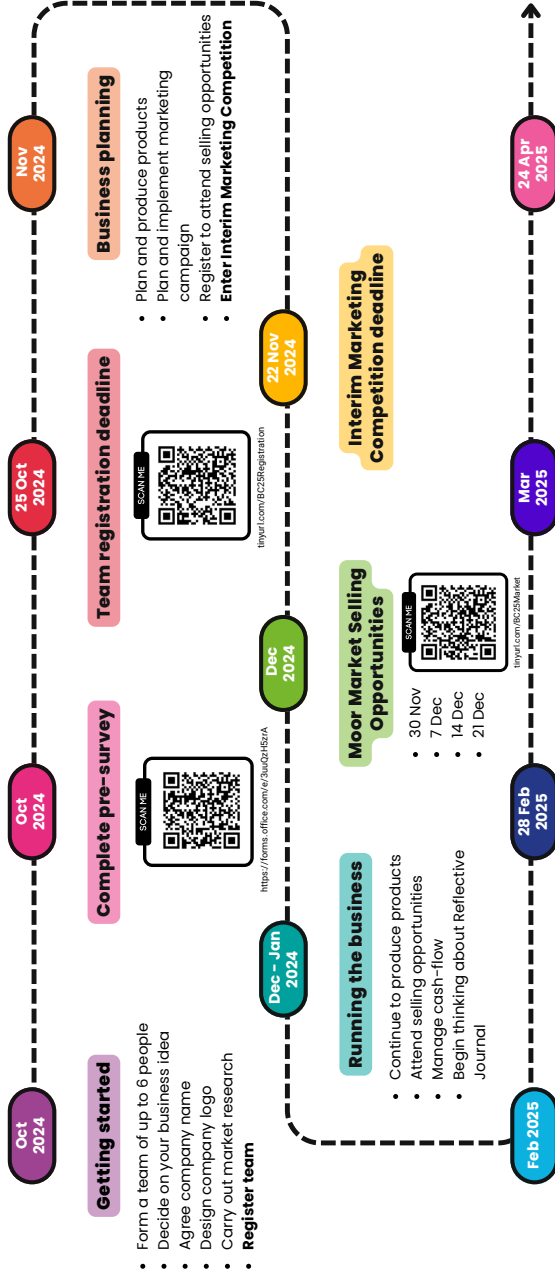




# Student workbook



# BIG CHALLENGE 2024-2025 Timeline



# Key Dates

<b>Date</b>	<b>Information</b>
23 September 2024 - 9am	Registration opens for teams
5 November 2024 - 5pm	Registration closes for teams
28 October 2024 - 9am	Entries open for the Interim Marketing Competition
22 November 2024 - 5pm	Deadline for The Interim Marketing Competition
w/c 25 November 2024	Judging Panel for The Interim Marketing Competition
30 November 2024	BiG Challenge Moor Market Selling Opportunity
w/c 2 December 2024	Interim Marketing Awards
7 December 2024	BiG Challenge Moor Market Selling Opportunity
14 December 2024	BiG Challenge Moor Market Selling Opportunity
21 December 2024	BiG Challenge Moor Market Selling Opportunity
1 February 2025	BiG Challenge Moor Market Extravaganza
28 February 2025 - 5pm	Deadline for submitting Reflective Journals
w/c 17 March 2025	Teams invited to attend Dragon's Den
w/c 24 March 2025	Dragon's Den
24 April 2025	Awards Celebration Event

# 1. Introduction to the BiG Challenge



## Welcome to the BiG Challenge!

Hello and welcome to the BiG Challenge. Between October and March, you will get the chance to set up and run your own business.

Not only might you make some money, but you will also get the opportunity to develop a range of employability skills that will prove useful for your future, and enter into a number of competitions.

The project is broken up into multiple steps, and this workbook will lead you through the process to support you to develop your BiG Challenge business. It will also help you identify specific skills you will be using and developing as you go.

You won't be submitting this workbook, so use it as much or as little as you want. You may find it useful to refer back to when putting together your Reflective Journal.

## Register your team

To be entered into the BiG Challenge competition with a chance to win a range of exciting prizes, and ensure you stay up to date with the latest news and selling opportunities, make sure you register your team.



