

How to...

Launch the BiG Challenge



THE BiG CHALLENGE

Launching the BiG Challenge in your school or college is a great opportunity to raise levels of excitement and interest, but it also gives you a chance to establish and communicate some set rules and procedures.

Plan Your Approach

To establish a common understanding of the programme and to establish your targets and aspirations, launch the BiG Challenge amongst staff in advance. This could be done at a planned event or meeting, through internal bulletins or with briefing papers.

You might want to discuss and decide on the following:

- Will you have a method for approving entries? (E.g. you could offer a Dragon's Den qualifying round if you have too many teams. See [Newfield's Dragon's Den Event](#) case study for more information.)
- How will you allocate staff mentors to teams?
- What sort of businesses will be approved or disapproved? (E.g. Healthy Eating schools may wish to ban students from selling sweets and chocolate.)
- Which students are you targeting? The BiG Challenge is open to all students in Key Stages 3 and 4 and Post 16 but you may wish to target a particular group. You will have to be clear about this when launching the competition.

Give the Right Information

Your launch should be early in the autumn term so that students can work on their businesses for as long as possible. Resources and entrepreneurs are available from the beginning of September. Your launch should:

- Provide clear information on the rules, prizes and what is expected of entrants so that students can consider their involvement.
- Clarify the agreed rules and procedures that are unique to your school or college.
- Inspire students to think of original business ideas with realistic money-making potential. Refer to your [BiG Enterprise Ideas](#) guide for some tried and tested businesses.

Remember You will have a variety of materials to support your launch including the BiG Challenge Launch Film, flyers and entrepreneurs. The BiG Challenge website is a key source of information for students and staff and should be used as a first point of reference for rules, guidance and news.

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Create the Right Message

Your launch should communicate the following messages about the BiG Challenge:

- It is an exciting, challenging and fun business development opportunity.
- It's about teams making money.
- It's about being creative and innovative and fostering entrepreneurial talents through teamwork.
- It involves celebrating progress through team websites and business reports.
- Last but not least, it's a competition with significant prizes.

Hold a Launch Event

You could target either the whole school or specific year groups with a launch event, which is a great way to raise levels of interest and excitement. You will have access to the following resources:

- One or more **entrepreneurs** who can deliver an inspiring presentation to spark the interest of students. If you request the help of an entrepreneur from the Entrepreneur Exchange it is helpful to consider the sort of approach you'd like them to take (e.g. to talk about their own entrepreneurial experiences, personal qualities, business approaches etc.) and the format of the launch event.
- **The BiG Challenge Launch film** - An upbeat, contemporary short film made with the input of young people in Sheffield. The film explains why students should enter the BiG Challenge and what it's all about.
- **BiG Challenge flyers** – Key Stage specific flyers which compliment the film and give a more detailed explanation of the rules, prizes and key dates to remember throughout the competition.



Example: Myers Grove

In 2010 Myers Grove launched the BiG Challenge in all year group assemblies, one a day for a week at the start of the autumn term. The Entrepreneur Exchange helped the school to find an enthusiastic entrepreneur to speak at each session, acting as a hook for the students. Each assembly watched the BiG Challenge film and this was followed by a 10 minute talk from the entrepreneur about the positive sides of entrepreneurship.

For more advice and support, contact your School/College Enterprise Champion.



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