

flyingstart



Name: Jack Forester
Age: 28 years
Business: Ground Zero Ltd (from 2006-2008)
Service: Event production agency
Website: www.groundzeroevents.co.uk
University: Southampton Solent University

Description of business:

Jack started his first company, Ground Zero Ltd in 2006 and organised a number of highly successful action sports events in Brighton, sponsored by brands including Sony PSP and Nike 6.0 and received coverage on Channel 4 and the Extreme Sports Channel. Ground Zero was a specialist marketing consultancy that produced cutting-edge events for the youth and action sport sectors. Jack also set up YES Network, a series of networking events aimed at empowering young people featuring talks from successful entrepreneurs.

Jack decided to dissolve Ground Zero in mid 2008 and took a gap year. He now plans to launch a new company in London soon.

At a glance....

Graduated:	2004
Started Trading:	2006
Investment:	£300
Turnover:	£40,000 (2yrs)

Business achievements/awards:

- Winner of The Best Young Entrepreneur Award at the Brighton & Hove Business Awards 2007.
- Clients including Vauxhall, South East England Development Agency (SEEDA), Vans, Sony PSP, B-Boy, Nike 6.0, Ubisoft, Northbrook College, The Army, Brighton & Hove City Council, Extreme Sports Channel, N Power Urban Cricket, Urban Chaos, Everyprint, Unit 1 Skatepark and Evolve.

Jack Forester on how FlyingStart has helped:

'FlyingStart was a huge help in providing me with contacts, inspiration and essential business skills. Although I did not pursue the original idea that I took to FlyingStart, I was still able to apply all of the things I had learned to my new business. FlyingStart gives you the opportunity to network with all manner of ambitious and successful people and I would recommend it to anyone who thinks they might have what it takes to become an entrepreneur.'



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' 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 business, and understand how to make money.