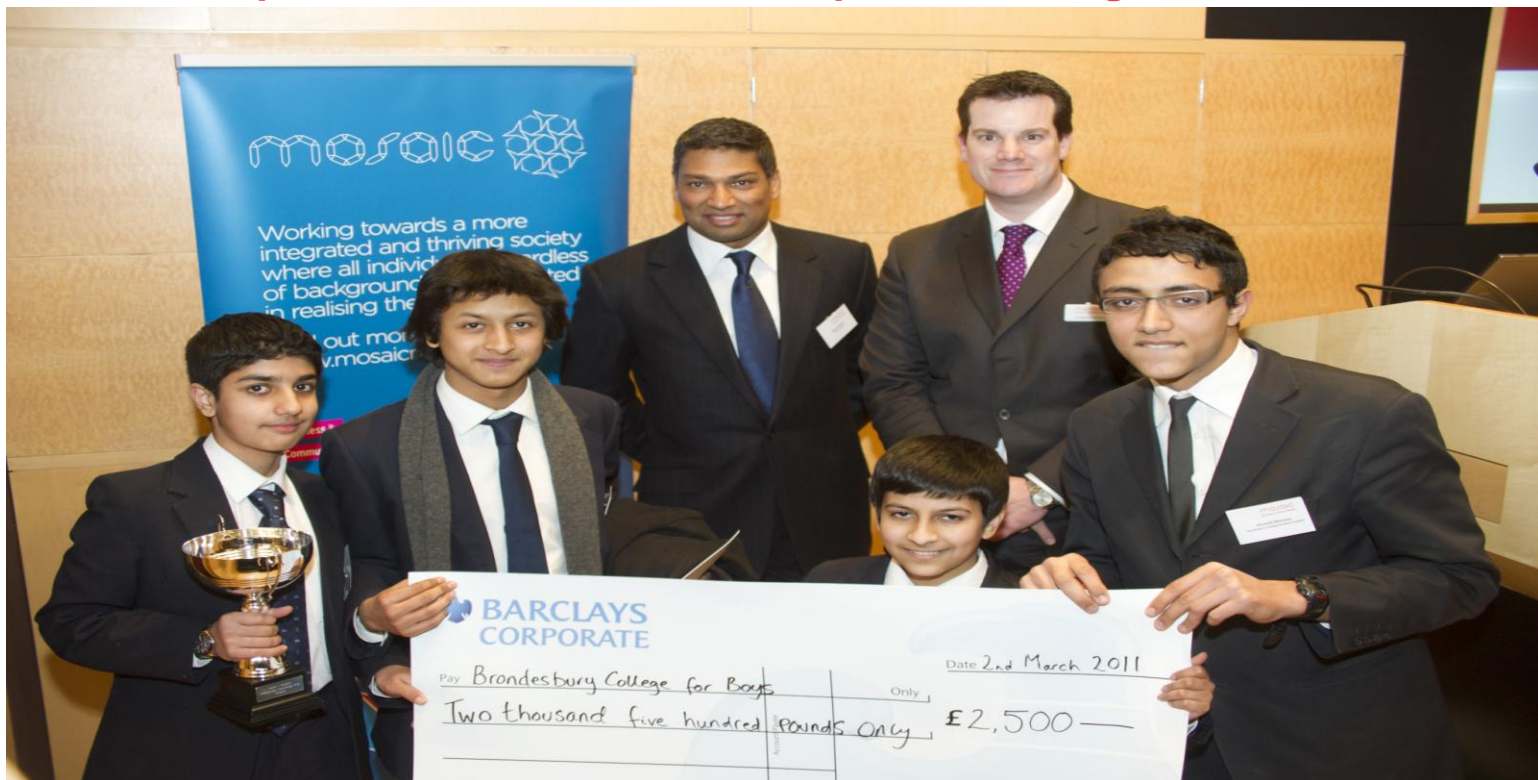


Apax / Mosaic Business Enterprise Challenge 2011/12



The Challenge

Students experience a realistic business scenario where they produce, develop and market a new product through a unique online business game. The challenge encourages students to demonstrate how key components of business come together to determine success.

