

WHAT IS THE SCHOOL ENTERPRISE CHALLENGE?



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Welcome

Welcome to the School Enterprise Challenge 2016 and to our global community of enterprising schools! This guide will introduce you to the programme, answer some of your questions and hopefully encourage your school to join the School Enterprise Challenge this year!

1. About The School Enterprise Challenge

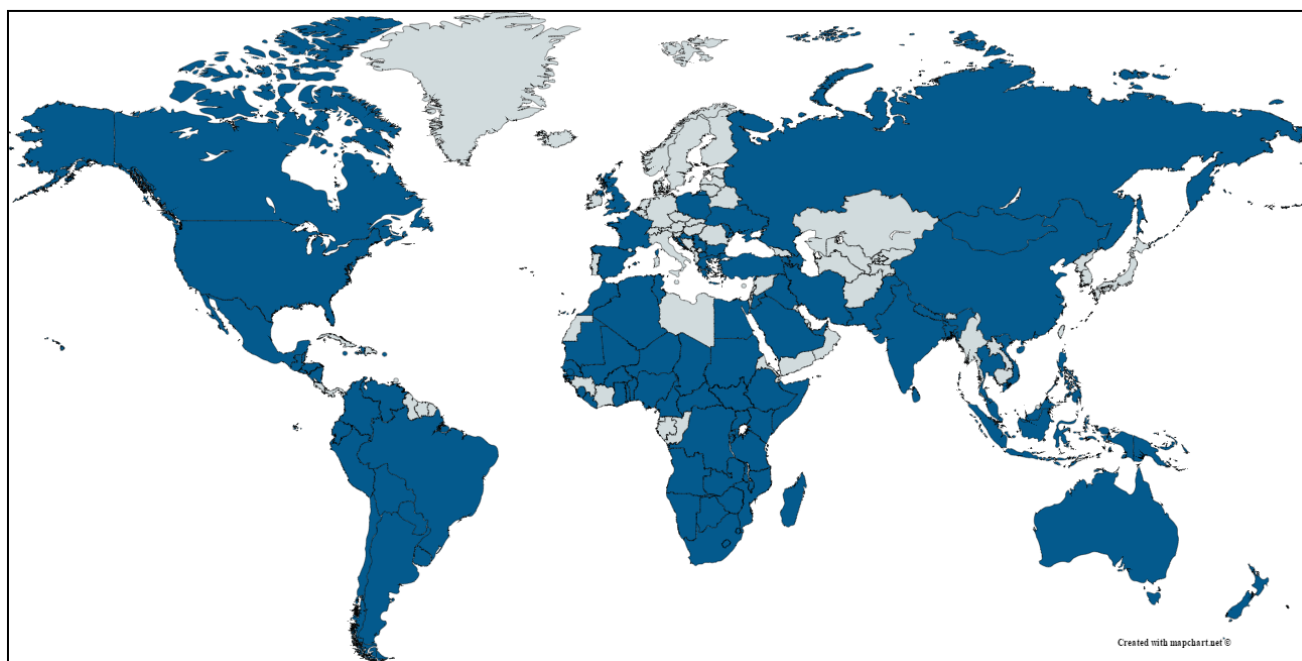


The School Enterprise Challenge is a global business planning awards programme run by the educational charity 'Teach A Man To Fish.' It aims to create globally aware, socially responsible, young **entrepreneurs**.

The programme is FREE and it helps students plan and set up school-based **enterprises** that:

1. Generate real profits to help support their educational activities.
2. Give students the chance to gain hands-on experience of running a real business.
3. Are sustainable, and will grow and develop every year.

In 2015, more than 2900 schools from 106 countries registered to take part in The School Enterprise Challenge. Look for the dark blue countries in the map below to see where they came from. Did a school in your country participate last year?






2. How does the School Enterprise Challenge work?

The School Enterprise Challenge awards programme runs from March – October 2016 with \$50,000 in prizes on offer! It is divided into three stages.

