Ideas Generator- Enterprise

This resource is designed to guide groups of young people through the steps of creating an enterprising idea. The key aspects of an idea are explored on the worksheet, and can act as:

- The first step at the beginning of a short of long-term enterprise project.
- A standalone ideation session for young people to understand the elements of creating an enterprise idea.
- A framework to prepare an elevator pitch presentation.
- A focused brainstorming activity prior to the development of a more detailed business plan.

Trainers should use the worksheet as part of a 60-100-minute session in which the trainer explores the concepts referred to on the poster, and brings these to life with real-life examples, props and videos.

Please also refer to MyBnk’s hotseats MyBnk TV (Youtube) with entrepreneurs which can be used in enterprise lessons to support the poster.

<table>
<thead>
<tr>
<th>Parts of the poster</th>
<th>Resources</th>
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<tbody>
<tr>
<td><strong>The ingredients</strong></td>
<td>Post it notes, poster</td>
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The first part of the poster is for groups to assess the strengths and interests of the team, to ensure the idea is something that plays to these, as well as excites them all. The top line is visualised as post it notes, and these can be used in their brainstorms and stuck on the poster.

**Who is in your team?** This poster works best as a collaborative tool for small groups of young people.
### Likes
The group should list their interests and hobbies as these can inform the theme their idea may take.

### Strengths
The group should list the things they are good at, to assess the skills in the group that they could take advantage of, either in the idea design, or to feed into role allocation.

### Social cause
This post it notes explores the issues that the team care about, what makes them angry and what they wish they could change about the world. This will encourage groups to think about either incorporating them into a social enterprise idea, or running their project for a charity they’re all passionate about.

## The idea
Once the group have their ingredients, they can start brainstorming ideas that could potentially make them money. This can be done on separate flipcharts. Once they have chosen one, the poster will be used to expand on the idea.

1. **What enterprising idea can you think of?** The idea should be articulated in a concise ‘exciting’ sentence.

2. **Who is your target audience?** Groups should identify a specific target audience for their idea.

3. **Is it a product/service/event?** Whatever the team choose, there should be a clear money-making opportunity in it.

4. **What is going to make it stand out?** Groups should start outlining more detail on their idea and consider what similar ideas are already out there.

5. **What is your USP?** Unique selling point – what differentiates it from their competitors?

Profit making enterprise/ social enterprise/ charity – The differences should be discussed before they consider what type of enterprise project they will choose.

## Bringing it to life
Flipchart paper, pens, poster
### About MyBnk

MyBnk is a charity that delivers expert-led financial education programmes to 7-25 year olds in UK schools and youth organisations. They cover topics such as saving, budgeting, public finance, social enterprise and start-up entrepreneurship. Alongside delivery, they also design projects and training programmes. Since 2007 they have helped over 220,000 young people learn how to manage their money.

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<tr>
<td>3. <strong>Name and Slogan</strong> – Teams give themselves a name and think of potential catchy slogans for their idea.</td>
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<td></td>
<td>pens, poster</td>
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<td>4. <strong>Logo</strong>– either a description of what it could be, or a sketch.</td>
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<td>4. <strong>What is your elevator pitch?</strong> Groups should bring their thoughts together in a ‘pitch’ that communicates their idea in an exciting way.</td>
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**If you would like to bring expert-led financial education to your young people or discuss corporate partnerships, please contact**

[info@mybnk.org](mailto:info@mybnk.org)
1) Who is in your team?

2) Likes

3) Now you know your likes, strengths and social cause, what enterprising idea can you think of?

4) Now you have your idea, what is going to make it stand out?

5) Name and slogan

6) What is your elevator pitch?

Who is your target audience?

- Likes
- Strengths
- Social Cause

What is your USP (unique selling point)?

It is a:
- a product
- a service
- an event

Logo