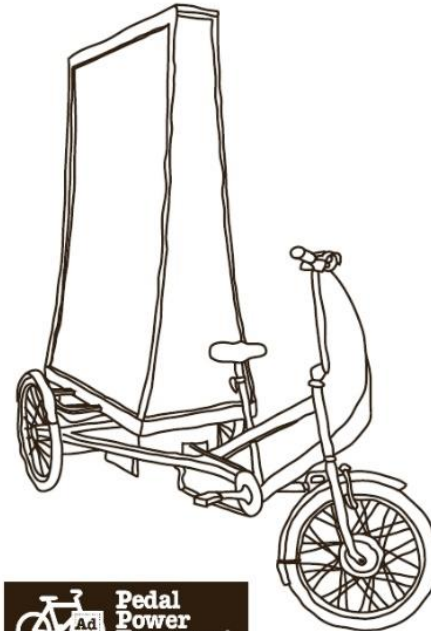
Pedi-Cab



Recycle Delivery



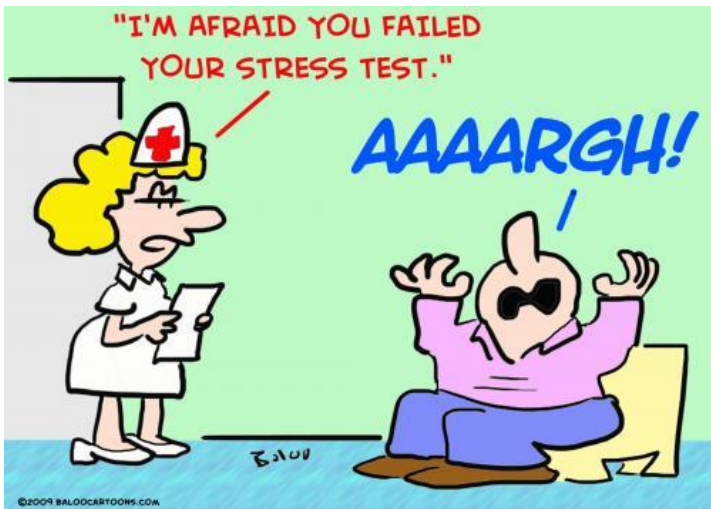
Ad Trike



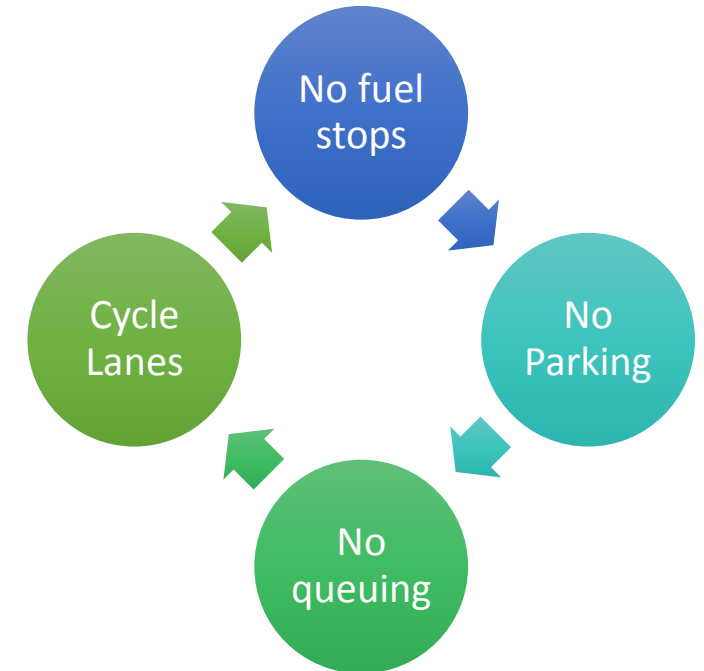


**Pedal
Power
Transport**



Traditional Transport Problems



Bikes



Financial Reasons. Bike vs Van

Costs		Cargo Bike (8freight) 	Van (VW 1.6 d) 
Set Up Costs	Purchase Cost	£2,200	£3,050 pa
Running Costs	Annual Maintenance	£170	Included in hire
	Fuel	Zero	£1,214
	Vehicle Excise Duty	Zero	£165 pa
Insurance Costs	Vehicle	£120 pa	£500 pa
	Goods in transit	£150	£150
	Hourly pay	£7.50	Self employed
Delivery Charge (2 miles)	1x A4 Box	£4 (£4.80 + VAT)	£8 (£9.60 + VAT)
	3 x A4 box	£6 (£7.20 + VAT)	£8 (£9.60 + VAT)
	6 x A4 box	£8 (£9.60 + VAT)	£8 (£9.60 + VAT)

Private Hire:

- Fun
- Easy
- Profitable
- Added USP



Mobile Advertising



Taxi

- £100 per week



Trike

- Start low
- Establish a market
- Transition towards higher bracket



Ad-Van

- £140 per day

Future Plan's

Last Mile Distribution



NHS contracts





UnLtd*

MUD DOCK®



school for
social
entrepreneurs



BASECAMP 
STUDENT START-UP

NEC competition – share of £35,000!

- Round 1 = Submit a summary business plan
- Round 2 = Full 20 page business plan and pitch to panel of judges.
- Experience of putting business idea's together alongside judges feedback was invaluable. Also the £7,000 was useful
- Pedal power increased deliveries in year 2 by 500%!

