

One in five young people think about setting up their own business, yet only one in twenty actually do. Enterprise-in-a-Box helps young people learn about business by doing it for real, using real money and real products.



Over four weeks, MyBnk turned nine Year 8 students from Forest Gate Community School into social entrepreneurs. Three ethical businesses made over £200 profit. Some of the entrepreneurs are donating their profits to charity; others are re-investing in their enterprise adventure. Here are some of those adventurers.

Bethany & Jessica, 12



Bethany had always been interested in the charity sector and fundraising to help others, but she never realised how fun it would be.

"My favourite moment was selling the first box"

Her team had a choice of ethical products to sell from their readymade social entrepreneur toolkit - either *Seedbombs*, an efficient and ecological source of seed dispersing, or *Freedom Cry* CDs music made by Ugandan prisoners.

Along with her business partner Jessica she made a huge £186 after selling out of three boxes of Seedbombs and two boxes of CDs.

With our help, the pair clearly identified their market, mainly green-fingered adults, selling at school, home and at their parish church. They even headed down to their local Christmas market, using festive tags and ribbon to decorate the products and boosted their profits by adding £1 to the RRP.

The girls' Deputy Head plans to nurture their new found entrepreneurial skills as they look for more ethical products to sell.

Tan, 12

Tan and his team of six budding entrepreneurs discovered that telling the 'story' behind their chosen product resulted in lots of sales. They sold the CD promising to donate all profits back to improving the prison living conditions.

"It was important to get the sales pitch right. If we didn't, our enterprise wouldn't work"

The team cleverly aimed sales at music teachers and females aged 20-50 who they thought would be more sympathetic to the cause.

This strategy, along with Tan's cheeky salesman charm, made them an impressive £63.60 profit.

Now there is no stopping him; Tan wants to use his natural flare for selling to set up his own business:

"I want to sell sweets in school and make a profit!"