- In Stage 1, Students have **4 weeks** to develop and submit a **business idea** for a school enterprise.
- In Stage 2, Students have **6 weeks** to develop and submit a **business plan** for a school enterprise.
- In Stage 3: Students **launch a school enterprise**, get hands on business experience, and generate income to support either their school or a charitable cause of their choice! This stage lasts up to **4 months**. Students then submit a **Final Report** to us.

School businesses can be run in many different ways. Your school can decide which one suits you best, whether as an after-school club, at lunchtime, during lessons or at any other time that works for you. If you would like to incorporate the School Enterprise Challenge into your lessons, our guides and curriculum will help you to do it.

We will provide you with an easy to complete template at every stage of the awards programme! There will also be exciting opportunities to apply for business mentors and to take part in mini-competitions along the way! Read more about the programme in the picture below.

STAGE	DURATION	WHAT IS INVOLVED
 REGISTER & SUBMIT A BUSINESS IDEA	1 month	Schools register online and gain access to our free suite of educational resources including weekly activities, lesson plans, lesson ideas, useful tools, templates and online support. Students may also enter mini competitions along the way.
 DEVELOP & SUBMIT A BUSINESS PLAN	6 weeks	Schools continue to use the resources we provide and have the opportunity to connect with other schools and apply for mentors in order to develop and submit a business plan.
 IMPLEMENT THE SCHOOL BUSINESS & SUBMIT A FINAL REPORT	up to 4 months	With the support of our resources and feedback, schools seek start up funding (if needed) and start up their school business). All participating schools & teachers who complete the programme will receive a School Enterprise Award certificate.

Remember – from the date you register you will have one month to submit a business idea and get started with the programme. Please consider this schedule when you register formally online and register at a time that will best fit with the school calendar in your country.

3. What is a School Enterprise?

A school enterprise is a business that is owned by a school but that is staffed and operated by the students that attend it. Enterprises should be sustainable, selling products or services on a consistent basis (i.e. not just at a one-off event) and at least part of the profits should be reinvested in the school’s educational activities or growing the business further.



If you have access to YouTube, you might also like to watch some inspirational videos made by previous participants showcasing their school enterprises!

- * [Click here](#) to see a video of Escuela Concertada Solaris school in Peru talking about their jam and ointment business.
- * [Click here](#) to see KIIT World School in India talking about their school café business:
<https://www.youtube.com/watch?v=aYDva4mMttY&feature=youtu.be>.

4. What Kind Of Businesses Do Schools Set Up?

Schools have set up an amazing variety of businesses. In 2015, more than 2900 schools participated in the Challenge and their businesses ranged from fly fishing in Belize, to an inter-schools newspaper in India and a carwash in South Africa! Have a look at the following business ideas than can serve as an inspiration for you!

1. **Lycee de Zamengoe in Cameroon** set up a business making and selling solar modules for charging mobile phones and lighting units. They were able to generate the start-up capital they needed through making and selling baskets.



2. **Bethal Orphanage and Nursery School in Uganda** established a Piggery in response to market demands for food and manure. Their business has employed local people and with their profit they have supported students with educational materials.

3. **Johor Bahru School in Malaysia** has created a business to support students staying in their school hostel. Their business is student led providing laundry services, sweets and confectionary, newspaper subscriptions.



4. **Indeco Community School in Zambia** set up a business to make affordable school uniforms. For many families in the area the cost of school uniforms created a barrier to education. Not only does the business solve this problem, having a fantastic social impact, it has also created employment opportunities in the community.

5. **DLF Public School in India** started their craft business in order to help the local community. The students run a stall that sells crafts made by local artisans, as well as items made by students.

6. **Grove Academy in Scotland** are marketing and selling jewellery made by their partner school in Meru, Kenya. They started their business in 2009, and have been supporting Meru School with their profits for all these years.



7. **High-Tech Primary School in Sierra Leone**, addressed a very important issue with their business. Their community has no water wells, so they have to go miles away to get it. In order to give a solution to this problem, they started a water harvesting business to sell water to their community.

8. **Imani School in Tanzania**, started a vegetable production business because it is difficult to get fresh vegetables in their village. With their profits, they have managed to buy exercise books and sport clothes for the students.