[tinyurl.com/BC25Registration](https://tinyurl.com/BC25Registration)



## Competition categories

In addition to potentially making some money, you will also get the opportunity to develop a range of employability skills, and enter competition in the following categories.

Entry to the **Interim Marketing Awards** is via submission of a logo and marketing campaign. Deadline 22nd November 2024. See website for details.

Entry into the rest of the **Final Prize categories** is automatic with Reflective Journal submission. Deadline 28th February 2025.

### Prize category

### Judging criteria

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#### Interim Marketing Competition

- Designing a high quality and relevant business logo
- Developing innovative and effective adverts and marketing campaigns
- Implementing novel sales strategies
- Engaging with customers in innovative ways

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#### Problem solving



- Identifying a problem
- Exploring a range of solutions
- Deciding on and implementing a suitable solution to the problem
- Overcoming obstacles in running the business

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#### Creativity



- Generating ideas from a clear brief
- Developing novel and innovative ideas
- Implementing new ideas to improve something

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#### Aiming High



- Having a clear view of what success looks like for the business
- Setting clear, achievable goals and having a plan to meet them
- Having a positive approach
- Demonstrating resilience when things don't go to plan

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#### Teamwork



- Working effectively as a team
  - Having clearly defined roles
  - Individuals taking responsibility for completing tasks
  - Demonstrating group decision making
-

<b>Prize category</b>	<b>Judging criteria</b>
<b>Innovation</b>	<ul style="list-style-type: none"> <li>• Developing a product, service or using a process that is novel and new</li> <li>• Make significant changes to an established product or service</li> <li>• Creating something new and inventive</li> </ul>
<b>Use of technology</b>	<ul style="list-style-type: none"> <li>• Technology includes: social media, internet, online shops, machinery, artificial intelligence</li> <li>• Using technology in an innovative way <ul style="list-style-type: none"> <li>◦ Communicating within the business team</li> <li>◦ Communicating with potential customers</li> <li>◦ Marketing campaign</li> <li>◦ Manufacturing product</li> </ul> </li> </ul>
<b>Sustainability</b>	<ul style="list-style-type: none"> <li>• Consideration of the sustainability of the business and product including: <ul style="list-style-type: none"> <li>◦ Carbon footprint</li> <li>◦ Using renewable materials</li> <li>◦ Environmental impact</li> <li>◦ Biodegradable packaging</li> </ul> </li> </ul>
<b>Marketing and sales</b>	<ul style="list-style-type: none"> <li>• Developing innovative and effective adverts and marketing campaigns</li> <li>• Implementing novel sales strategies</li> <li>• Maximising selling opportunities</li> <li>• Engaging with customers in innovative ways</li> </ul>
<b>Making a difference</b>	<ul style="list-style-type: none"> <li>• Making a measurable difference to the lives of customers or the community <ul style="list-style-type: none"> <li>◦ Donating a portion of profits to charity</li> <li>◦ Developing a product/service to overcome a specific problem faced by vulnerable people</li> </ul> </li> </ul>
<b>Made in Sheffield</b>	<ul style="list-style-type: none"> <li>• Only relevant for products made fully in the Sheffield City Region</li> <li>• As per the Made in Sheffield brand, the company must be able to demonstrate a commitment to producing high-quality products with links to Sheffield</li> </ul>
<b>Biggest profit</b>	<ul style="list-style-type: none"> <li>• Business that has made the largest overall profit</li> <li>• Must be demonstrated by submission of a complete cashflow spreadsheet</li> </ul>
<b>Outstanding Reflective Journal</b>	<ul style="list-style-type: none"> <li>• Completion of the Reflective journal to an extremely high standard</li> <li>• Clear demonstration that all aspects of the project have been included</li> <li>• Providing all necessary information in a thorough and concise way</li> <li>• Presenting information in a way that is eye catching and easy to understand</li> </ul>

## Who will help you run your business?

Teacher / BiG Challenge school lead – The person at your school who is responsible for organising and coordinating the BiG Challenge

Business Adviser – You will be supported by a local business volunteer who will advise and guide you in developing your business

## Working with your BiG Challenge Business Adviser

Your school will have been assigned a local business person to support and mentor the BiG Challenge student teams throughout the programme. The Business Advisers will coordinate with your BiG Challenge school lead to organise times to meet with the student teams on a regular basis.

