

Whilst youth unemployment has dipped below 900,000, it is still stubbornly high. Getting a job, let alone running your own business, remains one of the biggest challenges facing young people.

MyBnk brought Business Battle, an education challenge, to St. Giles Trust, to help young people learn how to realise their business dreams by giving them their first enterprise experience. Here is how we took one participant from drawing board to marketplace in just four days.

## Ricky, 18



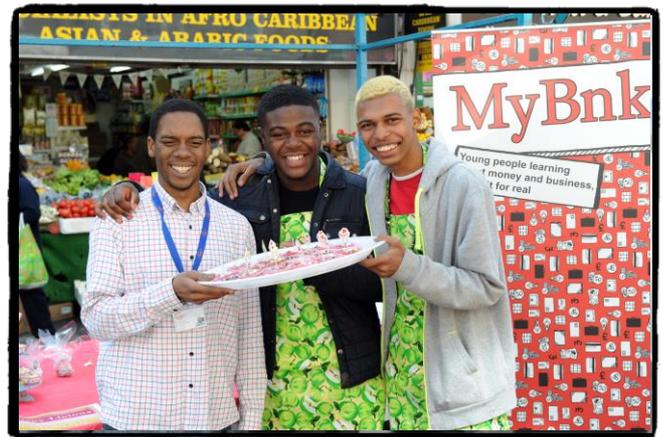
Ricky has been involved with St. Giles Trust for a year. The organisation provides support for young people with housing issues, disruptive upbringings, and those who have been involved in the criminal justice system.



Currently in his second year of a Business course at Lambeth College, Ricky has never had a practical experience of enterprise. Our programme was of immediate interest, a market challenge with real goods and real money.

From brainstorming to eventually writing a business plan, our trainers helped him and his small team develop a practical way to make a profit - chocolate. Ricky was heavily involved in the marketing aspect of the programme, coming up with their “Crispylicious” name and tagline: -“a smile in every bite.” Our marketing sessions also helped him to tell the story behind his product and his personal experience, and how to tease out key selling messages such as ‘home made’ and free from artificial ingredients. He learned from our USP and target market exercises, arguing in his team to focus sales efforts on children and their parents.

The group did well to understand how unit price and costs affected final profits – taking an interest-free loan of £16 for materials and calculating a 19p cost per cake. Come showtime on Church Street Market in South London, Ricky remembered all of his previous customer relations role playing, and used his “Jamaican charm” to make sales. The team made an amazing 150% profit on their loan.



## What did Ricky think?

*“A few years ago I started to think about being my own boss and this has shown me I can have another source of income alongside working in a business to get experience. I’ve learnt about the spirit of enterprise”.*

## What did the youth organisation think?

*“Superb. Really supportive and went above and beyond to make sure students had everything they needed”.* Miriam Keith, Team Leader, St. Giles Trust