

Young people's attitudes towards starting their own business have changed radically in the last few years. During 2006 and 2014 there was a 70% rise in under 35s founding their own business, according to Duedil. Recently, Google research found 75% of 15-18 year olds favour a job with a well-established firm over starting their own venture – citing instability as a factor.

This aversion to risk may result in fewer startups and more young people missing the opportunity to put ideas into action, and gaining vital employability skills. Our Enterprise-in-a-Box workshop seeks to ignite young people's entrepreneurial spirit through ethical products and business training, to give them their first experience of running a social enterprise.

T.Jones & Dafe, 15.



A MyBnk product
ENTERPRISE IN A BOX

Year 10 Business Students T. and Dafe are used to a lot of text books. The vast majority of the GCSE they are preparing for will be a written test, and enterprise is just one of the 14 modules they will have to master.

In just a week they went from business theorists at the drawing board to bonafide traders, as our experts teach them how to give sales pitches, budget, market products and write business plans. This is a big opportunity to put into practice what they have been learning about all year.

Enterprise-in-a-Box is a social enterprise toolkit, a challenge that provides them with the tools to take their first steps as social entrepreneurs, and the opportunity to make a profit as well as make a difference to the world around them.

There are two teams and Dafe and T take the lead in a squad of six students. After viewing a series of short video case studies showcasing entrepreneurs introducing their businesses, they were asked which skills had made these traders successful and to rank them in order of importance. They then examined their own talents, and areas they would like to develop - the knack of selling, and how to price topped most lists.

"The project allowed us as young people to prove to our community we are not all trouble makers. We showed our teachers we are hungry to be successful. MyBnk helped us flourish. I'm confident I can make money right now if you invest in me!" T. Jones.

Once acquainted with their products of Fair Trade chocolate, ethically produced beauty items. and urban 'Seedbombs', the teams practiced some pitching roleplay: "sell me this pen" style. Swapping the roles of disinterested customer and eager seller, each time honing their craft. They learnt to focus on the unique selling points of each product, "it is organic", and turn the customer into an agent for positive change by telling the story of the merchandise, "10% of profits goes to a development fund for farmers."

What did the teacher think?

"I haven't seen this type of hunger in years! The project left an amazing buzz around the school which it had never had before, all the students were talking about it. They were so engrossed and passionate about selling their merchandise that the teachers were pulled into meetings for presentations by the students about their ideas. This was captivating and great to see the students show so much passion and enthusiasm. The children really showed us great entrepreneurial skills. They have come a long way and it was a pressure having the MyBnk team. These programmes are vital for the young people of today." **Headteacher, Forest Hill School, Mike Sullivan.**

Impact

We monitor what young people are learning in our workshops. Last year resulted in:

- **1,898** young entrepreneurs.
- **£19,440** in profit. An average of £71 per team!
- **31%** jump in knowing what a social enterprise is and how they run.

This programme was kindly supported by The Big Lottery Fund.

