



How to Complete the BiG Challenge

This timeline is here to support you in completing the BiG Challenge by making sure you have all the information you need to submit your final report by the closing date on 2nd February 2018. You can either tackle the tasks and talking points in order, or pick and choose the ones that are most relevant to your business at any given time. There are also links to some useful 'how to guides' that can help you along the way. Whichever way you choose to use this guide, here are a few things to keep in mind.

- Use the Talking Points and Suggested Tasks as a guide for where you should be with your business. Different businesses grow at different rates, don't worry if you are moving faster or slower than the suggested time line just make sure you complete everything before the deadline in February.
- This time line only includes suggested tasks, all businesses are different and each team will need to tackle challenges and activities relevant to their business that are not listed here.
- As you tackle each task, store all your work digitally. Combining each of these tasks together will create your final report to submit to the judges.
- Each week reflect on the skills you are developing, what you have done well and what you might need more practice at. Write it down and save it, you will be asked about it.
- In January use the final report format as a guide to copy and paste all the information you have gathered to make one coherent document.
- Businesses change all the time, before submitting your final report make sure all the tasks you completed at the start of the challenge reflect your business as it is at the end, update any information that may have changed.
- A business report should be one coherent document, make sure all your combined tasks are formatted the same way and use similar language.
- If you are unsure ask your teacher or team mentor for help.
- Don't forget the key dates along the way and make sure you tackle the relevant tasks in time. Entering the interim challenges will gain you extra points and you may even end up winning a cash investment for your business

Week commencing / Key dates	Talking Points	Suggested Tasks	Skills you might have used (you may have used others)
NOW!	<p>Your Team</p> <ul style="list-style-type: none"> Who are you going to work with? What are your individual and team strengths Whats your business idea? What will you call your business and your product/ service (It doesn't have to be the same) <p>For more info: http://bigchallenge.biz/resources/H2-formateam.pdf</p>	<ul style="list-style-type: none"> Speak to your teacher and register your team. Decide on a product or service Come up with a business name Allocate roles and responsibilities (e.g who will manage the team? who will be responsible for keeping track of the money? who will design the advertising?) Come up with a product/ service name Allocate team roles 	COMMUNICATION, CO-ORDINATION/ TEAMWORK, CREATIVITY
25/9/17	Team registration open at www.bigchallenge.biz		
25/9/17	<p>How are you selling and to who?</p> <ul style="list-style-type: none"> Who is your target audience? How can you reach them? What will be your first sales opportunity? How much is your target market willing to pay What will be your Unique Selling Point? <p>For more info: http://bigchallenge.biz/resources/H2-chooseabusiness.pdf</p>	<ul style="list-style-type: none"> Design a market research questionnaire and ask some of your target market about your idea. Use your market research to make final product decisions e.g product range and price. Research the best place to purchase any materials or stock you need to run your business Create a prototype and decide on your final product/service range Start to make your product ready for sales 	CRITICAL THINKING/ EVALUATING, PROBLEM SOLVING/ DECISION MAKING,
2 Oct 2017	<p>Marketing & Advertising</p> <ul style="list-style-type: none"> What is your brand? What colours do you use? What is your slogan How will you package and present your product? How are you going to advertise <p>For more info: http://bigchallenge.biz/resources/H2-market.pdf</p>	<ul style="list-style-type: none"> Design a logo and brand Create an online presence (social media and/or website) Create designs for other appropriate advertising e.g. business cards and posters Design your packaging 	LITERACY DIGITAL SKILLS CREATIVITY

