

flyingstart

FREEDOM ADVENTURES



Names: James Baker and Tim Miller
Ages: 23 years and 27 years
Business name: Freedom Adventures Ltd.
Service: Adventure holidays, equipment and insurance to select markets
Website: www.freedomadventures.co.uk
University: Southampton Solent University

Brief description of business: An independent adventure travel specialist providing climbing and diving experiences to groups or individuals by focusing on attention to detail and customer preferences through well managed customer care.

Services provided:

- * Climbing experiences in Spain at Costa Blanca and in Sardinia at Cala Ganone.
- * Diving experiences in Lanzarote at Costa Teguse and in Sardinia at Cala Ganone.
- * Climbing and diving equipment, insurance, clothing and guidebooks.
- * All holidays and flights protected by the TTA and ATOL.
- * Freedom card for all customers giving a 20% discount at select places on the holiday and 15% off at select UK sports retailers.

Freedom Adventures on how FlyingStart has helped:

'Before we went on the FlyingStart course we had very little knowledge on how to set a business up. After attending we managed to get lots of knowledge on how to progress our business forward and learnt how to pitch and went on to doing so at the bank for investment. We learnt lots about marketing and as a result re-branded the company from Paradigm Adventures to Freedom Adventures which has done a world of good for the company!!!'

At a glance....

Graduating: Nov 2009
Started Trading: Oct 2009
Investment: £20,000



About the FlyingStart Programme

This 12-month business start-up programme for new entrepreneurs is delivered by the NCGE and supported by the UK Government's Department for Business, Innovation and Skills (BIS). An intensive three-day residential training course is followed by 12 months of specialist mentoring and support. The aim is to have 60% of all graduates trading within one year. FlyingStart ensures all new graduate businesses have a ready-made national and regional network, a dedicated mentor, appreciate the 'know-hows and know-whos' of practical