9. The students at **Filimón Rivera School in Nicaragua** produce and sell organic fertilizers as part of their business. In this way they not only generate a profit, but they support farmers and the environment at the same time.

10. **Conalep Aguascalientes IV in Mexico** started a healthy biscuits business in order to promote healthy eating among young people in their community and decrease the high obesity levels of their country.

5. What support does the School Enterprise Challenge Team provide?

The School Enterprise Challenge Team provides support to schools throughout the whole programme, from coming up with a business idea, to writing a business plan, all the way through to successfully running a school business! The following are some examples of the kind of support schools receive along the way.

- Educational Resources

Our team have created a series of weekly guides to support you through the School Enterprise Challenge. These are emailed to all participants each week and can also be found on our website.

Our weekly guides provide **helpful templates, lesson plans** and **top tips** to help students participate in every stage of the programme. The guides also contain **case studies** of previous School Enterprise Challenge participants to motivate and inspire you! The guides have been designed **for students of all ages** and **can be used flexibly** to fit a variety of school timetables and calendars around the world.

The resources are divided between two different tracks; **New Business Track** for schools that want to set up a new business, and **Business Growth Track** for schools that already have a business and want to continue developing it. Make sure to choose the track that is most appropriate for your school!

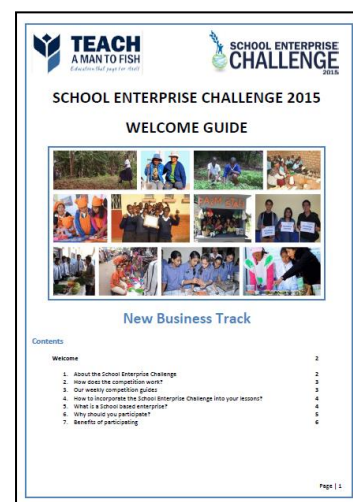
The table below shows some of the contents you will cover with our weekly guides.

Stage	What you will learn
Stage 1 - Business Idea	<ul style="list-style-type: none"> • Getting Started • Resource Assessment and Brainstorming Business Ideas • Conducting a Feasibility Study • Thinking about Start-Up Capital
Stage 2 - Business Plan	<ul style="list-style-type: none"> • Market Research • Operational Plan • Marketing and Sales Plan • Financing Strategy Sustainability & Business Development • Writing your Financial Plan • Completing Your Business Plan Template
Stage 3 - Implementation	<ul style="list-style-type: none"> • Operations • Launching your Business • Accounting and Record Keeping • Managing your Team • Risk Assessment and Quality Management

In addition to our weekly guides, we also have a range of other educational resources in the 'Members Area' of our website, including our Primary and Secondary Enterprise Curriculums.

- Social Media

Through our [Facebook Page](#), [Twitter account](#) and [blog](#), we provide constant information, updates and useful tips for schools. You will also find all the resources you will need, as well as other exciting opportunities in our [website](#). Check them out now to find out more of what we do!



- Extra opportunities

During the year we provide extra opportunities for schools that participate in the School Enterprise Challenge. These include a **mentoring programme** for schools that want to receive 1 to 1 support from a business mentor, a **school partnership** programme for schools that are interested in sharing their experience with another enterprising school and other exciting opportunities we will be promoting during the year!

6. Why should you participate?

It is FREE to join and this year we are giving away approximately **USD \$50,000 worth of prizes**, including:

- A top prize of **\$5,000** for the overall **global winner**.
- Three prizes of **\$2,000** for the **People, Profit and Planet** categories
- Multiple prizes of up to **\$2,000** for the **Regional Winners**.
- **Business Growth and Primary school prizes** up to **\$2000** each.
- Multiple smaller **prizes for the best business idea!**
- **\$2,000** for the 'Inspirational Teacher' Award, with \$1,000 for two runners up.
- **A laptop** for the 'Enterprising Student' Award and cameras for two runners up.
- **Fully-funded places to our regional education conference.**



7. Benefits of Participating



SCHOOLS

- **Win great prizes** including places at our international conference and cash prizes worth over **\$50,000**.
- **Gain global recognition** as an entrepreneurial school.
- Raise **extra income** for your school.
- Become part of a **global community** of enterprising schools.



