

Go! London Young Entrepreneurs Start Up Programme



Guidance for applicants: Cohort 3



school for
social
entrepreneurs

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About the Programme

What is it?

The [Go! London Young Entrepreneurs Start Up Programme](#) empowers Londoners aged 16-24 to grow innovative enterprises that tackle barriers to young people accessing sport.

This is the third cohort of this programme with cohorts one and two already well on their way to making their enterprises a success!

In this third and final round of this programme, we are particularly interested in receiving applications from young people with innovative ideas that will create change or disruption in the sports sector.

In this cohort:

- **Incubate!** 30 young people will get help to develop their business idea, through workshops and support.
- **Grow!** 10 of those young people will be chosen to go further and receive a year-long programme of support, plus a grant of up to £15,000.

The programme aims to give you the best possible chance of success, through access to support, learning and funding. The programme will equip you with the knowledge, skills and networks to start and grow your business now and for the future.

Who are we?

The **Go! London, Young Entrepreneurs Start Up Programme** is funded by the Go! London Partnership and delivered by the School for Social Entrepreneurs (SSE).

About Go! London - The biggest community sport fund in the capital, supported by The Mayor of London, London Marathon Foundation and Sport England in collaboration with London Marathon Events and London Sport. This is a new £19.5 million partnership which aims to build a fairer London, support sport and physical activity in London, and help children and young people access sport and physical activity.

For more information, visit: [About Go! London | Go! London \(golondon.org.uk\)](#)

About SSE - SSE was founded in 1997 by Sir Michael Young. We work with around 1000 social enterprises a year, helping leaders to start, scale and strengthen organisations that make a positive difference. But we're not a traditional school. Learning with SSE is inspiring, action-based and accessible - no textbooks.

For more information, visit: <https://www.the-sse.org/about-school-for-social-entrepreneurs/>

Who can apply?

We really want to hear from you, if:

- You are between the ages of 16 and 24 and have the right to work in the UK.
- You live in London.
- Your project will create change in the sports sector, offering new and innovative solutions to increase young people's access to sports or physical activity.
- You haven't yet set up your business or project or it is at an early stage.

Your project will be usually less than two years old and have an income of under £15,000. (There may be some exceptions. Talk to us if you are not sure)

Please note that this support is for young people who are setting up their own businesses. The young person must be a founder or leader in the business. Please don't apply if you are aiming to raise funds for an existing established organisation.

We want to support young entrepreneurs who have an innovative solution to a barrier or problem stopping young people from accessing sport.

Here are some examples of the type of projects we might support:

- You have created an app that shows free and paid-for local sports initiatives across London that allows businesses to register and people to search and apply for those initiatives.
- You have started a sports clothing brand that removes barriers to sports participation and helps more young people engage in physical activity.
- You have an idea to work with AI to increase physical activity in the capital.
- You have come up with a new product to change the way people engage with sports - this could be kit, footwear or something else!
- You've started a local sports league and will hold events targeting young people who don't usually get involved with sports due to cost, disability or for cultural reasons.
- You have a plan to run outdoor activities like hiking, biking, and sports events for young people to connect with nature and with each other.

Priorities:

- Projects targeting beneficiaries in London will be prioritised.
- We want to hear how your idea is different from what is already out there! We will be prioritising applications which can explain how your idea is innovative and new.
- We welcome applications from all young Londoners aged 16-24, particularly those from underserved communities, those who are from Black and minoritised communities, disabled people, LGBTQIA+ people and young people outside of mainstream education.

The Learning Programme

The Go! London Young Entrepreneurs Start Up Programme will work with young Londoners, aged 16-24 years old, who want to start and grow enterprises offering innovative solutions to the barriers which get in the way of young people accessing sport. To apply for this opportunity, [submit an expression of interest here](#).

Incubate!

30 young people will get the opportunity to develop their business idea, through workshops and support.

Our incubator support will offer 30 young people the chance to:

- Articulate their organisation's vision, mission and values and help structure an initial business plan with 1:1 support from experienced SSE learning facilitators.
- Develop entrepreneurial and leadership skills with five workshops.
- Learn how to pitch business ideas.
- Meet likeminded young entrepreneurs.

At the end of the Incubate! Programme, up to 20 young people will be selected to pitch for a place on the full Grow! Programme and to receive the grant. Support will be given to help you to make your pitch.

Grow!

