

F4S



Ignite

inspiring Scotland's entrepreneurs of the future

Programme guide

Welcome

We're excited to introduce you to **Ignite**, a new learning programme for all Scottish high school students, supported by the Scottish Government's Entrepreneurial Education Pathways Fund and the Scottish business community.

In this guide, you'll find everything you need to make the most of the programme.

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The innovators of tomorrow are in the classrooms of today

Scotland's National Strategy for Economic Transformation is rooted in a strong vision of becoming a world-class entrepreneurial nation.

This future rests with young Scots wanting to become entrepreneurs or applying the entrepreneurial mindset of problem solving, creativity, and adaptability to everything they do.

While many young people are interested in entrepreneurship, it often doesn't feel like a realistic ambition:

57%

of young people can't name an entrepreneur they relate to

81%

can't name a single female entrepreneur

60%

believe they don't have the skills and knowledge to start a business

‘If they can see it, they can be it’

Relatable role models can be a critical catalyst in inspiring young people to pursue new career paths and improve their life chances.

Research shows that young people who encounter four or more role models in school **lower their chances of becoming NEET.**

82% of students who participated in F4S role model encounters felt they **better understood their career pathways** and were inspired to learn new skills.



Ignite introduces students to the stories of relatable entrepreneurs from across Scotland and a range of backgrounds, industries, and experiences.

We want **every student** to have an entrepreneurial role model they can look up to.

Inspiring stories in a flexible, easy format



Weekly content

You'll receive a new learning module every week. Watch with your students the week they arrive, or catch up when it works for you.



Engaging videos

Each module features a set of interviews with entrepreneurs (each about 15-20 minutes). You can watch these with your class or assign them as homework.



Lesson plans

The videos are supported by an adaptable lesson plan, including discussion questions, a short activity, and a presentation with all the necessary resources.



Weekly challenge

Each week, we'll also set an easy-to-administer challenge. This homework assignment helps your students apply the learnings from the entrepreneurs' stories. Those who complete the challenges can get recognition - see page 9.



CPD support

Weekly guides like this one provide resources to help you deliver the programme and build your skills in enterprise education.

Example experiences & outcomes

- I can explain what it means to be an entrepreneur and understand that anyone, including me, can develop the mindset and skills to start something new.
- I can identify examples of entrepreneurs from different backgrounds and recognise that entrepreneurship is for everyone.
- I can describe the key steps involved in starting and growing a business, from developing an idea to turning it into reality.
- I can use curiosity to explore new ideas and apply innovative thinking to solve problems.
- I know that businesses grow by solving problems, meeting people's needs, and adapting to change.
- I have reflected on how entrepreneurs learn from mistakes and stay motivated when faced with challenges.
- I am inspired about the idea of entrepreneurship and feel ready to learn more.



Example weekly themes

Week	Theme	Key skills
WEEK 1	Who can be an entrepreneur?	Self-confidence and belief
WEEK 2	Where do business ideas come from?	Problem solving, curiosity
WEEK 3	How do you know if a business idea is a good one?	Experimentation, analysis, testing
WEEK 4	How can you solve societal problems through business?	Social responsibility and citizenship
WEEK 5	How are great brands created?	Creativity, storytelling, personal branding
WEEK 6	How can you build a business if you don't have money?	Financial literacy, adaptability, budget management
WEEK 7	How do entrepreneurs keep going amidst challenges?	Resilience and adaptability
WEEK 8	How can you get started?	Planning, taking action

How to make the most of this programme

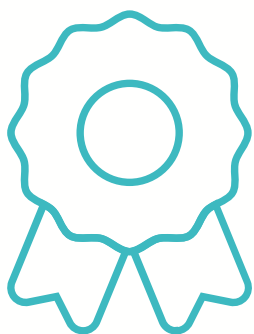
We've designed Ignite to be fully flexible, allowing you to use it in a way that best suits you and your students.

Here are some ideas of how to bring the programme to life in your school. If you need support, just let us know!



- Embed the videos and activities into your lessons
- Assign the videos as homework, then have short discussions in class
- Hold whole-school assemblies focused on entrepreneurship
- Use to support after-school entrepreneurship clubs
- Show during lunch hours

Get rewarded for participating!



Ignite comes with several exciting recognition opportunities:

Earn a certificate of participation

Simply watch 6 or more of the entrepreneurs' stories with your students.

Get recognised in our Challenge

Submit your students' responses to the challenges each week.

We'll share them on our Ignite challenge board - where different schools can be inspired by each other.

We'll select one school each week for a special recognition and prize!

