



## BiG Challenge 4

Welcome to the fourth annual BiG Challenge for Sheffield schools and colleges.

### What has changed?

**Not a lot** – because the BC formula has been adopted so positively by students, teachers, schools and colleges. Last year around 320 entries were approved in 29 schools and colleges.

**There is one major change** – by popular request, teams are allowed to start their activities any time from Wednesday 16 June 2010.

- This will allow students in some year groups to make the most of time after exams and over the summer.
- However we expect most teams to start in the autumn term.
- The judging criteria will ensure that teams are not advantaged or disadvantaged by their start date – except that longer operation may mean more money made (the focus of just 1 of 15 prizes).
- The closing date will be Friday 4<sup>th</sup> March 2011 for all teams.

Whilst offering an early start where appropriate, schools and colleges should plan launches and internal selection events in September when

- Promotional materials will be supplied including the launch DVD
- Entrepreneurs will be available from the Entrepreneur Exchange
- The entries website will be open from Monday 6 September (teams starting earlier will need to register in September)

**There is one new prize** – the 'Made in Sheffield' award for the best business based around a manufactured product

### Further Information

The BiG Challenge 4 website is at [www.bigchallenge.biz](http://www.bigchallenge.biz). Check out the new RESOURCES page. From 16 June 2010, you will be able to download:

- BC4 Rules
- Guidance documentation for schools and colleges
- Teacher guides and case studies on specific topics
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- Student 'How to' Guides – only 2 in June but a full series by September

If you have queries about the BC, email [Claire.fletcher@sero.co.uk](mailto:Claire.fletcher@sero.co.uk)

If you'd like to link up with entrepreneurs, email [liz.yoxall@be-sy.co.uk](mailto:liz.yoxall@be-sy.co.uk)



## Prizes & Rewards

### Overall winning team

A fully funded trip to an overseas destination to be announced in January 2011

### 14 Other Major Prizes

Awards for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> places in each age category – Key Stage 3, Key Stage 4 and Post-16 based on the status of the students in September 2010

Further prizes will be awarded to teams for each of the following categories:

- Best presentation to the judging panel
- Best website content
- Biggest profit made
- Best existing business
- **NEW** - Best manufactured product.

In addition retail vouchers to the value of £250 for the best mentoring of a team by students from a school or college or by an entrepreneur.

### Making Money ... & Keeping It

All members of winning teams will receive retail vouchers to the value of £100 and the team winning the Best Existing Business award will receive £200 each.

Teams may also share the profit of their business as they see fit in any combination – rewarding themselves, supporting a charity, retaining cash in the business

### BC Xtra Awards

There will be team prizes from £150 to £25 for special 'BC Xtra' activities during the period of the Challenge. We expect these to be

- September – Best Entry Form (Business objectives)
- November – Marketing materials
- January – Investment proposals