



## True Ltd and Calderstones School enhance Business knowledge for students

*True* is an investment and innovation firm, offering consultancy to large firms plus specialising in private equity and venture capital mainly within the consumer and retail sectors.

The firm's divided into 3 parts:

i) Venture Capital investment:

Buying stakes in very fast-growing companies, then further growing them with a view to selling them on.

ii) Private equity investment:

Investing in retail companies that are bigger and already established and again, further growing them with a view to selling them on.

iii) Innovation:

Giving advice, on a consultancy basis, regarding innovative solutions to keep companies dynamic and fresh and working with large partners: John Lewis, Primark, M&S.

Calderstones School developed links with the *True* company and were able to host several outreach activities for their A-level business students. This deepened their understanding of careers in the sector with the development of this case study supporting exam preparations.

Students took part in enterprise activities and learned about the application of business theory from the CEO of one the companies that *True* work with. The events were inspirational and actually led to some students altering their university courses in order to better support career aspirations into this sector.