



**(l-r) Dannv. Garrv & Matthew**

### **Background of business**

Professional Rugby League players Daniel Mills and Matthew Whitaker launched Bootcamp Global in March 2008 to fill what they believe is a gap in the fitness training market. They have since appointed a General Manager, Garry Green, an Australian Rugby League player who has run a similar fitness business 'down under.' Their philosophy is that people of all ages and from all backgrounds need more than physical fitness; they also need the self-confidence and

mental attitudes required to meet the challenges of daily life. Bootcamp Global uses highly-motivational techniques to 'transform people from inside out.' Their courses are suitable for children, young people or adults and ideal for corporate team building.

### **Support journey**

Having made initial contact with the Kickstart programme, Daniel and Matthew began a series of meetings with Tony Wilson, a Business Counsellor based at Bradford Chamber. Tony guided them through their business planning, cash flow forecasting, legal and tax issues and advised them on their marketing. He also encouraged them to apply for support from the Kickstart professional services programme. This led to their company's branding, 10-page website and promotional materials being designed and produced, free of charge, by an accredited Kickstart supplier. In addition, Tony introduced the client to consultants who advised them on drawing up their Health and Safety policy.

### **Where they are now**

Bootcamp Global is attracting an increasing level of business enquiries as the company's marketing generates awareness of their service offer. They are conducting four-week courses in the Odsal area of Bradford and in Leeds but plan expansion to other locations. In the future they may offer franchise opportunities to expand the company in other parts of the country. Some of their work comes from West Yorkshire businesses keen to improve management and staff performances through building stronger and more confident teams. In addition, the company is talking to prospective clients within the public sector, including organisations working with children and young people who would benefit from improved self confidence and discipline.

## **Background Information**

Client Names: Daniel Mills, Matthew Whitaker and Garry Green

Ward in which trading or resident: trading in Odsal

Business Name: Bootcamp Global

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