Use your Business Adviser in whatever way you feel would be most beneficial to your business. That could be advice on designing a logo, putting together an effective marketing campaign, or working effectively as a team.

## Selling Opportunities

Throughout the programme, you are encouraged to organise opportunities to sell your products. This may be by setting up a stall at school or creating an order form for other students, attending community fairs and markets, selling at Guiding or Scout groups, or to friends and family.

All selling opportunities require a responsible adult to be in attendance at all times. This can be a member of school staff, or a parent or carer.

In addition, the BiG Challenge Team will organise a number of selling opportunities where you and other BiG Challenge student teams will be able to set up stalls and sell to the general public. We will do our best to offer these fairly across all interested teams.

The location of these are to be confirmed, and will be announced on the BiG Challenge website. Moor Market dates have already been agreed and are listed in the Key Dates section of this workbook.

To register an interest in attending a **Moor Market selling opportunity**, scan the QR code and complete the form. We will contact your school lead closer to the time to confirm which sessions you have been assigned.



[tinyurl.com/BC25Market](https://tinyurl.com/BC25Market)

## Finance for the BiG Challenge

To keep a record of your business finances, use the Cash Flow Template on the BiG Challenge website. This includes any money you spend (expenditure) and the money you make (income) and will help to keep track of your profits!

Income			Expenditure		
(The money we make + business loan)			(The money we spend to make items or promote our business)		
START	Business Loan	£25			
Date	What did we sell?	How much?	Date	What did we spend money on?	How much?
TOTAL	Income	£25	END	Repay business loan	
			TOTAL	Expenditure	0
		<b>TOTAL PROFIT</b>			<b>£25</b>

Also, you will need to include this in your Reflective Journal at the end of the BiG Challenge to show us how much profit you have made.

### Start-up loan

To help get your business off the ground and purchase materials to make any products, each team will be provided with a £25 start-up loan provided by your school or BiG Challenge delivery setting. If you make more than £30 in profit you will pay back £30 to the school. This includes the initial £25 loan plus £5 interest.

In the event you do not make a profit there is no need to repay the loan if you are able to demonstrate your efforts as part of the challenge. If you exit the competition before the closing date and without submitting your reflective journal, you will be expected to repay the original £25 loan.

A loan agreement document can be found in the Additional Resources section at the back of this workbook.

### Taking payment by card reader

You may notice that not many people carry cash, which could cause you to miss out of sales if you don't offer alternative payment methods.

Having a card reader will allow you to take payment using both contactless and chip and PIN. These can be bought for a small one off payment, without a contract, and charge a small fee per transaction.

See the Additional Resources section at the back of this workbook for a breakdown of the 3 most suitable card readers on the market and basic details. These can all be purchased either directly from the manufacturer or off Amazon.co.uk. Check online for the latest prices.



## Pre- and post-surveys

An important part of the BiG Challenge is to develop key employability skills and reflect on what you've learnt. To help do this you should complete a survey at the beginning of the programme and again at the end of the programme.

These surveys can be completed online using the links below, by scanning the QR codes on your phones, or paper copies can be found at the end of this workbook.



## Reflective Journal

The purpose of the Reflective Journal is to record your BiG Challenge journey, from conception of your business through to the end of the programme.

To be in with a chance of winning one of the 12 prize categories, or the Overall BiG Challenge Award you need to ensure your Reflective Journal is submitted before the deadline (28th February 2025). We will use all the information in your journal to select winners for the prize categories mentioned on the previous page, so make sure you include everything about your BiG Challenge business. Working through this workbook will help.

You can choose how you tell us your BiG Challenge story. It is completely up to you how you complete the Reflective Journal and in what format, and you may want to consider the following ways:

- Short 5 minute video
- PowerPoint presentation with a voice over
- PowerPoint presentation with photos and notes
- Canva presentation
- Written journal
- A combination of these

## Skills Builder Framework

The Skills Builder Framework are 8 skills identified as being essential for all aspects of personal development. They are highly transferable, and are relevant across your education, future employment and career development, whether you're a student at school, or employed as a manager of a large team.

