



Tammi Neville, Nando's, and Cllr Jackie Drayton with winners International Orange Marketing



Lisa Leighton, Barber Harrison & Platt

Xtra 2 Results



Well done to all those who submitted entries for the Xtra 2 marketing and digital media competition, kindly sponsored by Nando's. We had videos, websites, apps and posters all of which showed the judges what talented entrepreneurs we have in the pipeline.

An exciting interim awards event was held at the offices of DLA Piper, sponsors of the BiG Trip. Cllr Jackie Drayton, Sheffield City Council Cabinet Member for Children, Young People and Families, attending the awards, said 'We have big ambitions for our city and raising aspiration and expectation amongst young people is a vital building block.'

The winners who received a prize of £150 are **International Orange Marketing from Bradfield** who submitted an entry that showed both strong branding and an impressive website.

Runners-up with a prize of £100 went to **Multiapp from Meadowhead School** who developed an app for Android featuring Sheffield Wednesday. This is the first phone app ever entered in the BiG Challenge.

Highly commended prizes of £25 were awarded to **Carvers Original from High Storrs School**, **Ding from Silverdale School**, **Key2Unlock from Meadowhead School**, **Scrabtagz from Stocksbridge School** and **The Moustache Co from Silverdale School**.

In awarding the prizes, Tammi Neville, Regional Marketing Manager at Nando's, praised the efforts of the students, highlighting that 'the skills you're learning here are exactly what we're looking for as a business.' Tammi also announced two customer service workshops for the schools of both the Winners and Runners up.

The workshops are for up to 16 pupils where the main focus will be to give students an opportunity to see how Nando's operates as a business and will take a look at company roles, ethos and culture along with other 'fun activities'.

Lisa Leighton, Partner at Sheffield accountants Barber Harrison & Platt and **sponsors** of 'Most Money Made Award' also attended the event.

When asked 'Why do you sponsor the BiG Challenge?' Lisa answered 'The BiG Challenge is a tremendous opportunity - there is nothing finer than setting up your own business and learning what goes right and what goes wrong.'

Sheffield Hallam University - Venture Matrix™ supports The BiG Challenge



Venture Matrix™ students from a variety of degree subjects once again got involved with the BiG Challenge, becoming business advisors and mentors to the competitors.

The students' involvement included judging entries in a Dragon's Den style competition, offering advice about their business ideas and delivering both marketing and report writing workshops.

The students also saw the teams they supported succeed at various stages of the competition, highlighting the impact they had on them. The workshops were so successful that Venture Matrix™ students were asked to come back and support teams taking part in the BiG Challenge in the future.

The BiG Challenge 2013 Winning team will be heading for... Moscow!



The event also marked the announcement of the top prize for the final awards in March. Sponsored by DLA Piper, the winning team will enjoy five days in Moscow, combining business learning and pleasure.

Following a live video link with the DLA Moscow office, partner Duncan Moseley explained very simply why the BiG Challenge matters so much to the global legal leader, concluding that 'If it wasn't for quality people we wouldn't have a business ... and the BiG Challenge is about exactly that.'

BiG Challenge – Final Reports

In order to qualify and be in with a chance of winning this fabulous trip to Moscow you must submit your Final Report.

A copy of the format is available for download on www.bigchallenge.biz and the closing date for reports is Tuesday 26th February, 2013

And Finally...

Don't forget to keep Tuesday 26th March 2013 in your diary.

If you are one of the finalists, a special evening awaits at the **BiG Challenge Awards** held at the Holiday Inn, Royal Victoria Hotel.



The BiG Young Entrepreneurs Club is a business network for young people run by young people.

We meet monthly at the flagship Electric Works business centre, next to the bus station in Sheffield. There's already a strong membership and new members are always welcome. It's a great chance to bring friends and meet new people.

Next sessions:

Weds 13th March – Team Building & Communication

Weds 24th April – First Steps to Biz

Sessions are from 4.00-6.00pm. If you can't make 4.00pm it's fine to join a bit later. Let us know if you'd like to come but can't make the dates or times.

BiG YEC on Tour!

Want us to come out to your school? If you've got a school Enterprise Club that meets lunchtime or after school, BiG YEC could come and run an event with you.

We're planning to visit six schools between now and the end of July. If you'd like us to visit your school get in contact.

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 www.BiGYEC.co.uk

 big-club@sero.co.uk



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