Enterprise project challenge – student workbook

Age range: 14-19

BARCLAYS | LifeSkills

Welcome to your Enterprise project challenge workbook

This is where you and your team will work together to solve a real-world business challenge together, set by an entrepreneur.

The templates in the book are designed to help you respond to some of the real dilemmas entrepreneurs face as they set up their businesses and get their ideas off the ground.

These activities can help you build some of the core transferable skills that the entrepreneurs tell us are important for their own success.

As you complete the challenges, have a think about the skills you're using and what you think your strengths are. While many people don't think of themselves as an entrepreneur, you might be surprised by how many enterprise skills you already have. It doesn't matter what you look like or where you come from – enterprise is all about using your core transferable skills to solve problems in the real world.

1. Getting started

Many entrepreneurs work in teams to start businesses, either with colleagues, classmates, or friends.

Once your educator has put you into your teams, your first steps are to record your team members and how you'll work together. Your teacher may ask you to pick a role for each member of the team to have in activities and group discussions.

This reflects the way teams often work together in real life to set up a new business idea – we've put some ideas at the bottom to get you started, but your teacher may share others. It is important for the group to be diverse, both in experiences and ideas, to create something impactful as a group.

Finally, when you've got your team and picked your roles, it's time to come up with a team name. Try and think of a name that sums up your team and your strengths – but don't spend too long on this.

Team members	Role
Team name:	

Team roles

Some roles you could consider for your team (your teacher may give you others) are:

- **Strategy:** your role is to think about the big picture – where your idea needs to get to and what it needs to achieve that.
- **Operations:** your role is to think about turning your ideas into practical daily operations.
- **Finance:** your role is to consider the cost of different options and ideas
- **Creative:** your role is to focus on the brand, ideas and design of your idea.
- **People:** your role is to make sure the new idea recruits and develops the best workers.
- **Other:** what other roles do you think your team needs to have?

2. Chosen challenge

At this point, you will have watched the challenge films, where entrepreneurs set real-world challenges for you to come up with solutions for.

Once you have watched them, you should discuss in your team which challenge you want to work on a solution for. Your educator will tell you how long you have to discuss – but as always, it's important to listen and respect everyone's point of view.

Tick the challenge you have chosen to complete.

Tatseng's challenge: ☐

Ride Tandem helps to overcome the barrier of poor transport to help more people get into work.

Now it's your turn to come up with a new solution to solve another challenge that might hold people back from getting back into work.

Consider the specific group of people you want to help, the specific challenges that they face, how tech could help and if that tech could be sustainable.

Oana's challenge: ☐

Think about how you could use robotics in an environment that you're very familiar with, such as the home. Your challenge is to find something in the home that you can make easier by just automating a simple task. Think about these three things:

1. What task are you actually looking to automate inside the home?

2. Who are you automating this task for/ who is the user?

3. How can robotics help us live more sustainable lives?

3. Idea table template

Most entrepreneurs will go through lots of potential ideas before they find the best one – it takes plenty of resilience to work through the options and come up with the best solution to the problem you're tackling.

Use the space on the next page to come up with as many ideas as you can, taking it in turns. There are no bad ideas, the more you have the more likely you are to find the best one. There will be plenty of time later to come back and select your strongest ideas.

If you're running out of ideas, teams often use creative challenges to think about a problem differently. Try some of the prompts in the box below if you're feeling uninspired or want some completely different ideas.

