

# Business Battle

Six session challenge, nurturing the entrepreneur in everyone

# MyBnk

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**BUSINESS  
BATTLE**

## Key facts

### Format:

5 x 2 hour workshops and a live market place day.

### Target group:

13-21 year olds.

### Group size:

6-15 young people.

## Content:

Young people team up to create a business in a week - designing, developing and selling their service or product at a real life market place.

1. **Ideas generation** - An introduction that inspires young people to generate their own ideas, considering the target audience's wants and needs.
2. **Product design, budget and costs** – Young people refine their ideas into a final 'design', and then research suppliers to create a materials list within their set budget of £40.
3. **Logistics and production** – Utilising each member's strengths, teams delegate tasks to create their product / service ready for the market place.
4. **Pricing and marketing** – Evaluating the production process, pricing structures are decided, as well as a marketing strategy to attract and sell to customers.
5. **Sell, sell, sell!** – Teams attend a pre-designated market place to advertise and sell the designed products or services to a real customer audience.
6. **Reflection** - A practical evaluation activity is run. Winners are announced and prizes handed out.

Against the clock, with prizes and profit at stake for those who shine, all participants must collaborate to make their project a success. The battle encourages teamwork and rewards initiative, whilst working under pressure.

## What did the young person think?

*"The battle helped me develop business skills that will hopefully help me achieve my dream of starting a record label."*

**Julius, 15, Royal Borough of Kensington & Chelsea's Summer Uni 4U.**

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