

Apax / Mosaic Business Enterprise Challenge 2011/12



Students competing in the Apax / Mosaic Business Enterprise Challenge experience a realistic business scenario where they produce, develop and market a new product through a unique online business game. The competition encourages students to demonstrate how key components of business come together to determine success.

Challenge 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 online game competitively, working towards a top score to 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, finalists 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 Competition

The Apax / Mosaic Business Enterprise Challenge is a national competition for 11-16yr olds which increases their knowledge and tests their understanding of basic business concepts. The game also enhances students' employability as well as introducing a spirit of entrepreneurship.



The competition is split into three stages which comprise of:

i. Mentoring

The mentoring stage runs from **14th November 2011 – 27th January 2012**. During this phase students will firstly receive mentoring about ethical business and will be required to submit an ethical business strategy before they break for their Christmas holidays (the deadline for this is **5pm on Friday 16th December**). Mentoring resumes after Christmas and runs from **2nd – 27th January 2012**. During this phase, students receive guidance on basic business concepts and are introduced to the online game.

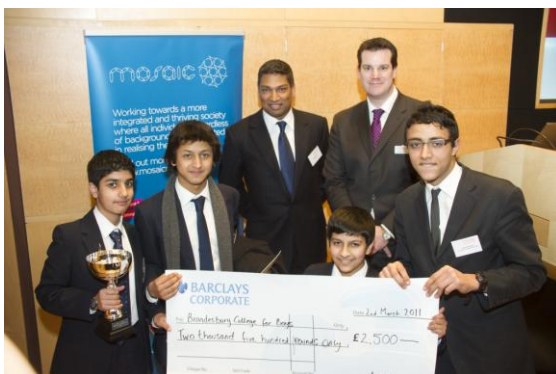
ii. Competition phase

This stage runs from **30th January – 24th February 2012** and is when students take what they have learned from their mentoring sessions and attempt to record their highest possible net profit in the game, for entry into the Enterprise Challenge 2012 league table. The highest recorded net profit of a team at **5pm on Friday 24th February 2012** will be used to generate a score and will be added to their previously submitted ethical business strategy score to determine their overall competition score.

iii. Grand Finals

The five highest scoring teams overall will be invited to London to contest a Grand Final in front of a live audience. At the Finals, teams will be required to make a pitch to a panel of judges outlining their ideas for a business start-up.

Prizes



The top three teams will receive the following cash prizes for their schools: **1st place £2500; 2nd place £2000; 3rd place £1500**. The winners will also receive a £1000 investment towards their proposed business idea as well as a special prize which is revealed on the day!

All finalist teams will receive goody bags to mark their status as finalists and all competing teams will receive certificates of participation from Mosaic.

The Game

The online game which the Enterprise Challenges centres around is a time-based business simulation game. It is an engaging mechanism for introducing young people to business concepts and has the ability to support schools with their national curriculum enterprise objectives, as well as 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 3yr 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 will need to understand the social and environmental impacts of their business decisions and the risks and opportunities these present. Mentors will guide students through the tasks and get them thinking about how they balance competing priorities. **This element of the competition carries 30% of the final marks and the deadline for submission of the strategy is 5pm on Friday 16th December.**

Who are the Mentors?



Mosaic's Enterprise Challenge Mentors have previously included young entrepreneurs, business students & graduates, businessmen & women, lawyers, accountants, project managers and even CEO's. However, Mentors do not require any formal qualifications to participate on this programme. Mosaic look for individuals who we feel can inspire entrepreneurship through an understanding of basic business principles, and who have the time to commit to

a minimum of six one hour mentoring sessions. Mentors need to be reliable and punctual and all mentors are CRB cleared by Mosaic.

Training and resources are provided to all Mentors in how to work with young people and how to structure mentoring sessions. Please note that groups of Mentors are assigned to schools, not to teams per se. This means that Mentors will be supporting a school and assisting them to win the competition. Your school will be given a number of Mentors based on the number of teams you are entering; mentors will work with between one and three teams. A school's Mentor pool will share responsibility for coaching teams.

Mentor Commitments

Mentors are assigned to a school and allocated between one and three teams to mentor. Mentor responsibilities 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 their assigned school;
- Providing insight through examples of their own personal and professional experiences;
- Committing to at least three additional sessions between the **5th and 23rd March 2012** if their school reaches the final;
- Generally, being reliable, punctual and supportive of their allocated school.

School Commitments

The Apex / Mosaic Business Enterprise Challenge 2011/12, allows schools to submit teams from Years 7 to 11 with three to five students per team. Schools participating in the competition will agree to facilitate a minimum of six mentoring sessions between November and January (schools have in the past been able to facilitate additional sessions; please speak with your Mosaic Regional Manager if this is the case).

If your school reaches the Grand Finals, you will need to accommodate at least three additional sessions between **Monday 5th and Friday 23rd March**, in order to allow your team to be coached in delivering a successful pitch.



Schools must ensure that rooms (with computers) are available for mentoring sessions to take place. Schools will also ensure that Mosaic have, by **Friday 14th October 2011**, a final number of how many teams will be competing in the competition, dates for when mentoring sessions will take place, and details of teachers who will act as contacts for Mosaic and will be responsible for overseeing mentoring sessions. If the named individual cannot oversee a particular session, schools should provide Mosaic with the contact details of a replacement teacher. Schools should also ensure that contact teachers make themselves available for a 45minute briefing on the game so that they are familiar with it and some of the technical aspects around it. Briefings should ideally take place between **Monday 19th September and Friday 28th October**.