> **If we had unlimited money, how would we solve this problem?**
>
> **If we had no money, how would we solve this problem?**
>
> **How can we think about this approach from someone else's perspective? Is there anything you can bring in here from the world around you?**
>
> **How would a scientist solve this problem?**
>
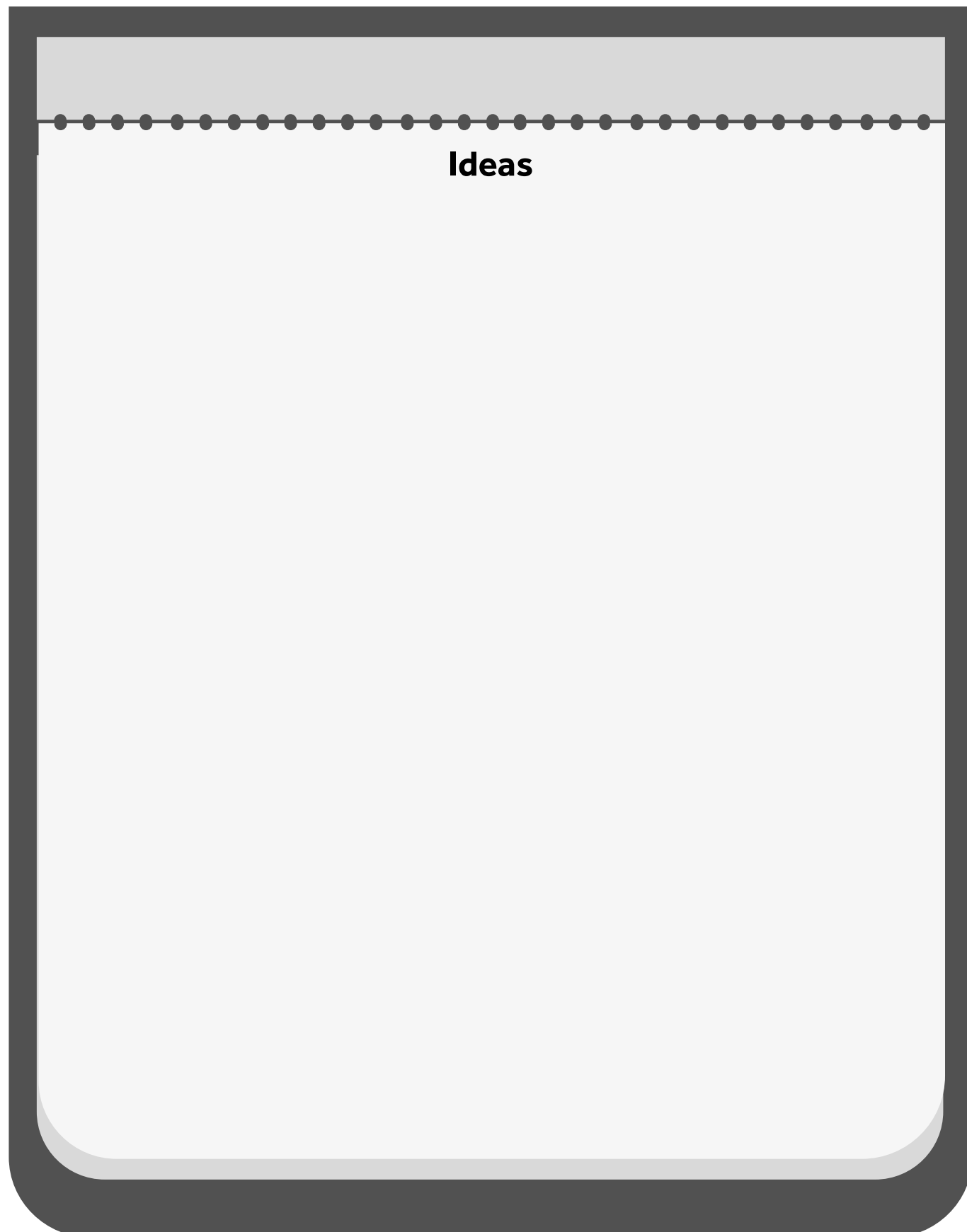> **How would an artist solve this problem?**
>
> **How would our favourite movie character solve this problem?**

After this activity, your educator will give you time in groups to review your list of ideas and discuss which ones are the strongest. Which ones do you want to rule out, and which are worth considering further? At this point, if you were assigned team roles, you should make considerations about the ideas coming from each role perspective, for example if your role was finance do the ideas differ in how much you think they will cost to make a reality? Or, if you role is creative, would some ideas be better to market and come up with branding for than others?

