

Scaling Preparedness: Green Tech Startup Growth Skills Bootcamp

An interactive 9-week programme to empower individuals to develop the leadership, management, and business skills needed to build and scale a high-growth company while driving meaningful environmental impact.

**Contact us:
0117 3286303
Bootcamps@uwe.ac.uk**



Contents

3-4	Equipping Green Tech Founders to Lead Sustainable Scale
5	Who is it for?
6	What will I learn?
7-11	Session Outline
12	What is my Commitment as a Learner?
12	What is my Commitment as an Employer?
13	Programme Dates and Fees
14	Funding Eligibility

Equipping Green Tech Founders to Lead Sustainable Scale

The green tech sector is central to the West of England's ambitions for a low-carbon, innovation-driven economy. From clean energy to sustainable agriculture and environmental AI, these businesses are not only tackling the climate crisis — they are creating jobs, attracting investment, and shaping the future of our region's economy.



Yet while green tech startups are thriving at early stages, the next phase - scaling - brings complex challenges. Rapid growth requires more than a good idea. It demands strong leadership, strategic focus, and scalable systems.

Equipping Green Tech Founders to Lead Sustainable Scale

The Green Tech Startup Growth Skills Bootcamp is designed to meet this need. It provides entrepreneurs and emerging leaders with the tools, confidence, and capabilities to manage scaling, attract and retain talent, reach new markets, and deliver meaningful climate impact.



Our 9-week, 90%-funded programme

By investing in the skills of these leaders, we're investing in the future resilience, growth, and sustainability of one of the region's most vital sectors.

If you're ready to lead your green tech venture into its next phase of growth - this Skills Bootcamp will help you get there.

Who is it for?

Aspiring scale-up leaders in green tech

This Skills Bootcamp is specifically designed for **founders, entrepreneurs, and senior team members** working within the green tech sector.



Benefits to you as an individual

- Strengthen your leadership and business skills to confidently guide your startup through growth and change
- Build practical knowledge in sales, marketing, HR, and strategy that you can apply immediately
- Learn how to structure and scale your business sustainably while staying aligned to your climate mission
- Grow your peer network through collaboration and shared learning with other green tech leaders
- Boost your career prospects with a digital credential from UWE Bristol and enhanced professional credibility

Benefits to the employer

- Equip your leadership team with the skills needed to scale effectively and responsibly
- Accelerate business growth through improved strategic planning and operational systems
- Retain talent by investing in leadership development and management training
- Gain access to tools, frameworks, and mentoring that can be embedded into your wider organisation
- Strengthen your business's role in the green tech ecosystem and increase visibility for investment and partnerships

What will I learn?

Through this Skills Bootcamp, you will build the core skills to scale a green tech business, including:

Strategic leadership and decision-making

Sales and marketing for new markets

People and team management

Financial and operational planning

Effective communication

AI and process automation

Programme Structure

Live sessions



The programme is delivered through 9 full-day tutor-led interactive sessions, which will walk you through the different aspects of startup growth and provide you with tools and techniques to implement immediately into your business.

Mentorship and 1:1 support



You'll have access to mentorship from industry experts to provide a space to discuss personal experiences and learning as you utilise your new skills and evaluate their impact. Additionally, our Skills Bootcamp Team will be there to support you throughout the programme.

Peer network



Access to a peer network and industry contacts through the live sessions and roundtable discussion.

Developing an action plan



You'll develop an individual action plan to explore your goals, apply your learning and develop a clear roadmap to achieve them.

Session Outline

Session 1

IN-PERSON

Onboarding, introduction, course overview, learning objectives, gather key data:

In this introductory session, you'll meet your fellow learners, get familiar with the programme structure, and explore how the Skills Bootcamp will support your growth journey. We'll run through the key systems and platforms you'll be using and set shared expectations. This session also marks the start of your personal development planning, as we begin capturing key data to tailor your experience.



Session 2

ONLINE

Sales and Marketing Management: Entering new markets and growing sales Market expansion strategies and prioritisation (part 1)

This session explores how to identify and prioritise new market opportunities to support business growth. You'll learn how to refine your value proposition for different customer segments, assess competitor positioning, and adapt messaging for diverse audiences. By the end of the session, you'll have a clearer picture of where your green tech product or service fits - and how to approach market expansion with confidence.

Session 3 ONLINE

Sales and Marketing Management: Entering new markets and growing sales Market expansion strategies and prioritisation (part 2)

This session focuses on building scalable sales systems that support sustainable growth. You'll explore how to design and refine your sales process, improve conversion at each stage, and embed customer feedback loops to drive product improvement. We'll also cover how to use analytics to measure success, reduce churn, and increase customer lifetime value.



Session 4 ONLINE

HR and People Management: Scaling the Team

As your business grows, so does the need for strong team structures and effective leadership. This session covers how to design your team for scale, recruit and retain talent, and implement clear roles, responsibilities, and policies. You'll also explore how to manage performance, set objectives, and create a culture that supports your business values and long-term goals.