Week commencing / Key dates	Talking Points	Suggested Tasks	Skills you might have used (you may have used others)
9 Oct 2017	<p>Selling</p> <ul style="list-style-type: none"> Where else are you going to sell your product? How much are you going to sell it for? What is the profit on each item you sell? How are you going to keep track of your money? (both incoming and outgoing) <p>For more info: http://bigchallenge.biz/resources/H2-succeed.pdf</p>	<ul style="list-style-type: none"> Research sales opportunities and plan a calendar of sales events. You will get higher points if you access sales opportunities out side of school 	<p>NUMERACY PLANNING/ORGANISING CRITICAL THINKING/ EVALUATING PROBLEM SOLVING/ DECISION MAKING</p>
16 Oct 2017	<p>Financial Management</p> <ul style="list-style-type: none"> How are you going to record your sales and purchases? How much profit do you make on each product you sell When do you think you will make a profit? <p>For more info: http://bigchallenge.biz/resources/H2-invest.pdf</p>	<ul style="list-style-type: none"> Create a spreadsheet or other means of recording all financial activity. This should include all your incoming and out going transactions Create a list of products, include how much it costs you to make/buy 1 unit, how much you can sell 1 unit for and how much profit you make on each unit. 	<p>NUMERACY DIGITAL SKILLS</p>
23 Oct 2017	<p>Review Your Business</p> <p>Take some time to review your decisions to date are you happy with everything?</p> <ul style="list-style-type: none"> Product or Service Business Name & Brand Team Roles and Responsibilities 	<ul style="list-style-type: none"> If you have not already done so now is the time to register online at www.bigchallenge.biz Put together a partnership agreement so that everyone in the business knows what is expected of them 	<p>REVIEWING/LEARNING CRITICAL THINKING/ EVALUATING ADAPTABILITY, PERSISTENCE/ DETERMINATION</p>
27 Oct 2017	<p>BiG Challenge Registration Closes - Make Sure Your Team Is Signed Up</p>		
30 Oct 2017	<p>Half Term - Business start up is a busy time, is there anything you can be doing in your week off school to help your business get off to a flying start?</p>		

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<p>Now your business is up and running you will need to do some tasks every week to keep on top of your business admin</p>	<p>Weekly Tasks</p> <ul style="list-style-type: none"> • Review last weeks team activity • Record any financial transactions (record everything in date order and keep your receipts safe. It will really help with your final report) • Plan next weeks activity and allocate roles and responsibilities • Review stock levels and plan/undertake production for any upcoming sales opportunities • Update blog and online marketing. • Investigate and book new sales opportunities • Record your milestones. Take lots of pictures of your products, your customers and your stalls. They will all help in your final report to tell your story. 		<p>PLANNING/ORGANISING CO-ORDINATION/ TEAMWORK</p>
<p>6 Nov 2017 Flying Start Entries Are Now Open</p>			
<p>6 Nov 2017</p>	<p>Sales Opportunities</p> <ul style="list-style-type: none"> • What sales opportunities you we have coming up? • How we will you present your business at sales opportunities? What will your stand look like • How are you going to make sure your customers know about you? • Are you going to use online sales channels? 	<ul style="list-style-type: none"> • Create promotional materials for future sales opportunities • Ensure that marketing, packaging and any stalls you might have match your business brand • Complete flying start entry and ask for feedback. 	<p>DIGITAL SKILLS CREATIVITY COMMUNICATION CONFIDENCE</p>
<p>13 Nov 2017</p>	<p>Business Networking</p> <ul style="list-style-type: none"> • Next week is Global Entrepreneurship week, are there any useful events or resources you are able to access? • Review your personal contacts do you know anyone who could open a sales channel, offer advice or help with your marketing. • Review your competition • Who are they? How do they price their products/ services? How are you different? 	<p>Submit Your flying start entry (there are extra points for entering)</p> <ul style="list-style-type: none"> • Create a simple competitor analysis, detailing who your customers are and where you fit in the market and who your competitors are. • If you have received any help which you would have had to pay for outside of the BiG Challenge e.g. design work or printing, work out how much it would have cost and make a record of it for future reference. 	<p>COMMUNICATION REVIEWING/LEARNING</p>
<p>17 Nov 2017 Flying Start Entries Close</p>			

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20 Nov 2017	Review your team <ul style="list-style-type: none"> • Are you working well together? • Is every one in the right job for their skills set • Do you need any additional help? • Where can you find that support? 	<ul style="list-style-type: none"> • Create a company structure document or diagram detailing who everyone is, what their jobs are and why they have that job. 	CO-ORDINATION/ TEAMWORK, REVIEWING/LEARNING LITERACY ADAPTABILITY
27 Nov 2017	Financial Management <ul style="list-style-type: none"> • How are you going to record your sales and purchases? • When do you think you will make a profit? 	<ul style="list-style-type: none"> • If you have not already done so create a way to record all your financial transactions and keep this up to date • Record what you spent your initial £25 on and why you chose these options 	NUMERACY RESPONSIBILITY
4 Dec 2017	Marketing & Media Awards Open for Entry		
4 Dec 2017	Review your product <ul style="list-style-type: none"> • Is there anything you can do to improve your product? • Is there anything you can do to increase your profit margin? • Are you using the right suppliers? • How are you ensuring you meet health & safety regulations? • Is it environmentally friendly • Is it time to add a new product line? 	<ul style="list-style-type: none"> • If you are manufacturing a product make a note of how your product is made and why it is: <ul style="list-style-type: none"> - Innovative - High Quality - Profitable - Environmentally Aware • Start to consider your marketing and media awards entry. 	<ul style="list-style-type: none"> • REVIEWING/LEARNING • CRITICAL THINKING/ EVALUATING • RESPONSIBILITY
11 Dec 2017	Marketing & Media <ul style="list-style-type: none"> • Review your marketing materials? • Do they all fit your brand? • Do they include your logo etc. • Are you missing any type of marketing? • Will they appeal to your target market 	<ul style="list-style-type: none"> • Submit your advertising and branding to the marketing and media award (there are extra points) • Create a set of branding guidelines for your business including what colour and fonts you use on printed and online materials. • Double check that all your off and online marketing materials match this 	<ul style="list-style-type: none"> • CRITICAL THINKING/ EVALUATING • DIGITAL SKILLS • CREATIVITY • ADAPTABILITY
15 Dec 2017	Marketing & Media Awards Close		