To help you identify the skills you are developing throughout the BiG Challenge, we have embedded the Skills Builder Framework throughout the programme. We have focused on the following 4 skills, for which there are also prize Awards:

- Problem solving
- Creativity
- Aiming High
- Teamwork



## Additional Resources

At the end of this workbook are a range of additional resources that will help run your BiG Challenge business.

- Inspiration station
- Card reader information
- Glossary of key business terms
- Competition terms
- Team loan agreement
- Pre and Post surveys - paper copies
- Media consent form

## Ongoing checklist – What has been done so far?

Use this table to keep a record of what you have done throughout the year.

Activity	Complete? ✓	Notes
Individual skills highlighted		
Job roles decided		
Company name chosen		
Pre-survey completed		
Registered team		
Business idea chosen		
Logo designed		
£25 start-up loan recieved		
Designed promotional poster		
Enter Interim Marketing Competition		
Attend selling opportunities		
Calculate total profit using cashflow spreadsheet		
Complete your Team's Reflective Journal		
Submit Reflective Journal		
Post-survey completed		
Celebrate your success!		

# 2. Choosing job roles



## Teamwork

Working cooperatively with others towards achieving a shared goal



Teamwork is about working cooperatively with others, taking responsibility and supporting each other to achieve a shared goal – in this case, developing your business and making a profit.

Teamwork and working well with others require a range of skills including:

- Behaving appropriately
- Taking responsibility for completing tasks
- Supporting others
- Contributing to group decision making

We will look at some of these in a bit more detail.

## Building your team

**You can have up to 6 people in your team.**

When forming a team, there are a number of things to consider including what job roles do you need in your team. It is a good idea to choose roles based upon the skills and abilities of each team member.

- Consider the strengths of team members
- Do you want a director that will have the casting vote if the team cannot come to a decision?

## Team roles

To help you decide upon job roles for your team, complete the table on the following page, consider the answers you give, and compare them with the job descriptions below.

Remember you will want a range of different roles in your team, and depending on the size of your team, you may have to take on multiple roles.

### Director

#### The role of the director:

- The director will have the final decision if the team is split
- They will help develop good team spirit in the team
- Come up with solutions for any problems
- Ensure everyone is listened to in team meetings

#### Important skills and qualities:

- Good communication skills
- Natural leader
- Well organised
- Problem solving skills



### Finance



#### The role of the finance team:

- Look after the money and keep it safe
- Work out the cost of making your product
- Keep financial records of all money that comes into the business and also what is spent
- Decide on the selling price

#### Important skills and qualities:

- Good at maths
- Organised
- Trustworthy and reliable
- Good at using computers specifically Excel

### Sales & Marketing

#### The role of the sales and marketing team:

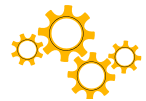
- Think of ways to help promote and sell your product
- Design the product packaging
- Design and set up your stall
- Talk to customers and sell your product

#### Important skills and qualities:

- Creative
- Good communication skills
- Confident speaking with people
- Good at using computers



### Production



#### The role of the production team:

- Decide what materials are needed to make your product
- Make sample products
- Ensure finished products are good quality
- Make sure products are made on time

#### Important skills and qualities:

- Good practical skills
- Organised
- An eye for detail
- Creative

## What skills do you have?

Read the statements below.

If you agree with a statement tick the smiley face 😊

If you don't agree, tick the sad face ☹️

If you neither agree or disagree, tick the neutral face 😐

Skill	😊	😐	☹️
I am organised   			
I am good at talking to people of all ages  			
I am confident explaining things to people  			
I am good at solving problems  			
I am good with numbers 			
I can use a computer well  			
I am good at making things  			
I am good at drawing pictures and designing things 			
I am creative  			
I like telling people what to do 			

Once you've got your team together, and decided upon roles, it is important to think about how you will work well together.

## Taking Responsibility

Taking responsibility is taking charge of something and working to ensure it is a success. It means that you get the praise if it goes well, but also means that you have to take the blame if it goes badly.



In this context, it means that when given a task, you work hard to make sure that it happens and don't make excuses or blame other people if things go wrong. Instead, you try to fix any problems yourself or find someone else to help.