TEACHERS

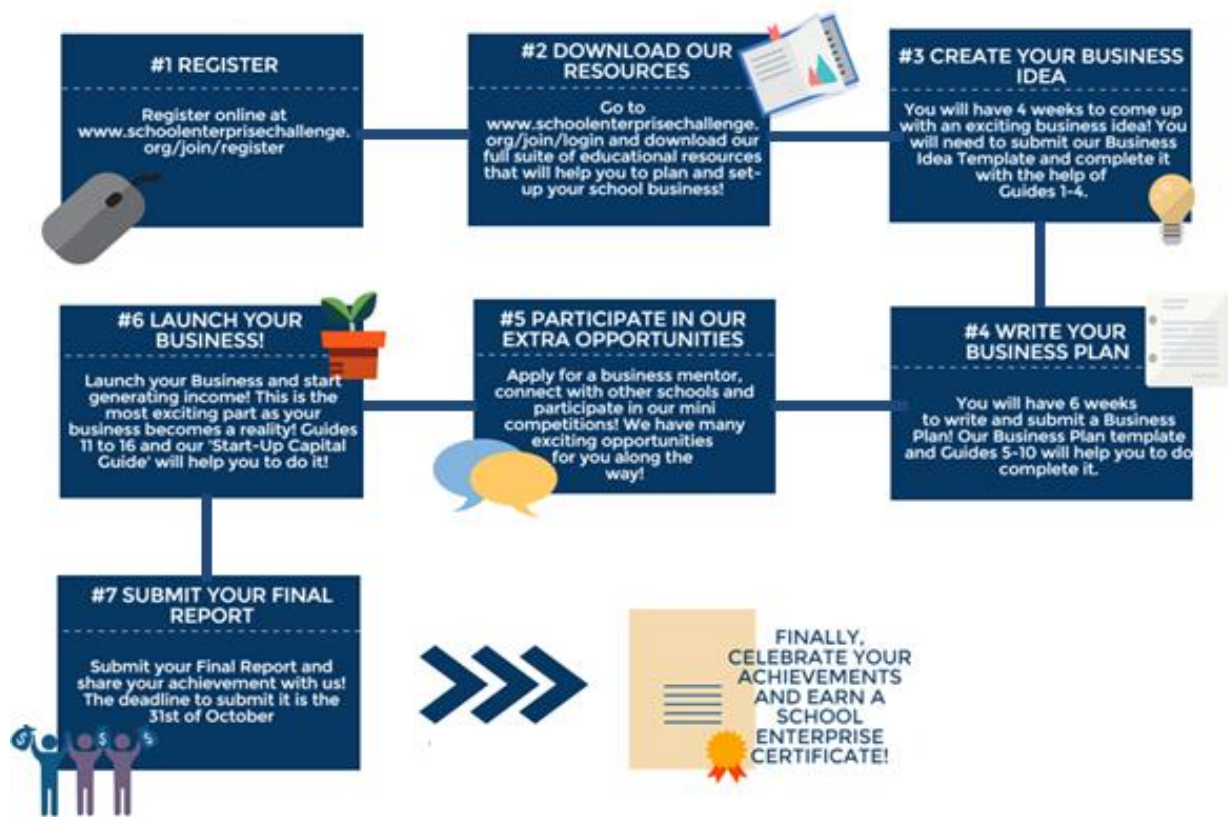
- Teach your students **21st Century skills** - take learning out of the classroom and into the real world.
- Access easy to follow **lesson plans** and **educational resources** including our enterprise curriculum.
- Get great skills for your CV.
- Win one of our **inspirational teacher prizes** worth up to \$2000.



STUDENTS

- Experience **running a real business**.
- Learn **workplace skills** like problem-solving, communication and teamwork.
- Win one of our **enterprising student prizes** including laptops and cameras.
- Get **great experience for your CV** and university applications.

8. How to Get Started



If you still have questions about the School Enterprise Challenge, please visit our [Frequently Asked Questions](#) or email us at info@schoolenterprisechallenge.org. We hope to welcome you to the programme this year!