



# The £20 Challenge



# What is it?

The £20 Challenge requires participants to form a company to manufacture a product to be sold for a profit.

Given an interest free loan of £20, students will be expected to use their entrepreneurial skills to make this money grow.

Ideal opportunities to sell products include:

- Christmas, Easter or Summer Fayres
- Fundraising Events
- To family and friends
- other school-wide events.



## Ideal for...

Individual	Small Group	Large Group
	👍	👍

## Duration...

1 Lesson	1/2 Day	Week	Longer
	👍	👍	👍

## Resources...

£20 per group

Enterprise stickers to recognise and reward use of enterprise skills throughout the challenge.

# Lesson plan

Begin by focusing students' attention and setting the context for the lesson by introducing/recapping on the Enterprise Commandments and key words. Share learning objectives and outcomes with students.

Explain that the enterprise challenge will be judged not only on the finished product but also on how the group has demonstrated the enterprise skills and on how much money has been raised.

## Key questions:

What enterprise skills will this challenge involve?

How are you going to lead the tasks within the challenge?

What jobs need to be done to complete this challenge?

Lead discussion and direct questions to individual students to encourage full participation where appropriate.

Decide on a product

Develop the product

Make the product

Sell the finished articles

Assess students' success

## Learning objectives

**Students will become more familiar with the terminology associated with enterprise and develop their enterprise skills while taking part in the challenge.**

The 'Enterprise Commandments' are met in this activity in the following ways:

- Everybody matters, so cooperate**  
All students join in the challenge
- New things try them**  
Students have new tasks and opportunities to explore ideas and roles within their teams
- Take the lead**  
Some students may lead in various ways e.g ideas about products, selling, managing teams etc.
- Ears – use them well**  
Students are required to listen to each other and each other's ideas
- Respond to others – communicate**  
Students may talk, gesture, look at and listen to each other to communicate their needs and ideas

## Learning outcomes

**All students** will demonstrate enterprise skills as you work in a group to set up a company

**Most students** will show teamwork by producing a product to sell

**Some students** will take the lead by solving problems and delegating tasks to others

*Other key outcomes:*

- To understand the long-term aim of the challenge
- To understand market research, to see if there is a need for the product
- To allocate roles within each team, using individual strengths
- The importance of marketing and advertising
- The role of packaging in selling a product
- The importance of costing the product correctly
- To understand that there are different ways of making things

## Perform as a team

Students can identify which roles have been undertaken and how each contributed to achieving the tasks within the challenge e.g. product design, manufacturing and selling

## Responsibility – show it

All students should tidy up after the activity. Looking after and keeping a record of money spent is also a key aspect of the challenge. Environmental issues can also be discussed when developing ideas for products and packaging.

## Initiative – take it

Students will generate ideas and lead on them, seeing ways they can help or improve things

## Solve problems

Students should solve their own problems along the way with the aid of adult questioning: How much to spend? How much do items cost? Where do we get resources from? Is there a need for the product?

## Every day meet your deadlines

Students should complete the given tasks within the challenge on time

## Cross-curricular outcomes

**Literacy** – speaking and listening to instructions, sharing ideas, conducting market research activities, designing posters etc.

**Numeracy** – money management, understanding key terms – profit and loss, recording sales

**Design Technology**—designing and making the product, evaluating success, creating suitable packaging

**I.C.T** designing posters, flyers and packaging to advertise and sell products



## Plenary

The challenge should involve mini plenaries throughout the duration, recognising enterprise skills as the students demonstrate them.

However, a more complete plenary should take place at the end of the challenge and could be used as part of the evaluation process. This will include revisiting the learning objectives and outcomes. Have the students demonstrated enterprise skills? How?

*The following questions should be asked:*

- What skills have you used from other lessons during this challenge?
- What skills have you developed today that you can use in other lessons?
- Did you manage to sell your product? How easily?
- How much profit did you make?
- Which of the enterprise commandments have you developed through this challenge?

## Follow up work

Which were your strongest/weakest enterprise skills?




























Can the project be sustained afterwards?

Could it lead to selling more items at another event?

Could the idea be altered to set up a tuck shop?

Have you mapped your enterprise skills in your workbook?

## Enterprise skills in use

	P1-P3ii	P4-8	Level 1-4
Co-operation			
Trying new things			
Leadership			
Listening			
Communication			
Teamwork			
Showing Responsibility			
Using initiative			
Problem solving			
Time management			

## About BeeSpoke Enterprises

This challenge is a product of BeeSpoke Enterprises, an initiative developed by Catcote School Business and Enterprise College with support from local business Xivvi Ltd. All of the challenges, materials and resources have been developed by drawing upon 15 years of experience delivering and embedding enterprise within secondary special education. Catcote School Business and Enterprise College have been commended for their work on enterprise and their Director of Specialism – Business and Enterprise was recently awarded the Queen’s Award for Enterprise Promotion.

To find out more about other products and services go to [www.bee-spoke-enterprises.co.uk](http://www.bee-spoke-enterprises.co.uk) or contact the school on **01429 264036**