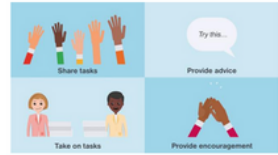
Why is it important to take responsibility when working in a team?

Think of a time when you took responsibility for a job or task. How did it go?

## Supporting Others

Supporting others is about helping them to complete a task. This might happen in one of a few ways:

- Sharing tasks that benefit from there being two or more people involved – for example, when painting a room or lifting things.
- Providing advice or showing how to do something if you have higher expertise and they ask for it.
- Taking on tasks if you have time available while someone else still has lots to do.
- Providing encouragement if someone seems unsure or is lacking in confidence.



Why is it important to try to help people?

Think about how supporting your team members would help in achieving your shared goal.

Describe some ways you could support your team members.



# 3. What's your BiG idea?



## Creativity

The use of imagination and the generation of new ideas



Creativity is about imagining situations and generating ideas - in this case coming up with ideas for new products and services, and creative ways of improving what you already have.

Creativity is a skill closely related to problem solving. It is about generating ideas that can then be developed and improved through the problem solving process.

Creativity involves the following:

- Imagining different situations and describing them
- Generating ideas using a brief
- Imagining how something can be improved
- Combining different ideas

We will look at some of these in a bit more detail.

## Coming up with a business idea

When deciding on your business idea, you may want to consider the following:

- As a team and as individuals, what are you good at?
- What do you enjoy doing?
- Will people buy your idea for a product or service?
- Have you got access to the things you will need to make your product or deliver your service?
- Is it allowed under the rules listed below?

You may want to check out the following for inspiration:

- Pinterest.com
- Etsy.com
- Inspiration section at the back of this workbook



### Safety first!

**Anyone selling items to the public has to follow laws set out by the Government.**

**Some of these rules include:**

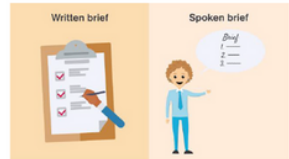
- Food and cosmetics have extra rules that you have to follow about what you must tell people on your packaging.
- We do not allow any teams to make toys for children, nightwear or imitation (pretend) food (e.g. bath bombs that look like cup cakes)
- Teams cannot use alcohol, tobacco or gas related products
- Teams cannot run any gambling activities but can run raffles in school
- Copyright – to use or make some items, you have to have permission from the original person that made it. For example, you cannot use the Nike logo unless you have permission from Nike

Considering the points above, note down some business ideas in the space below. At this stage you don't need to have made any decisions, so be creative.

## Generating ideas using a brief and success criteria

What is a brief?

A brief is a problem or challenge that we have to come up with ideas to solve. The brief might be short or long, it might be in a written form, or it might be spoken.



Success criteria

A brief will normally have success criteria attached to it. The success criteria will tell you what your idea needs to be able to do or answer, to be judged successful.

- For example, the success criteria of a lunch box might be that it needs to be big enough to hold a sandwich, be waterproof and not too heavy to carry.



Success criteria are critical because knowing what we are working towards and what needs to be included, means we can focus our imagination rather than create ideas that will not work for the brief. There is also good evidence that people come up with better ideas when they are constrained or limited.

List some examples of when you have been given success criteria to complete a problem or challenge.

What might the success criteria be for a coffee mug?

## Generating ideas to improve something

Start with the problem you are solving

When thinking about improving something, you might start from a problem that you have experienced in using the product or service:

- Perhaps it took you a long time to do your shopping, or you couldn't find what you were looking for.
- Perhaps a machine broke or it cost more money than you thought it should have done.



This gives you a success criteria to work towards – you will be successful in improving something if it can do it better.

### Making sure your ideas are feasible

The other important test for improvements is that they should be feasible. This essentially means that something is achievable in terms of cost and being real. These should also be success criteria but can easily be overlooked.

Why might it not be feasible for you to make and sell diamond rings?

Why might it not be feasible for you to make and sell teleportation machines?

## Market research

Market research is about finding out what customers want, to inform your business decisions. You could carry out a questionnaire to gather this information.

Things you may want to think about:

- Who are your customers?
- Would they buy your product or service?
- How much would they pay for it?
- Which design would they prefer?
- Where would you advertise and sell your product?

