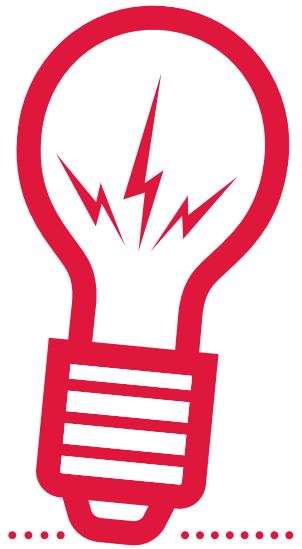




The Schools Challenge



Generating ideas on your own

What's your product or service going to be? For your business to be a success, your ideas need to excite people and make them want to buy into your brand. It's time for you to get creative!

Get set for a brainstorm of ideas

Grab yourself a pen and paper and write down all the fun activities you've done in the past. Think about days out you've been on, hobbies you enjoy.

Here's a list to help kick-start your memory:

Fun fairs Growing plants Baking Sports day/sporting competitions

Dress up for a dare

Painting Competitions

ideas

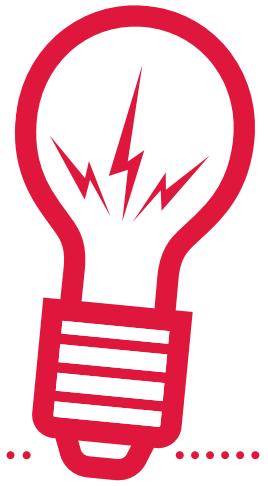
Washing cars Brain teasers

Crazy golf

Quizzes Karaoke

Skateboarding Auctions

Arts and crafts, e.g. making masks, kites, etc. Fun runs Computer games



The Schools Challenge

Generating ideas as a group

Take a look at the list you came up with in your brainstorming session. Now choose three of those activities that you think you could easily set up and run on a charity day in your school. Pick ones that are very different from each other.

Write your three ideas in the thought bubbles below, filling in bubble A, B and C. Leave bubble D blank for the moment.

Example

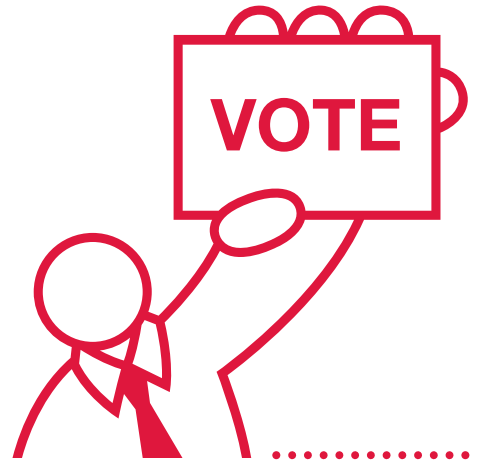
A Charity activity	B Business outline	C Resources required	D Advantages/disadvantages
Mini hot-air balloon competition	Make a balloon and get it to stay in the air	Tissue paper, Glue String, Heat gun	

Now enter your ideas

A Charity activity	B Business outline	C Resources required	D Advantages/disadvantages

A Charity activity	B Business outline	C Resources required	D Advantages/disadvantages

A Charity activity	B Business outline	C Resources required	D Advantages/disadvantages



The Schools Challenge

Thinking through ideas

It's decision time...

Get your enterprise team together and, in turn, present your three big ideas to each other. Your group should have 15 ideas to talk about.

After everyone's explained their ideas, discuss all the advantages and disadvantages of each. Fill in bubble D from the previous exercise, noting down everyone's points.

Your next challenge is to choose just five activities that you think will be real money-spinners!

Discuss each idea and keep it real! Make sure you think about absolutely everything, for example:

Put it to the vote!

Now as a group you need to choose your five best ideas. There are two ways to do this. You can have a simple show of hands for each idea and count up the votes. Or, to add a little bit of fun, you can hold a secret ballot!

Everyone writes their first choice on a piece of paper and throws it into a hat. Whichever option is pulled at random from the hat, that's what you'll be doing!

Repeat the process until you have five activities that you're all really happy with.

Record the result of your votes by ticking next to each chosen idea and bubble!

Where would you run the event?

Who would want to take part?

How much would you charge?

If you choose an outdoor activity, what happens if it rains?

Will you be able to borrow the equipment you need?
(Don't assume people will give or lend you stuff for free!)

MILLION
MAKERS



Prince's Trust

All net proceeds donated to The Prince's Trust (registered charity no.1079675)

The Schools Challenge

Keep it legal

Part of being enterprising is to think through all the possible barriers or scenarios that you could face with your service or product.

You may have a great idea but rules and regulations in school can restrict the service you can provide to students, teachers and parents.

Rules may vary in your school so ask your teacher or the relevant member of staff to check before you go ahead.

Common rules to consider:

- It needs to be legal!
E.g. no selling of copied DVDs, books and other illegal activity
- No betting
- No animals
- No unhealthy foods
- Check you have permission to sell food/drinks at school
- Consider health and safety
- Don't plagiarise and be aware of copyright laws
- Consider the impact on your environment
E.g. litter, noise
- Your service/product should not cause any offence to students, staff or parents

