

PotentialU at a glance

Helping 15–25-year-olds build real skills, prove what they can do, and step into the real world prepared, skilled and confident.

How it fits together

Status: **Running** **Building** **Planned**

The U HOME BASE AND PORTFOLIO **Building**

Every young person starts here. It holds what they've done and can show for it, from sessions to projects and feedback: their alternative to a CV. Employers see the work here, only when the young person chooses. Prototype designed in Figma.

OPEN TO EVERY YOUNG PERSON

Ways in: start, explore and connect

Beyond the Classroom **Running**

Free monthly online careers talks, three speakers each, since July 2026.

Mentoring **Planned**

Group sessions and one-to-ones with professionals across many fields.

Student network **Planned**

Practise networking with peers and professionals at events and virtually.

Workshops and courses **Building**

Short practical courses from specialists, each ending in a real output.

Learning Hub **Planned**

Workshops, resources and courses from across PotentialU, in one place.

YOUR POTENTIALU JOURNEY **Building**

Five stages, each adding proof to the portfolio

1 Foundation

Find your starting point and reflect on it

2 Life Skills

Money, wellbeing and everyday life

3 Career Skills

Finding, winning, holding and growing work

4 Monetisable Skills

Skills people pay for, proven by doing

5 BridgED **Building**

Where employers come in. Real employer briefs, practice first then live, with us supporting the young person. Demo built.

they come back in

The loop. Those who've been through it come back as network leads, mentors and speakers.

What guides the work

Young person first

Built around young people's world and language. For every young person, not only those labelled NEET or high achievers.

The go-to place

One place for learning, mentoring, community and opportunity, so no young person has to piece it together alone.

School, not specialist

Like a school, we set the standard. Employers, trainers and professionals deliver, and we make sure it leads somewhere.

Skills, then opportunity

Young people prove their skills before live employer work, lowering the risk on both sides.

Proof, not claims

Competence builds confidence, and proof of competence opens doors. Employers see the work instead of guessing.

It's not linear

There's no single route into work. We show many, and make room for changing direction.

Six values

The standard every session and course is built to meet.

Real world

Rooted in how work and life actually are

Practical

Learnt by doing, with something to show

Future value

Skills that still count years from now

Purpose

Young people can see why it matters to them

Relatable

Pitched at their world and their stage

Actionable

Every session ends with a clear next step

WHO WE'RE WORKING WITH

Young people at the centre, with everyone around them

Young people and young creators

Members, speakers and role models. Young people who've done it show others what's possible, and help shape what we build.

Schools, colleges and universities

Working with careers leads, and mapping which Gatsby Benchmarks our work contributes to.

Employers and specialists

Bringing real work in through talks, workshops, mentoring and project briefs.

Parents and guardians

Kept in the loop, with consent built in for under-16s.

Councils and government

Building links around shared goals on youth skills and employment.

Safeguarding runs through all of it.