Meet the founders

This programme, will introduce your students to a range of dynamic people building incredible businesses across Scotland. Here are just a few of them:



Amee Ritchie co-founded S'wheat Bottle in uni with no financial backing or previous business experience – just a passion for change and a goal of reducing plastic waste. She is now 26 years old and S'wheat has grown into a global brand, partnering with companies like Aston Martin and Google. But for Amee, it's not just about building a business—it's about creating a positive impact for both the environment and the people around her.



Dr. Yola Jones is the Chief Technology Officer and co-founder of Seluna, a diagnostics software company that's changing how pediatric sleep disorders are managed. With a background in artificial intelligence and software engineering, she's passionate about using AI to make healthcare faster, more efficient, and fairer.



Mark Scott co-founded pet food brand Bella & Duke after his dog Morph was diagnosed with cancer. He searched for ways to help Morph battle against it and was amazed at the impact a raw diet had. This inspired him to start his business, Bella & Duke. The company has since been recognised as a Sunday Times' Top 100 Fastest Growing Business and now has a team of 140. Mark has also been recognised as an EY Entrepreneur of the Year.



Renuka Ramanujam is the founder of HUID, an Oban-based biotech start-up with a focus on using onion waste to create surfaces that can replace plastic food packaging. She is the winner of the Innovate UK Scotland Launchpad, the Young Innovators Award, and the Scottish Edge Young Edge award.



Tynah Matembe was named Scotland's most inspirational female fintech leader in 2019, having founded financial literacy app MoneyMatiX in response to the pressing challenges she noticed in the world: limited financial literacy, stark income inequality, and persistent youth unemployment. She is dedicated to enabling others to better understand how they can pull their financial affairs together to foster stability and long-term prosperity.



Federico Charosky was inspired to go into computer science through gaming as a teen. He founded Quorum Cyber in Edinburgh in 2016 with a mission to help good people win. Quorum Cyber defends teams and organisations across the world and across all sectors against cyber-attacks. Today, over 400 people work for Federico's business in the UK, US, Canada, and the UAE.



Darina Garland started her career in education then co-founded Ooni Pizza Ovens, bringing pizza joy to people all over the world and counting Beyoncé, Barack Obama, Drew Barrymore, and millions more as fans. Ooni has won multiple business and design awards and was listed 7th in the UK and 1st in Scotland for the Virgin Sunday Times Fast Track companies. Ooni is headquartered in Scotland, with teams in Texas, Germany, and China.

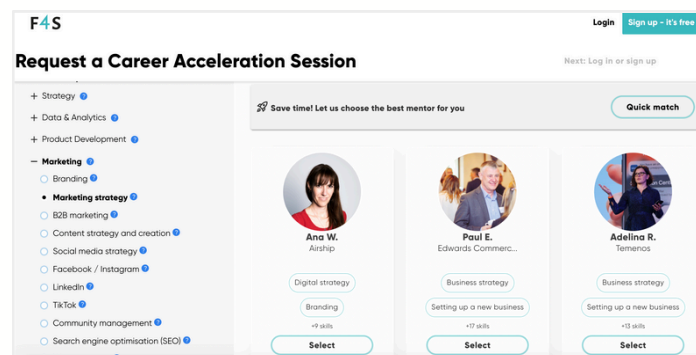


Leah Hutcheon's first job out of school was playing a cartoon character on Blackpool Pier. After studying at Edinburgh University, she embarked on a career in theatre and magazine editing. Frustration with booking appointments at a local hair salon eventually led her to create Appointedd. Her award-winning technology now powers bookings globally for industry-leading brands such as Charlotte Tilbury, Lego, and Clarks, and Leah was named the NatWest UK Small Business Entrepreneur of the Year.

Invite entrepreneurs to come to your school

Ignite is initially an eight-week programme, but our support goes way beyond that. We are a community of thousands of volunteers from the business community committed to accelerating students' career development.

Via our easy-to-use platform, you can search for role models and easily invite them to present to your class or take part in career events.



1. Tell us what you'd like a volunteer to speak about
2. Search volunteers' profiles (or let us choose speakers for you)
3. Invite them to speak!

It's all managed through your personal dashboard.
Get started now! [Find a volunteer](#)

Need help?

We're thrilled to have you in the Ignite programme, and excited to work together to enable your students to fulfill their potential as entrepreneurial leaders.

Together, we will enable the future of Scottish innovation.

We've designed this programme to be easy to use - but please know that we're always here to support.

Get in touch anytime!

contact@f4s.org.uk



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