



We Are The Future is a new social enterprise which was created to encourage entrepreneurship among young people. It is inspired by the idea that young people can effect real change in society and stages events where entrepreneurial leaders and budding young entrepreneurs are brought together in one room to share advice and secrets with one another.

It was founded by business management student Bruce Walker and a group of like-minded friends at Napier University in Scotland. Today We Are The Future has offices in Edinburgh and Stirling and has over 30 partnerships in three countries. It also runs the UK's largest national start up entrepreneurial event during Global Entrepreneurship Week - the Scottish Start Up Summit.



Easyspace helps

Bruce Walker turned to Easyspace after attending the Start Up Summit 2012 in Edinburgh where Easyspace was giving out free domain registration and email hosting for a year to those who attended. He signed up We Are The Future straight after the event.

"Easyspace advised me that I should choose a .org.uk domain," he explains, "because it was important that We Are The Future is identified online as a social enterprise and not for profit organisation rather than a commercial organisation."

As well as registering the domain he also set up an email address so people accessing the We Are The Future website could also contact him for more information. Bruce explains, "The support team helped me through the process and within a few hours I was up and running and people could get in touch."



Bruce built the We Are The Future website himself using free website building software. The website is the first reference any customers or sponsors have when they are deciding if they want to work with We Are The Future or attend one of its events. It is where the organisation promotes everything it does. Bruce updates the website regularly with relevant content and is planning to invest more into the website as the business develops.

Reliable hosting

With a growing demographic and partnerships in other European countries it's important the website is online 24/7/365.

Bruce explains, "Reliable email hosting is incredibly important, because of the nature of the website and the demographic is young so people log on at any time. Also, as we grow an international network, it's important that people in different countries and time zones can get on the website at any time."

We Are The Future has undergone a number of challenges along the way, not least when Bruce was turned down for funding from well-known business support organisations in the early days. Today those organisations are now all partners having come to understand the value of the work that Bruce and his team are doing to encourage young people to be entrepreneurial.

In 2013 Bruce secured funding from Live Unltd which helped him to take over the running of the Start Up Summit and he has also gained financial support from The Big Lottery Fund, RBS and Business Gateway/Edinburgh Council.

The Future

We Are The Future is now developing a new programme called 'Start Up Scotland' which will take the start-up summit model on tour from the Highlands to the Borders, encouraging schools and universities to run their own entrepreneurial events under the Start Up Scotland banner.

Sarah Haran, Managing Director of Easyspace, says, "Bruce and his team at We Are The Future are doing a fantastic job spreading the entrepreneurial spirit to young people across Scotland and beyond. Easyspace is delighted to have been there at the start and will continue to support the organisation as it develops into a leading social enterprise."

For more information about We Are the Future visit <http://www.wearethefuture.org.uk/>

