

Business Battle

A six session programme nurturing the entrepreneur in everyone

Young people team up to create a business; designing, developing and selling their service or product.

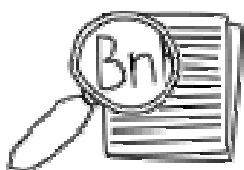
MyBnk Business Battle uses six sessions to cover:

1. **Setting the Scene** - An introduction to the project that uses real-life success stories to inspire young people to generate their own ideas to turn into a reality
2. **Consumer Need and the Target Audience** - A look into the advertising world, using product design, appearance and branding to explore how to target a market
3. **Costing and Refinement** - Taking the product design and moving through the costing process, working to a budget and refining the final design
4. **Logistics and Design** - Summarising the design process by making the finished product, encouraging teamwork and practicality
5. **Sell Sell Sell!** - Using a market place to advertise and sell the designed products or services to a genuine audience
6. **Looking Back** - A practical and varied evaluation session including a prize ceremony

Key facts

Format:	6 x 2 hour workshops
Target group:	11-18 year olds
Group size:	Up to 16 young people
Price:	£1,500

Each enterprise is run by a small team of young people, which not only encourages teamwork and partnership, but also introduces the edge of competition. Prizes are at stake for teams or individuals who fulfil criteria such as working well as a team, working to deadlines, showing initiative and budgeting to make a profit.



Case Study

Participants in the Royal Borough of Kensington & Chelsea's Summer Uni 4U programme got the chance to flex their business muscles and loved the opportunity to turn their ideas into reality. Julius, 15, said:

"The Battle helped me develop business skills that will hopefully help me achieve my dream of starting up a record label"

Accreditation

Participants completing the MyBnk Business Battle can achieve two AQA Unit Award Scheme accreditations:

- ④ Running a Business & Enterprise Project
- ④ Participating in a Group Work Programme

The MyBnk Business Battle can also count towards any ASDAN qualification, and we can provide provisional paperwork advice and guidance. Please get in touch if you are interested in using the MyBnk Business Battle for any other awards or accreditations.

Find out more

To see MyBnk in action and check out our free online resources, please visit our website www.mybnk.org. For more information about MyBnk programmes and to get started please contact us on 020 7739 1828 or info@mybnk.org.

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