

# TwinklHive launches new business programme to support aspiring entrepreneurs

A business programme has been launched by the Sheffield-based business accelerator [TwinklHive](#) to help people turn their entrepreneurial dreams into a reality.

TwinklHive is offering a free programme to equip aspiring entrepreneurs with the skills they need to launch their first business venture and help them pursue entrepreneurship as an alternative career path.



During the 10 week course, participants will be guided through the fundamental aspects of starting a business, from identifying customer pain points and testing prototypes, right through to creating a solid business model and delivering a winning pitch.

Starting on 16th March 2021, the TwinklHive Business Programme is open to people across the UK aged 16 and over and offers flexible

learning options to suit all needs. This includes access to recorded sessions and activities, along with virtual 'drop-ins' for extra support.

Sessions will be delivered by TwinklHive team members who can offer a wealth of both knowledge and experience to participants, including a specialist Innovation Team and Business Intelligence Unit.

TwinklHive was created by Sheffield educational publisher, [Twinkl](#), at the end of 2019 with the aim of helping mission-led start-ups to scale. The business accelerator has contributed to the sustainable growth of 10 start-ups, despite being only a year old itself.

Founders of these start-ups will also contribute to the course, giving participants the opportunity to meet and learn from other successful entrepreneurs.



**Jonathan Seaton, CEO and Co-founder of Twinkl and Director of TwinklHive, said:**

*“The people behind the TwinklHive Business Programme, including myself, know how challenging but also how rewarding the early stages of developing a business can be and we’re excited to offer a programme where people can learn directly from our experiences.*

*“The exposure offered on the programme will help participants to kick start their own entrepreneurial journey, letting them develop the skills, knowledge and confidence to launch their own mission led start-ups. TwinklHive was created to support businesses that are set to make a difference to others and we hope that this programme will be an extension of this and help aspiring entrepreneurs, whatever stage they are at.”*

The course is designed both for individuals at the very beginning of their entrepreneurial journey, as well as for those who already have a business idea in mind, and registrations for TwinklHive Business Programme are now open [online](#).

Participants who successfully complete the programme will have the opportunity to pitch their final concept to the TwinklHive team for feedback. Those aged between 18 to 22 years old will also be further invited to pitch for the business accelerator’s scholarship scheme.

After a successful launch last year, the [TwinklHive Scholarship scheme](#) is a full-time position that runs for six months and provides successful applicants with a grant of up to £40,000. The scholarship schemes second cohort starts in September 2021, with applications opening in May.

For more information on the TwinklHive Business Programme or Scholarship scheme, please email [hive@twinkl.co.uk](mailto:hive@twinkl.co.uk) or visit the [event page](#).

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**For media enquiries please contact [media@twinkl.co.uk](mailto:media@twinkl.co.uk) or call 0114 212 3007**