Session 5

IN-PERSON

Embedded learning into Practice: Overcoming Barriers and Challenges

This reflective session gives you space to apply what you've learned so far to real-world business challenges. Using LEGO® Serious Play, you'll visualise common barriers to growth and experiment with creative problem-solving techniques. You'll review your action plan and set personalised, practical goals to help embed your new knowledge into your role and business strategy moving forward.



BREAK WEEK

Session 6

ONLINE

Strategy Management: Leadership and Strategic Alignment (part 1)

In this session you'll explore how as a leader, to craft and communicate a clear, evolving company vision and values while aligning strategic objectives with growth plans. Focusing on translating vision into practical goals, ensuring organisation-wide alignment, and strengthening strategic execution through effective leadership.



Session 7

ONLINE

Strategy Management: Leadership and Strategic Alignment (part 2)

In this session, you'll discover what it means to lead through rapid growth and change. You'll look at how to shift from hands-on operations to strategic leadership, manage uncertainty, and support your team through transition. We'll also address wellbeing - examining burnout, work-life balance, and the personal resilience needed to lead in high-pressure environments.

Session 8 ONLINE

Systems: Tools for Growth

This session focuses on the practical systems that support operational growth and long-term business efficiency. You'll review how to identify and implement the right tools for automating repetitive processes, ensuring consistency and reliability as your team expands. We'll look at how CRM platforms and AI tools can streamline customer management and outreach, and how data analytics can be used to monitor performance and drive continuous improvement. You'll also examine how to manage budgets effectively within your business unit, and how to establish processes that ensure key information is communicated clearly across the organisation.



Session 9 IN-PERSON

Final week: reflections, evaluation, and next steps

In this final session, you'll reflect on your learning journey, revisit your business goals, and explore how to continue applying what you've learned beyond the Skills Bootcamp. We'll discuss themes like imposter syndrome and personal growth, hear from a roundtable of guest speakers, and create space to share key takeaways with your peers. The programme will then conclude with a networking and celebration event, marking your progress and the next stage of your leadership journey.

What is my Commitment as a Learner?

For our Skills Bootcamp you will be required to:

- ✓ **Attend all live sessions, held in-person or online**
- ✓ **Complete self-study activities between sessions**
- ✓ **Commit to your action plan and set goals for personal development**
- ✓ **Provide mandatory personal and employment data for up to six months following completion of the Skills Bootcamp**

What is my Commitment as an Employer?

Employers are able to utilise this Skills Bootcamp to upskill existing staff and provide development opportunities within their organisation. As an employer you will be expected to:

- ✓ **Release your employee(s) to attend all sessions**
- ✓ **Provide opportunity in the workplace for your employee to develop skills acquired from the Skills Bootcamp**
- ✓ **Attend a short online employer interview to understand the Skills Bootcamp requirements and the employer agreement document**
- ✓ **Pay the 10% programme fee contribution**
- ✓ **Within 6 months of completion, provide one of the following:**
 - A salary increase linked to new skills
 - An interview for a promotion or new responsibilities
 - Additional responsibilities aligned with their new skills
 - Evidence of role enhancement based on Skills Bootcamp learning

Programme Dates and Fees

October 2025 Cohort

Session 1	Mon 22 Sep, 09:30-16:30	Frenchay Campus (in-person)
Session 2	Mon 29 Sep, 09:30-16:30	Online
Session 3	Mon 6 Oct, 09:30-16:30	Online
Session 4	Mon 13 Oct, 09:30-16:30	Online
Session 5	Mon 20 Oct, 09:30-16:30	Frenchay Campus (in-person)
Break week	Mon 27 Oct	

Session 6	Mon 3 Nov, 09:30-16:30	Online
Session 7	Mon 10 Nov, 09:30-16:30	Online
Session 8	Mon 17 Nov, 09:30-16:30	Online
Session 9	Mon 24 Nov, 09:30-16:30	Frenchay Campus (in-person)

Fees



This Skills Bootcamp is heavily subsidised, with the government covering 90% of the total cost for eligible learners applying through their SME employer. The full course fee is £3,939.90, but SME employers pay just 10% – only £393.99 per learner.

Please note: This Skills Bootcamp is currently open only to applicants sponsored by SME employers. If you're an independent learner or employed by a larger organisation, please contact us on bootcamps@uwe.ac.uk so we can notify you about future availability.

Funding Eligibility

Due to funding restrictions all learners must meet the following criteria:

- Be aged 19+ Live and/or work for an organisation based in Bristol, South Gloucestershire, Bath and North East Somerset or North Somerset (we will consider applicants living close to these boundaries)
- Not currently in full-time or part-time education
- Have the right to live and work in the UK
- Have not registered and attended (including partial completion) any other Skills Bootcamp in the current financial year from any provider
- Have your employer's agreement to attend and achieve the required outcomes



WEST MAYORAL
OF ENGLAND COMBINED
AUTHORITY



The Skills Bootcamps Programme is funded and managed by the West of England Mayoral Combined Authority, and delivered by UWE Bristol (The University of the West of England) and Sustainable Ventures.



Apply Now

If you have any questions, please email the team at bootcamps@uwe.ac.uk or call 0117 32 86303