



Step Up Program Business Plan

Empowering early-stage entrepreneurs and artists

Executive Summary

The Step Up Program, an initiative by Eat Up Charity, is designed to empower early-stage entrepreneurs by providing **free office and art space** for the first three months. Located in Russell House, the program fosters collaboration and significantly reduces startup overheads. After the initial incubation period, eligible businesses transition to a rent model. Successful ventures then receive support to scale their operations, creating a seamless pathway from grassroots entrepreneurship to professional business environments. This supports inclusive economic development.

Program Structure

Phase 1: Incubation (Months 1–3)

- Free office and art space in Boswell House
- Access to shared resources.

Mission:

Empowering startups without the burden of overheads.

Goal:

Validate business ideas that qualify for Phase 2.

Phase 2: Month four pays back and helps new businesses in month one.

- Continued access to community and networking

Mission:

Incubated business enters responsibilities of running a business.

Goal:

Validate business ideas that qualify for Phase 3.

Phase 3: Ongoing

- Continued access to community and network
- Build on the first six months experience move the business forward.

Mission:

Businesses are healthy and in profit.

Outcome:

New starts become home grown talent. *Eat Up fulfills its charity aims and objectives.*

Application & Onboarding

To apply, please email Russell.House@eatupcharity.online. Selection is based on **sustainable business ideas**. Successful applicants will undergo an onboarding process to integrate them into the Boswell House office space.

Marketing & Outreach

Our visual campaign will use a 5-panel structure to effectively communicate the program's benefits:

1. Step Up banner in an empty, inviting office space.
2. Entrepreneurs actively collaborating in a shared workspace.
3. A vibrant community scene showcasing networking opportunities.
4. Clear terms outlining the transition to Phase 2..
5. Providing a more stable professional setting office space use.

Call to Action: Ready to Step Up? Apply today!

Financial Model

The financial model for the Step Up Program is structured as follows:

- **Months 1–3:** No income from tenants. Costs are covered by Eat Up Charity, demonstrating its commitment to supporting early-stage ventures.
- **Month 4 onward:** Phase 4 supports Phase1 business. A general will of interaction.

Impact Goals

The Step Up Program aims to:

- Support **startups per and Art Projects**, providing crucial resources and mentorship.
- Create pathways from grassroots entrepreneurship to professional business environments, bridging the gap for aspiring business owners and artists.

Summary

The Step Up Program offers early-stage entrepreneurs and artists a unique opportunity to incubate their ideas with free office space and community support. With a clear pathway to professional growth in month four onwards.