Following the pitching event, 10 people will receive a year-long programme to support them with their enterprise, including:

- 14 **study days** delivered online and in-person between October 2025 and October 2026 including
 - four delivered by **Bayes Business School**
 - four **peer coaching sessions**: a smaller group with a trained facilitator, designed to support leaders to learn from one another.
- Funding for your start up plans with a **grant of up to £15,000**.
- Two x **1:1 Action Clinics** - with our entrepreneurship team.
- Access to resources via our **virtual learning platform**, the SSE Community
- Support from an **experienced business mentor** - to help you to develop your venture.
- Access to a **diverse network of social entrepreneurs** and the chance to collaborate and build a relationship with SSE and its wider Fellows' network.
- A celebration of your achievements at the **graduation event**.

Topics we will cover on the programme will include:

- Developing your business model
- Becoming Social Strategic Leaders
- Developing your social or environmental impact
- Setting up your organisation using a suitable legal structure
- Keeping a work/life balance
- Income generation
- Marketing and social media
- Building confidence in your leadership skills
- Measuring Impact
- Problem Solving
- Digital capabilities and business

Our learning managers are expert facilitators so they will flex the learning to ensure everyone's needs are met.

The programme at a glance



Learning Sessions

Covering themes such as setting up your business, legal structures, business plans, social/environmental impact, and leadership skills.



1:1 Mentoring Sessions

Each person will be paired with an inspiring business mentor to help them develop their venture.



Small group coaching

These are small groups working with a trained facilitator to find ways of overcoming challenges and problem solving.



Peer Support

SSE's cohort-based approach creates strong peer bonds. 80% of SSE Fellowes ('alumni') are still in touch with other Fellowes post programme.



Networking

Participants will grow their networks via learning sessions, events, and mentoring



Funding

Funding for your start up plans with a grant of up to £15,000.

Programme dates and location

Incubate!

In July - September 2025, our incubator support will offer 30 young people the chance to refine their idea and prepare to pitch for a full place on the learning programme.

These are the provisional dates which may be subject to change:

Incubate sessions	Format	Date and timing
Session 1	Online	3 rd July - 6 - 8pm
Session 2	In person	9 th July - 10am - 4pm
Session 3	Online	22 nd July - 6 - 8pm
1 to 1 support	Online	19 th - 28 th August, times variable
Practice pitch days	In person	10 th or 12 th September, 10am - 4pm

Following the sessions three sessions, you will be able to book a 121 slot with your facilitator and will then be invited to deliver your pitch and receive feedback at an informal practice pitching event.

Up to 20 participants will then be selected to deliver a final pitch at the end of September (date TBC) to a panel of judges for a place on the programme and grant of up to £15,000.

We will guide you through all of this, supporting you at every step.

Grow!

Following the final pitching event, 10 young people will be invited to take part in a year-long programme with a grant of up to £15,000.

The year-long learning programme will take place both in-person and online. All in person dates are 10am - 4pm and will be held at a central London location (venue details will be shared nearer the time of delivery). All online study days are 9.30am - 1.30pm via Zoom.

These are the provisional dates which may be subject to change:

Session	Format	Dates
Study day 1	In person	9th October 2025
Study Day 2	Online	6th November 2025
Study Day 3	In-person at Bayes Business School	28th November 2026
Study Day 4	In-person at Bayes Business School	15th January 2026
Study Day 5 - Peer coaching	Online	27th January 2026
Study Day 6	In-person at Bayes Business School	26th February 2026
Study Day 7	In-person at Bayes Business School	26th March 2026
Study Day 8	Online	16th April 2026
Study day 9 - Peer coaching	Online	30th April 2026
Mid-point 1:1	Online	1st May - end of June
Study Day 10	In person	2nd July 2026
Study Day 11	Online	23rd July 2026
Study day 12 - Peer coaching	Online	10th September 2026
Study Day 13	In person	17th September 2026
Study Day 14	Online	1st October 2026
End point 1:1	Online	1st - 31st October 2026
Celebration Event	In person	End Oct 2026

Interested? [Submit your application here.](#)

The grant

Go! London Young Entrepreneurs Start Up programme participants will receive a grant of up to £15,000.

You can claim £5,000 grant at the start of the programme and then work closely with a grant manager to claim the remainder of the balance during the programme. You will need to attend 80% of the programme to draw down your entire grant.

You can use the grant to support the development of your business, to support young people to access sport in London. Some of the grant may be used to pay yourself to give you time to come to the learning programme and work on your project and to support the development of your project.

You will have a dedicated grant manager throughout the year, who will support you with questions about your grant and how you can spend it, as well as help you set up your finances, banking and record keeping.

What can I spend the grant on?

Our intention is to be flexible as possible about how you spend the grant, but it must be used to support your learning and to put that learning into practice through developing your social enterprise.

