

# BIG

## MAKE IT YOUR BUSINESS



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### June 2010

## *Congratulations to Young Money*

This year's BiG prize to Hong Kong was scooped by Fir Vale team, Young Money who were crowned winners of the BiG Challenge 2010.



Young Money also won the Key Stage 4 category after wowing the judges with their events management business. The team's determination, hard work and willingness to take risks gave them the edge in the competition which received over 340 entries.

On 22nd April, the team celebrated in style at the BiG Awards Ceremony alongside the 13 other successful teams.

See inside for information on all of the winning teams and more pictures from the evening.

# A Conversation with *Peter Jones*

In September 2010, Sheffield College will become one of only three National Enterprise Academy (NEA) sites in the UK. We caught up with founder of the NEA and famous TV 'dragon' Peter Jones to find out more.



*The National Enterprise Academy is coming to Sheffield. What can we expect?*

I am delighted that the National Enterprise Academy is opening in Sheffield. The NEA aims to inspire and create the next generation of entrepreneurs and equip young people with skills necessary to become successful business leaders. Students will work on real life business challenges, led by experienced professionals and entrepreneurs, and learn the mindset and skills that modern businesses need to thrive and prosper.

*There are two new BTEC Diploma courses in Enterprise and Entrepreneurship on offer. What will they involve?*

Both courses give students the skills, experience and support to set up their own business or to become enterprising employees. For the Level 2 qualification, learners develop a business idea and turn it into a ready-to-launch business plan. The Level 3 qualification is built around learners developing a business plan, launching it as a micro business and then running it for four months of the course.



*What are your top tips for Sheffield's aspiring young entrepreneurs?*

If you're young, passionate about business and looking for your big break, here are my top tips: (You never know, in a few years time you could be sitting in my seat on Dragons' Den!)

**Get yourself some work experience!**

There's no better way to develop your skills and get the inside track on business than by experiencing the real thing. Employers want potential recruits to have relevant experience and skills. Work experience is a great way to make your CV stand out and show employers you've got what they're looking for.

**Adopt a positive mindset**

Too often, young people adopt a "can I?" attitude, when in fact they need to adopt an "I can!" approach. Whether you're a young person looking to start your career within an established business, or looking to get your own business off the ground, you need to have the confidence in your own ability and adopt a positive "I can" approach.

**Apply to the National Enterprise Academy at Sheffield College**

Sheffield's NEA is designed to equip young people with the skills to thrive in the modern business world. It's a cutting edge programme that combines hands-on learning with classroom learning.

**Want to find out more about the NEA in Sheffield?**  
Contact Andrew Sale: [andrew.sale@sheffcol.ac.uk](mailto:andrew.sale@sheffcol.ac.uk)

# THE **BIG** CHALLENGE AWARDS 2010

The glitzy awards ceremony was held at the Holiday Inn Royal Victoria in Sheffield where over 300 people came to celebrate the achievements of the winning teams.

The ceremony was presented by Chairman of the BiG Challenge, David Grey MBE and The Apprentice finalist and successful entrepreneur, Claire Young. Each winning student was presented with an exclusive trophy and shopping vouchers to the value of £100.

David Grey opened the event and said to the students:

"This country absolutely depends on entrepreneurs. Without entrepreneurs, we wouldn't have any new businesses and without new businesses there wouldn't be any employees or profit. Without profit we would have no tax and without tax we have no government, no public sector and no social services. I'm relying on you, society is relying on you and this city is relying on you.

"That's why I am pleased that over 340 teams entered the competition. I'm pleased that nearly 2000 students were involved and I'm pleased that over £14000 profit was made. I challenge anybody to say that this is not real business."



Post-16 winners The Four Seasons Art Gallery at Norton celebrate with Claire Young and David Grey.



Joint Key Stage 3 winners The Busy Bs from Notre Dame (left) and Paparazzi Stars from Stocksbridge (right) pose with their trophies.