Share your thoughts within your teams and vote on your three strongest ideas. Underline or circle these three as you will be taking them forward in the next sessions.

It's these three ideas you will refine in the next stage.

3. Idea table template

Ideas

BARCLAYS | LifeSkills

4. Market research template

Carrying out research is an important step when developing business ideas, this can help to understand what kinds of products or companies currently exist within the same industry to understand where there are gaps for them to stand out.

It is important to explore who else is doing something similar and how the industry is currently performing to help you decide whether to go ahead.

In your groups, divide up the research so between you, you can find out what already exists that is similar to your three chosen ideas.

	Idea 1	Idea 2	Idea 3
Competitor companies or products			
Strengths			
Weaknesses			
Unique selling point			

5. Final idea

After your research, come together as a group and discuss what you have found and which of your three ideas feels the most innovative now you know more about the market. This will be your final idea, which you will work on in the activities going forward.

Discuss how you might want to adapt or refine your idea based on your competitor research – for example, to be more unique, to fill a gap in the market, or to include best practice from other businesses. Competitor research is very common, as it is important to stay aware of what your competitors are doing well or falling behind on. It is also important to consider at this point how to make sure your idea will be **commercially viable**, as being profitable is key to keeping a business going.

Chosen idea

In the box below, write out your chosen idea, trying your best to sum it up in one to two sentences. This should be something your team have all discussed and agreed on based on your market research. Make sure you're all happy with your final idea to take forward.
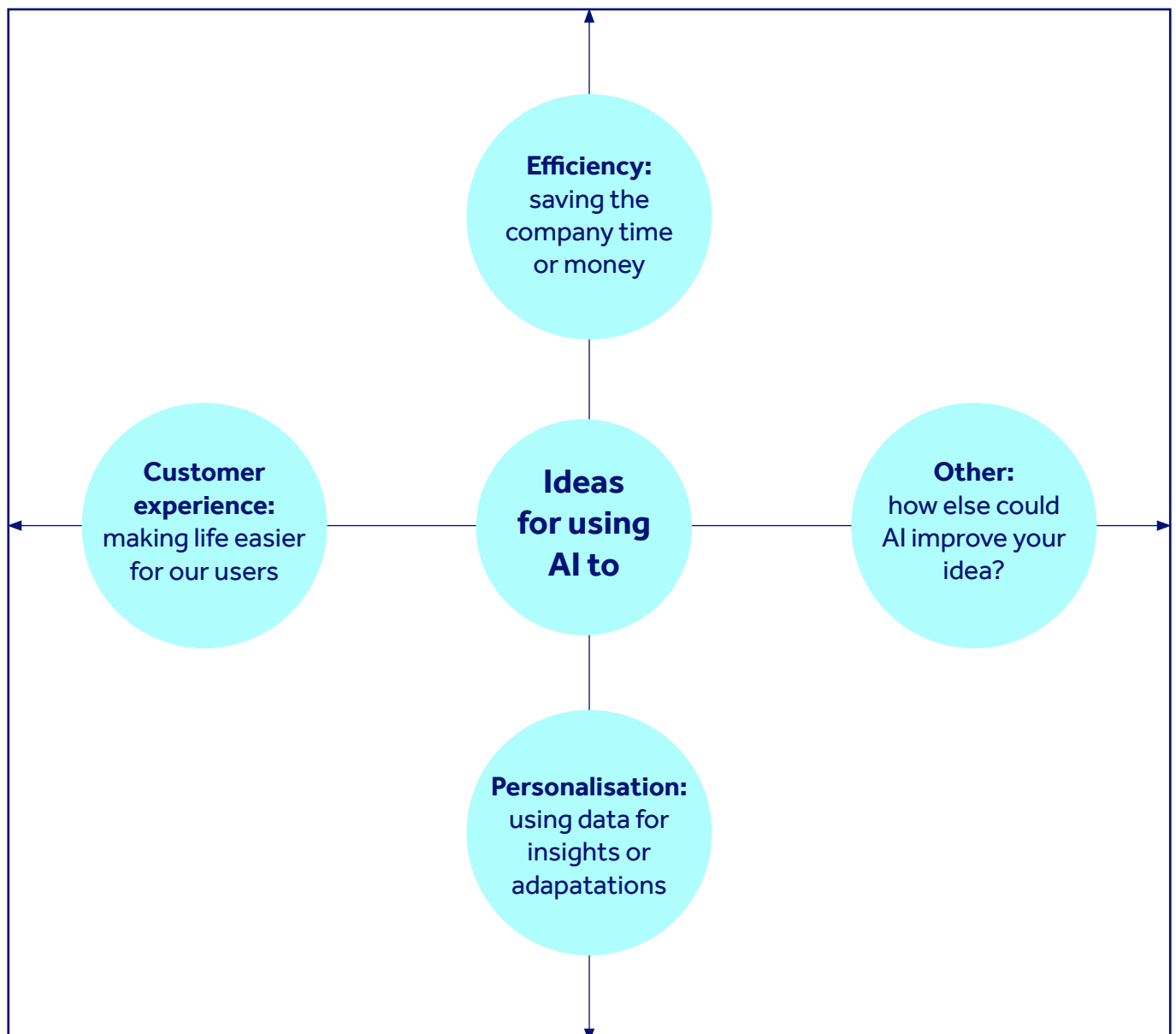
Our chosen idea is

