

# Enterprise-in-a-Box

Start-up toolkit for budding social entrepreneurs

# MyBnk

A MyBnk product  
**ENTERPRISE IN A BOX**

## Key facts

**Format:** 2x100 minute sessions  
1 week apart.

**Target group:**  
11-25 year olds.

**Group size:**  
12-30 young people.

## Content

Featuring exclusive ethical products, this is a step-by-step guide to setting up a social enterprise. In one week we take young people on a journey of selling a product, learning the story behind it, and making a profit, whilst also making a difference.

### Session 1:

We introduce the concept of social enterprise and get participants to practise pitching and selling. In teams, they identify a target audience, form a business plan, set prices, analyse risk and rewards using SWOT analysis. There is a focus on teamwork and identifying different roles and responsibilities involved in planning and executing their project over the next week.

### Session 2:

Participants present the results of their project and share experiences and what they have learned over the week. They are encouraged to reflect and identify the skills they have used. With 14+/KS4 we explore employability and consider how the skills they have gained can be used in various work based environments.

### Who is it aimed at?

This challenge is suited to a range of young people. Age and knowledge base will determine the depth of detail we go in to. The programme links to various Enterprise modules in Business Studies curriculums at GCSE level.

### What will they learn?

The practical experience of running their own social enterprise, working as a team, presentation and communication skills, identifying their target audience, advertising, pricing, customer service, cash flow monitoring and planning ahead.

## What did the teacher think?

*“Enterprise-in-a-Box allows students to develop key core skills that are important within the real world and the workplace. There is no better way for students to learn to become a real social entrepreneur than to take part in Enterprise-in-a-Box.”* **Daniel Corbett, Head of Enterprise, Mulberry School.**



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