



2nd BiG Challenge Xtra – Make your case for more investment

Calling all teams – Win £150 cash to invest in the future of your business

This is the second chance to win extra £££ for your team in this year's BiG Challenge. The winners of the November Xtra prizes for marketing material were teams from Fir Vale, Meadowhead, Westfield and Wisewood – make sure they don't win again!

There will be four winners in this Xtra Challenge

- First prize - £150 * Second - £100 * Two more prizes of £25

What's the prize for? This is your chance to make a 'Business Case' that the judges should invest more money (anything from £25 up to £150) in your business. We are looking for teams with real plans and genuine ambitions to build their business up to the next level. That might involve more materials to produce more products ahead of sales, more travel to sell things, paying for advertising, booking events ... you'll know what's needed for your business.

So if you want to grow your business but know that you'd need more money to make it happen, you should be entering. Read on to find out how – but bear in mind that the winners will probably have plans that continue beyond the end of the BiG Challenge in March.

How will it be judged? We're looking for a document of no more than 2 pages in length that will tell the judges three essential things

1. Your Business Objective – Why do you want the judges to invest more money in your business? Tell us what you want to do
2. Your Financial Plan – How will you spend it and what sales will that help you to make? This section should show how and when £150 will be used; it might include a plan of your income and expenditure over a period of trading that goes beyond the end of the BiG Challenge
3. Your Track Record – Why should we believe in you? Tell us about who you are, how you are organised and the business you have built so far

Remember ... *The judges will be most interested in teams with **plans to continue** beyond the close of this BiG Challenge on 5 March 2010. So your proposal might be about staying in business and what you will achieve by the end of 2010.*

How do you submit your entry? Entries must be digital – submitted as a computer file, emailed to info@sero.co.uk clearly marked as a BiG Challenge Xtra entry with the name of the team and school / college.

How long have you got? The competition closes at the half term – that's 4pm on Friday 12 February 2010. This is a difficult task so why not ask your teacher for any extra help you need to complete this challenge.