6. Artificial Intelligence mind map template – idea longlist

Your educator may have already introduced the idea of technology-driven innovation. Your task now is to identify the ways technology could support your chosen idea to be successful.

Use the template below to record the different ways AI could power your idea. You don't need to understand exactly how the technology works – it's all about using your **creativity** to explore ways technology could help **solve real world problems** and power enterprising ideas.

We've put some prompts down as starters – take it in turns to write an idea on the mind map template next to one of the categories. For example, how technology could improve the way your business works. Use the 'other' session of the mind map for all the ideas that don't fit into one of the categories, or for important ways AI could support business that we've missed.

Efficiency: saving the company time or money

Customer experience: making life easier for our users

Ideas for using AI to

Other: how else could AI improve your idea?

Personalisation: using data for insights or adapatations

6. Artificial Intelligence mind map template

Once you've got all the ideas you can think of, discuss them in your teams. You might decide to combine two or more ideas, or you might all agree on the best idea. Use the box below to write a short paragraph explaining your idea.

Our chosen technology is

BARCLAYS | LifeSkills

7. Sustainability strengths template

You may have already discussed the importance of sustainability for businesses. There are different ways in which a business might work towards becoming more sustainable, some of which are listed below on the template

Now it's time to think about how these categories can apply to your own business idea. It is important for entrepreneurs to think about how they will apply important principles of sustainability from the very start, in order to have a positive impact on the world.
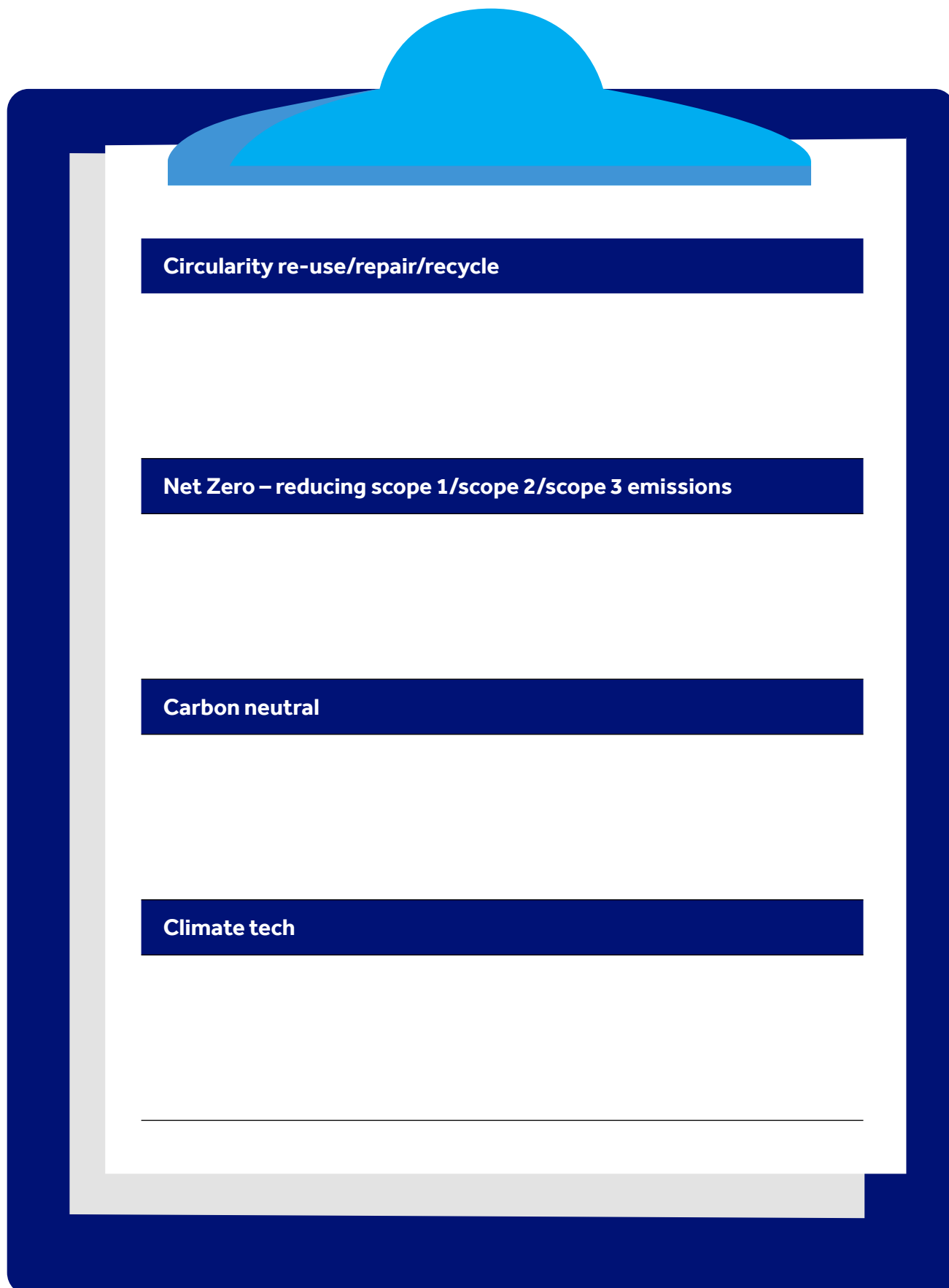
How to use the Sustainability Strengths template:

In each of the four boxes, write down some ideas for how your challenge response links to each of these sustainability areas. The box of definitions below can act as a reminder to what these terms mean.

For example, does it help people reduce the number of products they purchase, or cut down on their transport? Does it encourage them to use more energy? Could it appeal to consumers looking to live more sustainable lives, or be threatened by increasing energy prices? Could it help reduce plastic use or use more environmentally friendly materials?

Have a discussion in your team about what your sustainability priority should be - what could you focus on at the start to help ensure your challenge response in having a positive impact in the world?