Programme Format

- **Stage One: November 2011 – January 2012**

With support from their mentors, students develop an understanding of the themes tested by the competition i.e. ethical business, finance, sales, marketing and production.

- **Stage Two: January / February 2012**

Teams demonstrate what they have learned by playing the game competitively, working towards their highest net score which will be entered into a national league table.

- **Stage Three: March 2012**

The top five teams contest a Grand Final at a central London venue. As part of the Final, teams will also pitch their business ideas to a judging panel and will be scored on the quality of their pitch, before an overall Enterprise Challenge 2012 winner is announced.

"I am delighted to be involved with the Apax/Mosaic Enterprise Challenge which is giving young people across the country the opportunity to learn real life business skills."

Mo Chaudry, Chairman of Waterworld UK Holdings and participant in C4's Secret Millionaire

The Game

The game which the Enterprise Challenges centres around is an online, time-based business simulation game. It is an engaging mechanism for introducing young people to basic business concepts and has the ability to support schools with their national curriculum enterprise objectives, as well enhancing a student's level of understanding of business. It combines classroom based learning with applied learning and is designed to familiarise students with general business concepts from inception through to trading, covering **finance, sales, marketing and production** over a 3-year life cycle. Whilst

challenging, the game is also enormous fun, and includes enough decision making to really challenge young people and focus their attentions on what it takes to succeed in business. **This element of the competition carries 70% of the final marks.**



Ethical Business Strategy



A significant element of the competition which sits alongside the online game is the Ethical Business Strategy (EBS). The EBS requires students to imagine themselves as part of a Senior Management Team for a publicly listed car company that designs, manufactures, markets and sells its own cars. Students will be tasked with developing the most sustainable car company in the world by balancing their economic, environmental and social performance.

There will be three tasks for students to complete and they will be required to think through their approach as a team. To be successful, students need to understand the social and environmental impacts of their business and the risks and opportunities these present. It will be part of your role as mentor to guide students through the tasks and to get them thinking about how they balance competing priorities. **This element of the competition carries 30% of the final marks.**

Can I be a Mentor?

You do not require any formal qualifications to mentor on this programme. If you feel you can inspire entrepreneurship through an understanding of basic business principles, and have the time to commit to a minimum of six one hour mentoring sessions, then mentoring on the enterprise challenge is for you. Training and resources will be provided to support you in maximising your mentoring experience.



As mentoring sessions take place in a school environment, you will need to be reliable and punctual in attending the sessions you have committed to prior to the programme's commencement. In addition, if your school reaches the Grand Finals of the competition, you will need to make yourself available for at least three extra sessions in order to assist them in their preparation. However, you will be part of a team of mentors assigned to a school and responsibility to attend sessions will be split amongst your team.

Your Role as a Mentor

You will be assigned to a school and allocated between one and three teams to support. Schools can submit teams from Years 7 to 11 with three to five students per team. Your responsibilities as a mentor include:

- Attending a 3hr mentor training session about the game and about mentoring/coaching young people;
- A minimum commitment to six 1hr long mentoring sessions between the **14th November 2011 and 27th January 2012**;
- Offering guidance through the decision making process of each aspect of the competition;
- Encouraging discussion of themes covered within the competition, including ethical business;
- Leading group activities for your assigned school;
- Providing insight through examples of your own personal and professional experiences;
- Committing to at least three additional sessions between the **5th and 23rd March 2012** if your school reaches the final;
- Generally, being reliable, punctual and supportive of your allocated school.

In addition to the six core sessions, Mentors who can spare more time may be able to arrange with their schools additional times when they are able to see their teams but the expectation is that Mentors will attend six 1hr sessions.

