



Press Release from Bournemouth University

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University 'Apprentices' rise to Enterprise Boot Camp challenge

Enterprising students hoping to become the Alan Sugars of tomorrow will be put through their business paces this week at an Enterprise Boot Camp, hosted by Bournemouth University.

This exciting enterprise 'derby' on Wednesday and Thursday, 18-19 November, will bring together 25 entrepreneurial students from Bournemouth, the University of Portsmouth, the University of Southampton, Southampton Solent University and the University of Winchester to pit their business acumen and entrepreneurial skills against each other for a share of the £2,000 prize.

Working in mixed-institution teams, the students will be set 'Apprentice'-style challenges to find solutions to real business problems. Like the participants in the hit reality TV show, the students will have little time to waste as they test their teamwork and problem-solving skills over the two days.

Wednesday evening (18 November) the Camp will welcome Tristram Mayhew, MD and Founder of 'Go Ape!', the high-wire adventure company. Mayhew will share his own entrepreneurial insights during a talk entitled 'Origin of the species: The highs and lows of becoming an on-tree-preneur!' He will also set the students a mini challenge of his own with the winners decided via a live vote during the Wednesday evening event.

The Camp, now in its fifth year, is entirely funded by the participating universities with sponsorship from Business Link and the Hampshire Economic Partnership. The Camp coincides with Global Entrepreneurship Week. (16-22 November 2009) a national celebration of enterprise with thousands of events and activities happening across the UK.

Ends

Notes to editors:

1. Journalists and photographers are welcome to attend sessions of the Enterprise Boot Camp 2009 by prior arrangement with the Bournemouth University Press

Office. Please email: press@bournemouth.ac.uk or telephone (01202) 961032 / (07768) 771870 to make arrangements.

2. For further information on Global Enterprise Week, please visit www.enterpriseweek.org.uk
3. The Enterprise Boot Camp travels to a different university in the region each year. Winchester kicked off the series with the very successful 2006 Enterprise Boot Camp. In 2007, the baton was passed to Portsmouth and in 2008 the Camp was hosted by Southampton Solent.

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