✓ Do spend your grant on...	✗ Don't spend your grant on...
Activities and costs to do with setting up and running your project, including:	Things not related to your business (but you can pay yourself a salary).
Paying yourself or others to develop your project and to attend the learning programme.	Assets over £1500 in value, including refurbishment of buildings or purchase of vehicles unless agreed with us.
Costs of running activities or piloting new work.	Work that has taken place before the grant was awarded.
Marketing and publicity: e.g. developing a website.	Costs associated with the application or interview.
Travel and subsistence costs, including for attending the programme.	Academic qualifications or driving lessons.
Insurance costs, DBS checks	
IT equipment	
Sports kit and merchandise	

Grants to 16- and 17-year-olds

We welcome applications from 16- and 17-year-olds, however as 16- and 17-year-olds cannot hold business bank accounts we will work with you to help you identify a responsible person who will hold the grant on your behalf.

Making an application

Apply by 1pm Thursday 8th May 2025.

Complete a short application form to apply for this programme. It is a short form, and there is an option to complete some sections using voice recordings. We will then contact you for a short 20-30-minute chat with one of our team so we can get to know more about you.

Ready to Apply?

- Make sure you have read all the guidance in this document
- Consider attending an information session, where you can ask questions (more info below)
- **Please use our online [Application form](#) to apply for your place on the programme.**
- You can look through the whole form before you fill it out if you want to check out the questions in advance. You can also save the form and return to it at a later date.
- When you've completed all the questions and clicked 'Submit', you will be redirected to our equalities monitoring form and you will also receive a copy of your application by an email. Check your junk folder if you can't find the email.

Please don't submit your application after **1pm 8th May 2025** as it will not be considered. Under exceptional circumstances, we may give approval to submit your late application. To arrange this, you must email golondon@sse.org.uk ahead of the deadline.

Application support: If you need help with your application, have difficulty filling in forms for any reason, or need one-to-one advice about applying, please contact Kate Hanley at golondon@sse.org.uk or on 020 3905 3537.

Information sessions: You can find out more about the programme and have the opportunity to ask questions at one of our information sessions:

- Wednesday 2nd April at 12pm - <https://zoom.us/meeting/register/OTTE0QTRTrCaskIpHpZU4Q>
- Wednesday 30th April at 5pm - <https://zoom.us/meeting/register/Apnxx4cLQRe5EILtX7iDQA>

Accessibility and our commitment to inclusion

We recognise that discrimination of all sorts infiltrates every part of our society, and we are working hard to counter that wherever we find it. To that end, we actively encourage applications from people of all faiths, gender identities, sexual orientations, economic circumstances and backgrounds, as well as those from Black and minoritised communities and disabled people. No educational qualifications are needed to join our programmes.

We want our programmes to be as accessible as possible. If you require reasonable adjustments, including financial support, in order to take part in an interview or to participate in the programme due to a disability, caring responsibilities or any other reason, you will be able to provide details in the application form or contact us by phone or email to discuss further.

Complaints

If you wish to make a complaint about any aspect of the running of the programme, SSE has a complaints procedure which is available [here](#).

Frequently Asked Questions

1. Can I apply if my organisation is based outside of Greater London?

No, this programme is specifically aimed at young entrepreneurs who are from Greater London.

2. Can I apply if I have been on an SSE programme before or am currently on an SSE programme?

You can apply if:

- You have attended previous SSE programmes or are currently on an SSE programme which will finish before July 2025.
- You have applied to SSE before and were unsuccessful.

3. What if I have particular needs, which may prevent me from fully taking part in the learning programme?

We are keen to enable people with disabilities and other access issues, to join our programmes. There is a separate small fund held by SSE to enable students who have particular needs to access the programme. This will be discussed individually with participants. If you have specific needs and would like to speak to someone about this, please contact **Kate Hanley** who can put in touch with a member of the team who could support (golondon@sse.org.uk or 020 3905 3537)

4. Can I apply for this programme if I have criminal convictions?

Some of our SSE Fellows have been people who have had criminal convictions, some of whom have used their experience in prisons to make a difference to the lives of ex-offenders. You do not need to let us know about previous convictions unless they are relevant to your application.

If you have unspent convictions for fraud or any convictions which may affect your ability to run your business, including working with children, young people or adults who are vulnerable, you must let us know, as we may do checks during the application assessment.

5. What about Data protection?

SSE has a [Data Protection Policy](#). We are committed to protecting your personal information and acting in accordance with your rights under the Data Protection Act 1998. We may need to share your information in order to undertake assessment of your application, statistical analysis, research and monitoring, compliance and regulatory reporting and fraud prevention. We may share your information

- with our funders
- with our agents or subcontractors for operational reasons
- with other agencies in order to assess your application
- with others for the purpose of compliance and regulatory reporting and to confirm your identity for money laundering purposes and fraud prevention
- if compelled to do so by law.