You could ask members of your family, friends, classmates and school staff to complete your survey.

You may find it useful to carry out market research to narrow down your BiG business ideas, or make a decision on what your product or service will be.

If you have carried out market research, make a note of your key findings:

## Unique selling point (USP)

This is where you think about what is special about your product or service that would help you to win customers.

- If no one else is doing what you are doing, that makes your idea unique and so people won't be able to get it anywhere else.
- If there are lots of other people selling the same thing as you, you need to make your product or service stand out somehow.

How can you make your business idea stand out from the crowd?

What is your USP?



# 4. Starting the company

Thinking of a name and designing a logo are two of the first things you need to do when starting a business.

Some things you may want to think about when deciding on a name and logo are:

- Is it original?
- Is it professional?
- Does it reflect your BiG idea (if you know what it is yet)?

As individuals write down your own ideas for the company name

As a group, look at all your ideas and choose the best name:

Our company is going to be called.....

## Designing a logo

Most successful businesses have an eye-catching logo.  
You can often recognise a logo from an image without words.



### Look at the BiG Challenge logo

Do you think it is an eye-catching logo?

Is it easy to identify the competition name from the logo?

What makes it good?

Write down 5 words that best describe the logo

Find the logo of a well-known company. You may want to draw or print out and stick it in the space below.

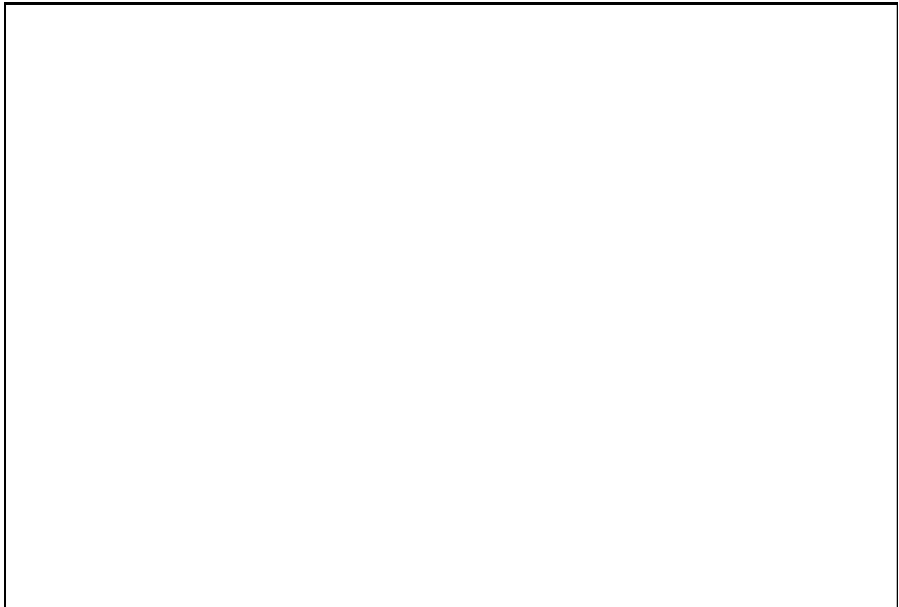
What makes it eye-catching?

You could also do the same for your school logo.



### **Design your own logo**

You may want to use this space to do some rough sketches, and then produce your final logo in a graphic design software package.



What do you think is good about your logo?





# 5. Make your product



## Problem Solving

The ability to find a solution to a situation or challenge

Problem solving is about generating ideas and evaluating those options – in this case, what is your product and how will you make it?

Problem solving is a skill closely related to creativity. It is about taking all the ideas generated during the creative stage and thinking about the pros and cons of possible solutions. These can then be adapted to come up with the best option. This is taking your BiG business idea and turning it into a BiG plan!

Problem solving involves the following:

- Identifying problems
- Finding information to understand a problem
- Thinking of different solutions
- Exploring the pros and cons of possible solutions

We will look at some of these in a bit more detail.