## CONGRATULATIONS TO THE FOLLOWING TEAMS AND INDIVIDUALS...

**OVERALL WINNERS**  
Young Money (Fir Vale)

**POST 16 WINNERS**  
The Four Seasons Art Gallery (Norton College)

**KEY STAGE 4 WINNERS**  
Young Money (Fir Vale)

**KEY STAGE 3**  
Joint First: Busy Bs (Notre Dame) and Paparazzi Stars (Stocksbridge)  
Third: Picture This (Westfield)  
Fourth: Bullying Blues (Bradfield)

**HIGHLY COMMENDED TEAMS**  
Get Shirty (Meadowhead)  
Coastering to Success (Meadowhead)  
Wink (Meadowhead)

**MOST MONEY MADE**  
D-Sign (Sheffield City College)

**BEST WEBSITE**  
Snap, Crackle n' POD (Fir Vale)

**BEST FINAL REPORTS**  
Bitz and Bunz (King Edward VII)  
MACE (Newfield)

**BEST EXISTING BUSINESS**  
Star Signs (Sheffield City College)

**BEST PRESENTATION TO THE JUDGES**  
Picture This (Westfield)

**BEST STUDENT MENTOR**  
Andrew Roberts (Sheffield City College)

**OUTSTANDING ENTREPRENEUR SUPPORT**  
Mark Elliott (House of Logos)  
Byron McPherson (Principal Beauty)

## YOUNG MONEY

BiG Challenge 2010 winners, Young Money, are a group of six boys from Fir Vale who all have a passion for entertaining people and making money. We asked BiG Challenge judge, Brigidin Crowther what it was about this team that impressed the judges.

"As soon as Young Money entered the presentation room, all of the judges were blown away by their enthusiasm and passion. They didn't even mention winning the trip to Hong Kong, they were excited and driven enough by what they were doing and what they had achieved!

"Personally, the diverse nature of the group and their individual talents stood out to me. They each brought something unique to the table and they clearly worked well together.



"The determination, imagination and tenacity shown by Young Money ultimately gave them the edge over the other teams. They set their sights on holding their gig at a prestigious venue and, even when they were quoted nearly £1000, they stuck to their guns and made it work. This is clearly a very talented group of young people."

## A BIG THANK YOU...

### TO OUR SPONSORS



DLA Piper – The BiG Trip to Hong Kong



South Yorkshire Investment Fund - The £25 start up funds



Freeman College – The BiG Challenge trophies



Holiday Inn Royal Victoria – The venue for the BiG Awards



Sheffield City Council – Continued support of the BiG Challenge

### TO THE CREATIVE AND MEDIA DIPLOMA STUDENTS

from City School and Myers Grove who helped to create the BiG Challenge film and worked hard to ensure the Audio Visual systems ran smoothly on the night of the Awards.

# Venture Matrix

## Expert Help and Support for Sheffield Schools and Colleges

Venture Matrix™ offers Sheffield Hallam University (SHU) students the chance to set up their own business or social enterprise, where they can trade without risk in a simulated market place.

Although the risks are not real, the outcomes are. Students collaborate on real-life projects such as fashion shows and launch events. SHU students also visit schools and colleges in Sheffield to support pupils taking part in various business and enterprise competitions.

### *How have Venture Matrix students supported schools and colleges this year?*

- \* **The BiG Challenge** - Venture Matrix students have worked closely with several BiG Challenge teams offering support and advice in areas such as financial literacy, marketing and web design.
- \* **New Ventures** - Venture Matrix students organised and delivered a re-launch of the new Enterprise Centre at Fir Vale School.
- \* **Hallam Enterprise '10** – Venture Matrix students organised an all day event for students of the Business Administration and Finance Diploma, from Chaucer, City, Myers Grove, Newfield and Wisewood. Pupils took part in three workshops which were designed to enhance their entrepreneurship and enterprise skills including **time management, communication, presentation, leadership and team work**. Activities included creating a three course menu and logo for a new restaurant, building a structure from random materials and creating a jingle to advertise a new product. The students were also asked to pitch their ideas to a panel of 'dragons'.



### *How can Venture Matrix benefit your school or college?*

- \* Interesting and high quality solutions to a whole range of issues
- \* Enhancing pupils' enterprise and employability skills
- \* Strengthen relationship with Sheffield Hallam University
- \* Raise aspirations of pupils to apply for university
- \* Access to the students' academic skills, personal knowledge and the added value of fresh ideas and perspectives
- \* Free of charge help and support which is always supervised by Venture Matrix staff



### *What did the Diploma students think?*

"It was better than I had anticipated, the staff were really cool and we had a laugh."

"I really enjoyed it and now feel more confident."

"Today was pretty awesome."

### *Interested?*

For more information please contact Tereza Hayek, Venture Matrix Schools & Colleges Project Development Officer on 0114 225 2924 or [t.hayek@shu.ac.uk](mailto:t.hayek@shu.ac.uk)



### ● *Be in the next issue*



If you have a story about enterprise activities in your school, or an idea for an article you would like to see in the next newsletter, please send it to David Kay, the Editor; at

[david.kay@sero.co.uk](mailto:david.kay@sero.co.uk)