Please note that groups of Mentors are assigned to schools, not to teams per se. This means that you will be supporting a school and assisting them to win the competition. You will be given between one and three teams to work with but if none of those teams reach the Final and another team from within the school does, Mosaic may ask you to support the finalist team. Should your team reach the Final you will be invited to accompany them to the Finals event in London. The mentor of the winning team will also be invited to join his/her team on their secret victory prize. These have previously included tea with Samantha Cameron at 10 Downing Street, a private audience with the Chancellor of the Exchequer at 11 Downing Street and a meeting with James Caan (formerly of Dragons Den) to hear how he became successful in business. Students are also given a cash prize for their school and an investment towards their business idea.



Mentor Resources



Mentors will be given training as well as additional activities and resources to use during each phase of mentoring which will support you in introducing the relevant themes to your teams. Additionally, mentors will be given a user account and password, and a manual for the online game, which will allow you to become familiar with the game and its concepts in advance of mentoring sessions.

Mentors also have ongoing access to their Regional Manager, as well as to Mosaic's Enterprise Challenge Manager.

Outline schedule

Mentor Training

3hrs (19th September - 28th October 2011 – dates tbc). Mentors will be given an introduction to working with young people and will be given a walk-through of the game.

Six Mentoring Sessions

1hr (14th November - 27th January 2012 – specific dates tbc). This period will be split into two distinct phases which mentors will guide their team(s) through:

- i. Ethical Business Mentoring phase: 14th Nov 2011 – 16th Dec 2011
- ii. Business Game Mentoring phase: 2nd Jan 2012 – 27th Jan 2012

Mentors will be given resources and activities to support each phase.

Submission of EBS

Teams must submit their Ethical Business Strategies to Mosaic's Campaigns Manager by 5pm on Friday 16th December 2011.

Competition Phase

30th January – 24th February 2012. Teams will play the online game as many times as they wish (without their mentors) in order to record their highest net profit. The highest net profit of a team at 5pm on Friday 24th February 2012 will be used to generate their final score and net profit recorded after this time will not be considered.

Three Prep Sessions

Teams and their mentors will be notified that they have reached the Finals at 2pm on Monday 27th February 2012. Mentors of teams who have reached the Finals are asked to make themselves available for a minimum of three additional mentoring sessions between Monday 5th – Fri 23rd March 2012, to help their teams prepare their pitches.

At the Finals, teams will pitch a business idea to a panel of judges using a specific format which will be circulated upon notification of their status as finalists. Mentors are asked to coach teams in how to prepare for and deliver a strong pitch (resources will be provided).



Grand Finals:

Finals will be held in London over half a day on a date to be confirmed between the 26th and 30th March 2012. Mentors will be invited to attend and will provide moral support to their team.

Apply to be a Mentor

To register your interest in becoming a mentor for the Apax / Mosaic Business Enterprise Challenge 2011/12, simply forward an email to your relevant Regional Manager below explaining in a paragraph why you would make a good business mentor. You will then be contacted with information about next steps.

Regional Managers

London | Amina Dahbi Skali | Amina.DahbiSkali@bitc.org.uk | 020 7566 8734 / 07718 792 487
South East | Punam Kharbanda | Punam.Kharbanda@bitc.org.uk | 07718 793 515
West Mids | Romana Qureshi | Romana.Qureshi@bitc.org.uk | 0121 451 2227 / 07718 792 299
North West | Nafisa Hakim | Nafisa.Hakim@bitc.org.uk | 0161 233 7765 / 07718 793 516
Yorkshire | Zakia Ishaq | Zakia.Ishaq@bitc.org.uk | 0113 205 8200 / 07718 793 856

Contact Information

For further information on the Apax / Mosaic Business Enterprise Challenge, please contact:
 Julian Yorke | Campaigns Manager | 020 7566 8735 / 07718 534 072 | Julian.yorke@bitc.org.uk

"I'm delighted for my Brondesbury boys. They worked very hard and really got to grips with all elements of the competition, including delivering a brilliant pitch in the Finals - I'm so proud of them. They beat some really worthy opposition and thoroughly deserve their fantastic prizes. As their mentor, it's rewarding for me to see all our hard work pay off. Now they'll have to try and defend their title next year!"



**Uzair Bawany,
 Contact Recruitment**