

REAL LIFE EXPERIENCES

Placement Year

Omar Danso | Economics with a Placement Year

Year in Enterprise | Business: Disruptive



What was your business idea?

Disruptive's aim is to build a social media application where young people can earn, whilst learning about and for the future, utilising the power of technology and reward to promote life-long learning. Although the concept was at its inception (and is still being developed), I recognised its practical application and the positive impact it could have on individuals.

What did your year look like?

Overall my days were a blend of idea refinement, (constructing and clarifying my idea using tools like the business model canvas) and mentor interactions which provided invaluable guidance and insights. In addition to these entrepreneurial endeavours I also undertook part-time work, which helped enhance my time management and multitasking skills.

What were your biggest challenges?

One challenge was managing deadlines, particularly for potential funding opportunities. I addressed this by creating a well-organised timeline and breaking down tasks into manageable segments, ensuring that I met critical milestones. These challenges are all part of the journey and are necessary to learn and become a better entrepreneur.

"Building a robust network within the entrepreneurial ecosystem was a major achievement."

What were your biggest successes?

One notable success is the continuous development of a comprehensive business plan. Additionally, a highlight was pitching my concept at the Change Makers competition, where I showcased my vision to a panel of experts and received valuable feedback. These accomplishments not only boosted my confidence but also set the stage for the future growth of my venture.

Why did you choose this route over a traditional placement year?

I ultimately chose the Year in Enterprise because it presented a unique opportunity to venture into unexplored territory and embrace a more experimental approach. The prospect of creating and developing my own business idea was truly exciting, and I believed that this experience would not only challenge me in novel ways but also equip me with a diverse skill set that could be applied across various professional contexts.

Omar's advice: Taking a shot at starting an entrepreneurship journey at this point in life is very exciting and low risk, which is definitely a benefit of being on the program!

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