

Enterprise-in-a-Box

Content

Featuring exclusive ethical products, this is a step-by-step guide to setting up a social enterprise.

In one week we take young people on a journey of selling a product, learning the story behind it, and making a profit, whilst also making a difference.



Key Facts

Format: 2x100 minute sessions. 1 week apart.

Target group: 11-25 year olds.

Group size: 12-30 young people.

£39

Profits made from average £19 MyBnk enterprise loan

MyBnk 2018

Sessions cover:

- ⚡ Session 1:** We introduce the concept of social enterprise and get participants to practise pitching and selling. In teams, they identify a target audience, form a business plan, set prices, analyse risk and rewards using SWOT analysis. There is a focus on teamwork and identifying different roles and responsibilities involved in planning and executing their project over the next week.
- ⚡ Session 2:** Participants present the results of their project and share experiences and what they have learned over the week. They are encouraged to reflect and identify the skills they have used. With 14+/KS4 we explore employability and consider how the skills they have gained can be used in various work based environments.

This challenge is suited to a range of young people. Age and knowledge base will determine the depth of detail we go in to. The programme links to various Enterprise modules in Business Studies curriculums at GCSE level.

They will gain the practical experience of running their own social enterprise, working as a team, presentation and communication skills, identifying their target audience, advertising, pricing, customer service, cash flow monitoring and planning ahead.



"The project allowed us as young people to prove to our community we are not all trouble makers. We showed our teachers we are hungry to be successful. MyBnk helped us flourish. I'm confident I can make money right now if you invest in me!" T. Jones, 15, Forest Hill School.

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