

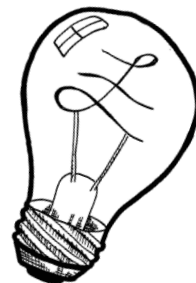
Backing young people's ideas and helping bring financial education to life is what MyBnk is all about – not just with interest free loans but business expertise.

Here, there's a law firm, an art teacher, his students, a charity and a cafeteria, between all this, is a young person's first enterprise experience.



"We've learnt loads of business skills like communication and organisation!" Elvis, 14

Six students became involved with enterprise club 'ArtHouse' at Bethnal Green Technology College - many as part of their BTEC Business courses.



Staff at law firm, Allen & Overy, had met with the club every week, introducing different aspects of business via their community outreach programme, Artbeat.

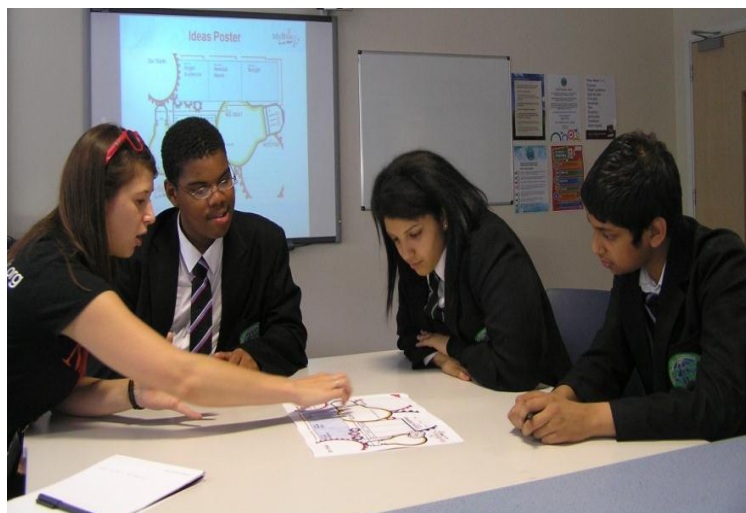
MyBnk were brought in to develop the group's skills and confidence around money management, helping them root their ideas in a business plan ahead of a market day.

The group decided they would design and make their own range of mugs, they had just two weeks and a single lunch break to make their venture count.

MyBnk officer, Lisa (below right) gave the young entrepreneurs guidance in production, USP, costing, sales, marketing and strategy. Their stall at Allen & Overy's Liverpool Street offices made £425.

"MyBnk really helped us, in just a few hours you've got us to think more realistically about our business. The whole experience is going to help me in the future too. I've always wanted to be a businessman and I think when I'm older I'll set up a company, making and selling my own products" Mahmudul, 13.

This group has had a little taste of what it's like to be an entrepreneur, they want more and are already planning their next venture with an online shop on the Artbeat website, developing a new range of products and a stall in Spitalfields market.



Students designed their own logo

What did the teachers think?

"It's been a great opportunity for the students to try their hand at business in the real world. They've had a chance to learn from their mistakes and to learn how to work as a team" Mr. Marston.