# Making a profit



## What do you need to think about?

Profit is the difference between the selling price of your product, and how much it costs to produce. It can be calculated using the formula:

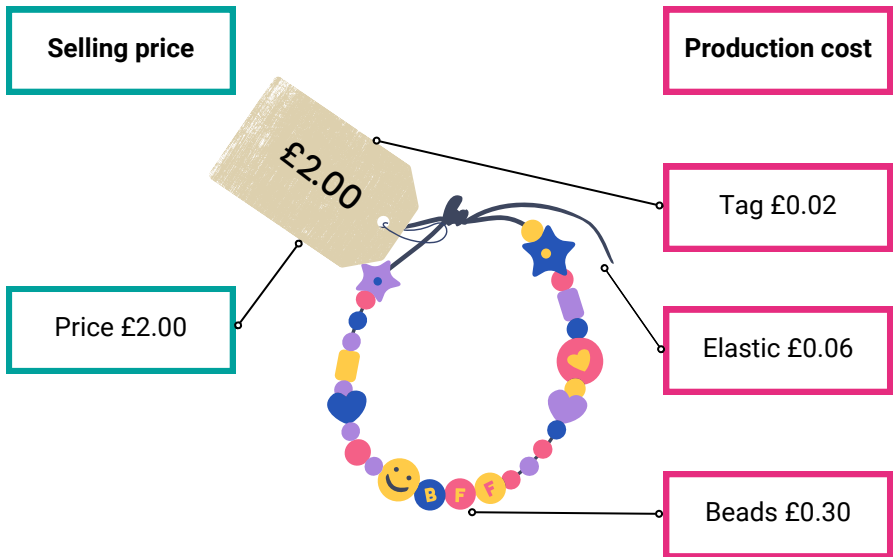
$$\text{Product selling price} - \text{product cost} = \text{Profit}$$

### Product selling price:

- How much are you going to sell your product for?
- Will people pay that amount?
- How does it compare to similar products?
- Does that cover your costs?

### Product cost:

- How much do the materials cost to make your item?
- Does it use a lot of electricity to produce?



Using the example above, calculate the profit made on the sale of each bracelet.

## Production costs

Once you know what product you are going to make and sell, you need to work out how much it will cost you to produce each item.

Continuing with using the bracelet example, you need to work out how much it will cost to buy your starting resources. To make 1 bracelet you would need:

- 15 cm elastic
- 30 beads
- 1 price tag

However you will not be able to buy those items in such small quantities, and so you will need to calculate the costs from the cost of purchasing larger quantities.

Resource	Supplier	Price per item	Amount	Calculation
1 price tag	Poundland	£1.00	50 tags	2p
15 cm elastic	Amazon	£2.00	5 meters elastic	6p
30 beads	Bead mania	£10.00	Box approx. 1000 beads	30p
			Total	38p

### Calculation examples:

Calculate cost for 1 price tag:

$$100\text{p} \div 50 \text{ tags} = 2\text{p for 1 price tag}$$

Calculate the cost for 15 cm of elastic:

$$200\text{p} \div 500\text{cm elastic} = 0.4\text{p for 1cm elastic. But we want 15cm elastic so, } 0.4\text{p} \times 15\text{cm} = 6\text{p}$$

Calculate the cost for 30 beads:

$$1000\text{p} \div 1000 \text{ beads} = 1\text{p for 1 bead. But we want 30 beads to make a bracelet so, } 1\text{p} \times 30 = 30\text{p}$$

Total cost of producing 1 bracelet:

$$2\text{p} + 6\text{p} + 30\text{p} = 38\text{p}$$



## Explaining problems to someone for advice

### How to explain a problem to someone else

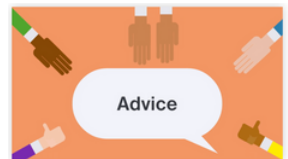
There are a few things that we can do to explain a problem to someone else:



- Start with the goal – what are you trying to do, and why? It is essential that whoever is helping you knows what you are trying to achieve so they can see whether their suggestions will help to achieve that
- The challenge – where have you got stuck? Once the other person understands what you are trying to do, you can explain what is currently stopping you from being able to do that. For example, maybe you don't understand a particular instruction, you can't find something, there is a piece of information that you don't know, or you can't physically reach something.
- Attempts already - what you have tried so far? It is worth telling the other person what you have attempted previously – this will stop someone just suggesting things that you have already tried.