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18 Dec 2017	<p>Think about your customers</p> <ul style="list-style-type: none"> Who are they? Are they the type of person you expected? Do you need to change anything about your advertising or supply to reach them and maximise your profits Are there any other customers you could approach 	<ul style="list-style-type: none"> Create a simple customer analysis detailing who your customers are and how you have advertised and supplied to them. 	<ul style="list-style-type: none"> CRITICAL THINKING/ EVALUATING
25 Dec 2017 1 Jan 2018	<p>Christmas Holiday - Businesses work 52 weeks a year, what can you be doing to keep up business momentum in the new year?</p>		<ul style="list-style-type: none"> PERSISTENCE/ DETERMINATION
8 Jan 2018	<p>Review your business</p> <ul style="list-style-type: none"> What has been your best selling product and why? Do you have products left that you need to sell? <p>Think about the future</p> <ul style="list-style-type: none"> Start to pull together your final report, discuss who will be responsible for each section How could you expand your business? What types of products or service would you add to range to increase business. Check your diary for 28th March, if you win a prize you will be getting an invitation to the Gala Awards Dinner. <p>For more info: http://bigchallenge.biz/resources/H2-writereport.pdf</p>	<ul style="list-style-type: none"> Create a short product brief explain what your product/service is and How it is made and what it costs (Use the financial information you created week commencing 16th October, make sure it is still relevant first) Create a simple time line for the next 12 months showing what you would do at key points for your business to grow and expand. 	<ul style="list-style-type: none"> COMMUNICATION LITERACY NUMERACY DIGITAL SKILLS
15 Jan 2018	<p>Review your cashflow/ financial documents,</p> <ul style="list-style-type: none"> Have you made a profit? What did you do well? What went wrong? What would you change? Check your passports, if you win you will need them for your prize trip. 	<ul style="list-style-type: none"> Check financial documents, make sure the figures add up. create a reflection on your business saying what you would change and why. 	<ul style="list-style-type: none"> NUMERACY REVIEWING/LEARNING

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22 Jan 2018	<p>Are there any more sales opportunities?</p> <ul style="list-style-type: none"> The final report is due in but if you are shortlisted you wont pitch your business idea until February so there is still time to make more profit. Research the prize destination, what do you want to do if you go there. 	<ul style="list-style-type: none"> Collate all of your previous tasks together to create your final report. Complete your final report, make sure it is fully branded and correctly spelt Give your report to someone outside your team and ask for feedback and proof reading. 	<ul style="list-style-type: none"> CO-ORDINATION/ TEAMWORK PLANNING/ ORGANISING COMMUNICATION LITERACY NUMERACY DIGITAL SKILLS CREATIVITY
29 Jan 2018	<p>Check the details</p> <ul style="list-style-type: none"> Have you answered all the questions in the final report? Are you within the page limit and have you included all the relevant information? Does your final report give the reasons why you made decisions as well as tell the judges about what you did? Who is going to be responsible for submitting the final report, if you don't submit it you cant win! 	<ul style="list-style-type: none"> Act on any constructive feedback and give your report a final edit Add final numbers to the financial section of the report. Double check spelling, punctuation and calculations 1 final time <p>Submit your report!</p>	<ul style="list-style-type: none"> CO-ORDINATION/ TEAMWORK, REVIEWING/LEARNING COMMUNICATION LITERACY NUMERACY DIGITAL SKILLS
2 Feb 2018	Final Report Deadline		<ul style="list-style-type: none"> RESPONSIBILITY CONFIDENCE