

Wildfire

We are re-launching the www.spreadlikewildfire.org website. Wildfire will foster a culture of enterprise and develop a pipeline of new businesses to support growth in the region by helping young people develop their skills, promote their businesses, and access support and information.

Wildfire can make a difference in stimulating an enterprise culture. It is designed to:

- ▶ **help bridge the gap between enterprise and young people by getting their ideas off the ground,**
- ▶ **lift young people's aspirations, confidence and self belief and;**
- ▶ **prepare young people to engage in more formal business support.**

How we do it

Wildfire will be built around the needs of young people and will leverage support from business advisers, mentors, enterprise ambassadors, champions, careers advisers and volunteers to deliver high quality start-up advice face-to-face, over the phone and online.

The site has a vast array of resources: news, events, case studies, videos, checklists, and guides to keep young people informed and help them progress their ideas.

Benefits

- ▶ **motivates young people to pursue ideas and make them happen,**
- ▶ **a source of inspiration, support & guidance,**
- ▶ **provides access to local entrepreneurs / mentors / business advisers who understand the needs of individual communities and provide bespoke support,**
- ▶ **a captivating 'Wildfire' brand,**
- ▶ **informed by current labour market information,**
- ▶ **provides opportunities to leverage investment to support young entrepreneurs.**



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