7. Sustainability strengths template

Circularity re-use/repair/recycle

Net Zero – reducing scope 1/scope 2/scope 3 emissions

Carbon neutral

Climate tech
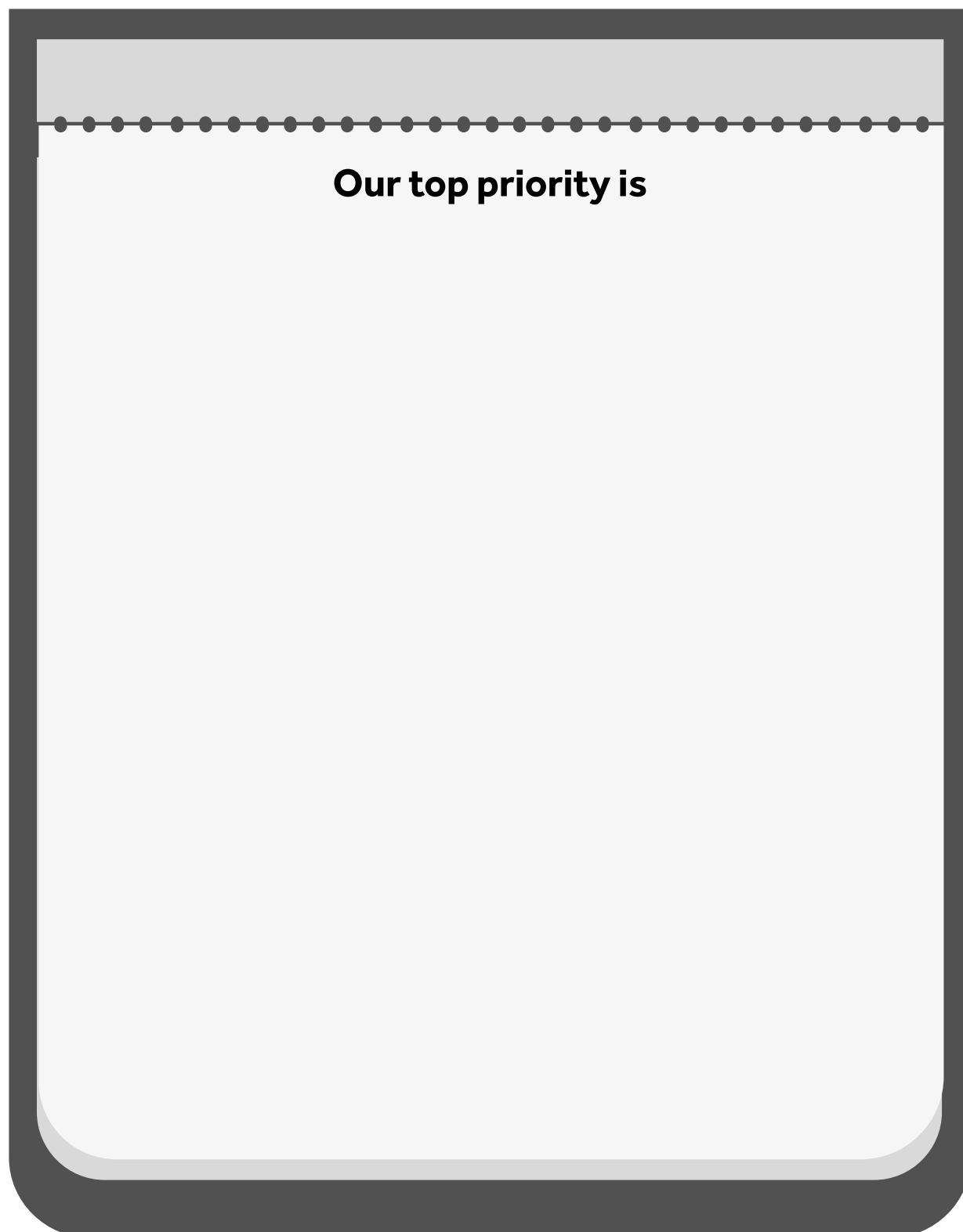
7. Sustainability strengths template

