

# Apricot

juicy bytes of learning

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Live Interactive Learning online

Strategy, funding and growth advice transforms business for the future

**Apricot**<sup>®</sup>  
Re-Engaging Children—One Byte at a Time

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## Online Educator finds new solutions to ongoing business challenges

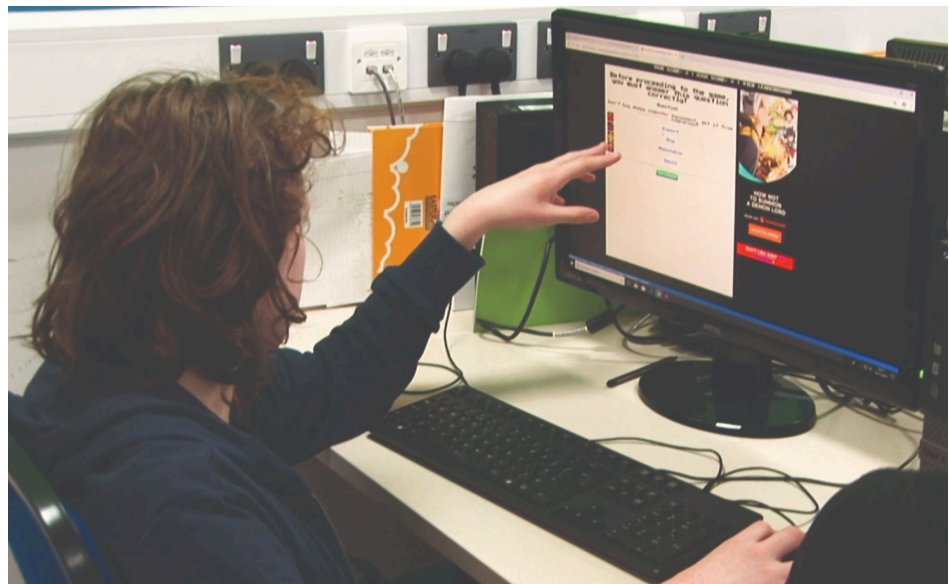
### Summary

Apricot were looking for support to grow their business and find solutions for ongoing challenges.

### Business Challenge

Apricot wanted to grow their client base. At the same time they wanted to mature their business operations so they could grow efficiently and continuously without having to make a step change as the company grew.

They came to Boardroom Advisors to find new answers to problems that had repeatedly proved challenging.



**Boardroom  
Advisors**

## Solution

The challenge called for a deeper understanding of Apricot's priorities so a strategic review of the business was a wise first step. From this review, our Advisor developed a 100-day plan for Apricot.

Specialist resources were brought in to support Apricot's social media and website content development. Apricot got their own teachers and staff involved in creating content, which brought the personality of the provision to the fore. This resulted in better visibility on their digital channels, which opened their network to a range of potential customers and suppliers.

Growing the business meant that fund raising was needed to support the increase in resources. As well as supporting the fund raising our Advisor also established cash flow monitoring and controls for clearer visibility and increased confidence. Enlisting the help of part-time experts to support sales and lead conversion were also part of the process.

Finally, our Advisor helped set up an advisory board of education for Apricot where industry and creative people would help bring to life Apricot's vision for its students. Regular open evenings were established so people could meet the teachers and ask questions.

## Results

A new homeschooling approach was established as a result of everyone's hard work. The fundraising initiative resulted in £150K worth of impact on social investment.

Mentoring Apricot also helped create a funnel for homeschool web leads and inquiries which increased from zero to an average of 1+ per day. Results were tangible because their office phone started ringing for inbound inquiries.

## Company Profile

Apricot Online Ltd (Apricot) is a part-time online alternative education provision for vulnerable children whose education has been affected by mental or physical health issues, learning disabilities, exclusion, or the risk of exclusion. Apricot provides services to children aged between 8 and 18 who require teaching outside of mainstream schools for short or long periods of time.



*Just because you've run a business successfully for 10 years doesn't mean you don't need help. We brought Stew onboard when we lost a significant contributor to our revenues in a very hard to reach market. He has proved to be diligent beyond expectation – imaginative in a wide range of approaches – an incredible builder of relationships with other professionals – and possesses an infectious enthusiasm for the work he undertakes. We now have new strategies for growth, proper governance and accountability, an Advisory Board, financial stability, and, perhaps most important, new vision and the energy to pursue that vision. Thanks so much to Boardroom Advisors and to Stew*