

CAROLINE DREWETT

SETTING UP A BUSINESS  
WITHOUT START-UP CAPITAL

STARTING UP - THE  
EASY PART

# THE COMPANY

COAST TO COAST EDUCATION



*“Traditional British sports in world class facilities”*



*Coast to Coast*  
*Experiences to last a lifetime*

**A FULLY RESIDENTIAL EASTER  
CAMP FOR CHILDREN AGED 10-14  
RUN BY COAST TO COAST EDUCATION**

HARROW INTERNATIONAL SCHOOL,  
HONG KONG,  
MARCH 26 - APRIL 2, 2016  
PLACES EXTREMELY LIMITED

# INTERNET AND SOCIAL MEDIA EFFECTS

- 15% TRACKED
- INCREASED COMPETITION
- GENUINE

Metrics	2010	2014	% Change
Hits/visits/page views	47.6%	60.7%	+28%
Number of followers or friends	24.0%	45.0%	+88%
Repeat visits	34.7%	38.7%	+12%
Conversion rates (from visitor to buyer)	25.4%	31.3%	+23%
Buzz indicators (web mentions)	15.7%	24.2%	+54%
Sales levels	17.9%	16.8%	-6%
Product/service ratings	8.2%	14.0%	+71%
Customer acquisition costs	11.8%	13.7%	+16%
Net promoter score	7.5%	12.8%	+71%
Revenue per customer	17.2%	12.5%	-27%
Text analysis ratings	6.6%	11.7%	+77%
Customer retention costs	7.7%	6.3%	-18%
Abandoned shopping carts	3.8%	6.0%	+58%
Profits per customer	9.4%	6.0%	-36%

HURDLE ONE

SOCIAL STIGMA

HURDLE TWO

FINANCE



# GROWTH

- Losing control
- Trusting others
- Overhead expenses - transport and expenses

CONTROL VS FUNDING





# CROWDFUNDING - THE BENEFITS

- Expertise from external sources
- Publicity
- Cash injection
- Reduced risk
- Pre-sales to test the market

- No debt to banks
- Full control of the company
- 100% profit
- True quality and service

KNOWING THE  
MARKETS



Flexibility  
Quality

QUESTIONS

CAROLINE DREWETT