A reminder of key terms/definitions

Term	Definition
Circularity	A circular economy business finds innovative ways to re-use, repair and recycle waste so that it keeps going round in a loop (hence circular) instead of only using things once. This helps to reduce the use of resources and pollution and is a more sustainable option.
Climate tech	Businesses aim to develop technological innovation to help society exist sustainably by helping to mitigate or remove emissions which helps us to adapt to the impacts of climate change and helps protect nature and/ or enhance our understanding of the climate through data, monitoring and insights.
Greenhouse gas emissions	Greenhouse gases are atmospheric gases including carbon dioxide, and methane. They trap more of the energy from the sun in the Earth's atmosphere causing it to warm. When fossil fuels such as coal, oil and gas are burnt, carbon dioxide is released.
Carbon neutral	Carbon neutral is a term used to describe a situation where organisations have 'offset' or balanced out the amount of carbon they emit into the atmosphere through an equivalent amount of carbon reduction and/or savings elsewhere.
Net zero	Means adding no more greenhouse gas emissions to the Earth's atmosphere than the amount taken out. Net zero is intended to help lessen climate-changing effects and limit global warming levels.
Scope 1 emissions	Emissions are direct emissions from owned or controlled sources, in other words the fuel which a business burns directly. **Examples:** fuel for delivery vans, company vehicle emissions, gas heating system for the business premises or gas leaks in pipelines.
Scope 2 emissions	These are emissions caused indirectly from energy that a business uses to run is operations, e.g. electricity acquired from energy supplier. **Examples:** the electricity, heating or steam that a business purchases and uses (a business is not directly burning the fuel created for this energy but you are consuming the energy it produces).
Scope 3 emissions	Are all indirect emissions (not included in scope 2) that occur in the value chain of the reporting companies including upstream and downstream emissions. **Examples:** waste, business travel, bought products for used for work from stationery to work tools, employee commuting, investments and the extraction, processing and manufacturing of raw materials.

7. Sustainability strengths template

Key sustainability priority

Following your discussion, write down the top sustainability priority you will focus on and develop with your business idea.

Our top priority is

BARCLAYS | Life**Skills**

8. Mission statement template

Now you've worked through all the activities, it's time to create a mission statement that summarises your idea and what you're hoping to achieve.

A mission statement is a summary of the aims and values of a company or organisation. A mission statement is often short being one or two sentences, it should be precise and clearly outline your goals and values as a business and as a team.

Reflect on your chosen idea, perhaps going back to read the summary sentence you wrote as a team in section 4. Use this as a starting point to craft a mission statement that sums up your idea and all the discussions you've had.

If you're not sure what to write, think about what your business is seeking to achieve and the impact you want it to have on the world. You can also research some mission statements from other businesses, or the competitors you looked at in section 4.

Our idea seeks to

BARCLAYS | LifeSkills

9. Pitch response checklist

When preparing for your pitch, it is really important to think about the order you are going to present in, as well as being super clear on what everyone in the team is going to say.

Here are some questions it will be important for your team to consider and answer within your pitch:

What is the key takeaway?

What is your business story?

How does your idea display innovation and creativity?

What questions might you get asked after your pitch? What further information might the audience want to know or find important?

Use the checklist below to plan your pitch response – the messages you want to cover and how you want to cover them.

Key message	Team member to deliver	Order	Tick when complete

10. Reflection

Now that you have completed the Enterprise project challenge, take some time to reflect individually about what went well and what skills you have developed along the way.

Any skills that you have developed during the project can be highlighted on your CV and spoke about in jobs interviews. Note these down in the text box below. You could consider including listening and speaking (communication) when hearing what other team members had to say and developing ideas, or whilst delivering messages during your pitch. Did creativity help to form ideas, or problem solving when thinking about and how a sustainability focus could be incorporated, for example?

Something that went well was:

Something that could be even better next time was:

The positives of working as a team were:

A question I hadn't thought of was:

Something another team did well that we could learn from was:

Which skill has this helped to develop?

I have demonstrated it by:

A skill which I have developed through this project and could add to my CV and discuss during interviews is:

Well done

Congratulations on completing the Enterprise project challenge. We hope you've found it useful and enjoyable, and that it has kickstarted your interest in the role of an entrepreneur.

If you have an idea for something that could solve a problem in the world, then you may be a great entrepreneur one day.

To learn more about starting a business and turning your ideas into reality, you might want to look at the Barclays LifeSkills website where you can find resources such as a Business start up planner, a handbook guide to setting up a business and our interactive tool around developing enterprise skills.

barclayslifeskills.com/i-want-to-develop-my-enterprise-and-business-skills/school/