Mentor Resources

Mentors will be given training as well as additional activities and resources to use during each phase of mentoring. Additionally, mentors will be given a Username and Password, and a manual for the online game, which will allow them to become familiar with it and its concepts in advance of mentoring sessions. Mentors also have ongoing access to their Regional Manager's, as well as to Mosaic's Enterprise Challenge Manager.



Key Dates

Teacher Briefings 45mins (19th September - 28th October 2011). Teachers will be given a brief introduction to the competition and will receive a quick 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 teams 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. Schools can submit by email, fax or post but the forms must reach Mosaic's London office by no later than the above date.

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 score. The highest recorded score of a team at 5pm on Friday 24th February will be taken as their final score and scores recorded after this time will not be considered.

Three Prep Sessions Teams and their mentors will be notified that they have reached the Final at 2pm on Monday 27th February. Schools who have reached the finals are asked to facilitate a minimum of three additional mentoring sessions between Monday 5th – Friday 23rd March, to help their team prepare for the Final.

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 will coach teams in how to prepare for and deliver a strong business pitch.

Grand Finals: Finals will be held in London over half a day between 26th and 30th March 2012 (date tbc). Winners will spend the whole day in London, finishing at approximately 5pm. Schools will be required to make their way to a central London venue (tbc) for an 11am start where they will be briefed on the day ahead and given time to practice their pitches privately. Refreshments will be provided.

Competition Rules

Below outlines the main competition rules that apply to schools and students. If any aspect of these rules is unclear, please contact Mosaic's Enterprise Challenge Manager on 020 7566 8735.

- i. There is no upper limit to how many teams a school may enter.
- ii. Teams must consist of three to five students and only students currently attending the school may participate.
- iii. Players must be aged 11-16 inclusive.
- iv. Schools must facilitate a minimum of six mentoring sessions, plus an additional three if a team from that school makes the Finals. Sessions should be a minimum of 1hr in length.
- v. Schools must submit the number of teams they are entering in the competition to their Regional Manager by no later than **Friday 14th October 2011**.
- vi. The competition begins w/c **14th November 2011**. Mentoring cannot begin before this time.
- vii. The first phase of the competition will focus on Ethical Business Strategies and the deadline for submission of these is **5pm on Friday 16th December 2011**. Submissions received after this time will not be marked and no points will be received for them.
- viii. Ethical business strategies must adhere to the word counts indicated on the forms. Teams will be penalised for exceeding these.
- ix. Schools will initially be given a code in order for them to be able to show the game to students but this must not be passed on to students. Schools will be given a username and password for each team at the beginning of December this will give the teams access to the game for practice purposes. Students will also have received the user guide to the game beforehand and will therefore be able to familiarise themselves with the user interface.
- x. The system for playing competitively and recording high scores will become active at **11am on Monday 30th January** and will remain open until **5pm on Friday 24th February**. Only scores entered during this time will be counted.

- xi. Mentors are not allowed to be present when teams are playing the game competitively; their input is confined to the mentoring period before the game playing phase. Similarly, teachers must not coach their teams in the game but can offer technical assistance.
- xii. Students are encouraged to play as teams while they are recording their high scores. Although teams can play through the game as many times as they wish, they should be discouraged from playing as individuals.
- xiii. Students are working towards the highest **NET PROFIT** they are able to obtain. Only in the unlikely event that two teams have amassed the exact net profit will Mosaic take into account their gross profit.
- xiv. Scores, both for the Ethical Business Strategies, and the online game will not be divulged until after the Grand Finals event. Post-Finals, the league tables will be made public and a copy sent to each school. **MOSAIC WILL NOT ENTER INTO DISCUSSIONS ABOUT SCORES BEFORE THE FINALS EVENT.**
- xv. Only one team per school may be represented at the Grand Finals. In the event that your school ends up with more than one finalist team, you will be required to pick up to five students from across the teams to represent your school. Where this happens, the next highest scoring team from another school will be promoted.
- xvi. Schools will be notified by Mosaic Regional Managers at **2pm on Monday 27th February 2012** that they have made the Grand Finals.
- xvii. Finalist schools must notify Regional Managers by **Friday 2nd March 2012** of the dates on which preparatory mentoring sessions are able to take place.
- xviii. Upon being notified that your school has reached the Grand Finals you will receive the format and rules for the pitches that teams are required to give. These must be adhered to and teams will be penalised for not adhering to them.
- xix. On Finals day, schools are required to be at the venue for a prompt **11am** start. Mosaic will pay schools' travel expenses, i.e. travel for two teachers and up to five students.
- xx. The Finals will conclude by 2pm for all teams apart from the winning team who are likely to finish their day at approximately 5pm.
- xxi. The Grand Finals will include photographers. Finalist teams will be required to pose for photographs, some of which will be used on the Mosaic website and in promotional material.

Contacts

Please use the relevant details below to contact Mosaic with any questions you have about the Enterprise Challenge 2011/12. Please contact your Regional Manager if you have a query relating to Mentors or mentoring sessions. Please contact the Enterprise Challenge Manager for a query relating to the rules or a technical aspect of the game.

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

Enterprise Challenge Manager

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 hugely 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