### How to act on advice

Advice is an opinion that someone gives you about what you should do.



When we receive advice, it is crucial that we think about it fully:

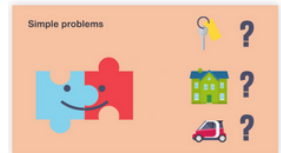
- Sometimes, we are so pleased that someone is taking a problem off our hands, that we just follow their advice without thinking about it. This might cause problems, particularly if we have more information or knowledge of a particular issue than they do.
- On the other hand, sometimes we feel negatively about other people's ideas because we want to come up with the solution ourselves.

Make a note of all the people you could ask for advice for running your business.

# Exploring problems by creating different possible solutions

## Simple problems

There is a difference between simple problems which have one correct answer, and those that we call complicated problems which might have different possible solutions.



Simple problems might include things like:

- Where did I leave my keys?
- What is my address?
- What is the most popular car colour in 2020?

For simple problems, it is about trying to find the correct answer.

## When problems have many solutions

Complicated problems do not have one obvious answer, and might include things like:



- How should I travel to Manchester?
- Where should I visit in Sheffield?
- What should I do next?

For these, no answer is factually correct, and a range of options exist.

For example, for travelling to Manchester there are a range of possibilities (wherever in the world you're starting from) – car, walking, cycling, flying, are all options. Similarly, there are plenty of places in Sheffield that you could visit, and the best answer to that question will be different for every individual and what they want to achieve in their visit.

Make a note of a problem you have faced in running your business. List as many possible solutions as you can think of.

Problem	Possible solutions

## Sustainability

One of the awards that you can win at the end of the competition is for **sustainability**.



We will be looking out for teams that find ways to reduce the impact of their business on the environment.

There are many ways you could do this including:

- Making things out of **recycled** materials
- Buying things **locally** rather than getting things delivered from other parts of the UK or internationally
- Think about what happens when someone has finished using your product
  - Is it **recyclable**?
  - Will it sit in a landfill site for many years
- Does your idea help the **environment**, for example planting bee friendly seeds? Or harm the environment?
- What can you do to make it **environmentally friendly**?

**Consider the above for not only your item, but also the packaging**

Write down ways you could make your product more sustainable

## Made in Sheffield

One of the awards that you can win at the end of the competition is the Made in Sheffield Award.



Sheffield is famous for its history of making high quality items.

For your business idea to be considered, your products have to be made in Sheffield.



## Supply and demand

You can encounter problems if you sell out of your product and have customers waiting.

To avoid this happening, and your business missing out on sales, think about the following:

- How long will it take to get more materials to make your products?
- How long does it take to make your product?
- How many of your team are able to make your product?
  - Would training more people to manufacture your products increase the amount you can make?

It is also important to not manufacture more products than you will sell. This would be a waste of both materials and people's time in producing them.

To avoid this happening, make a note of what products sell really well, and what does not, so that you can make more of the popular products in future.

## Quality control

It is important to consider the quality of the products you produce and sell.

Would you buy a mobile phone that doesn't turn on?

How would you feel if a present you bought for a friend fell apart?

Why is it important for a business that the products are good quality?

# 6. Promote and sell your product



## Aiming High

The ability to set clear, tangible goals and devise a robust route to achieving them



Aiming high is about setting clear, tangible goals and having a robust route to achieving them – in this case, effective planning, setting goals for yourself and your business, and knowing what doing well looks like.

In a business, the main goal is often to make as much money as possible. This is done through promoting your business, brand and products.

Aiming high involves the following:

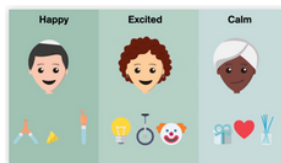
- Knowing what doing well looks like
- Working with care, attention and pride
- Setting goals
- Creating plans and strategies to achieve goals

We will look at some of these in a bit more detail.

## Knowing what doing well looks like

### Recognising good work

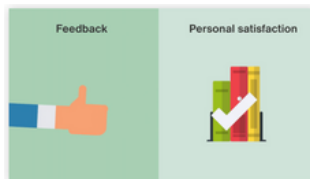
There are two parts of this to explore. The first is how you feel when you are doing something well, as it will normally give us a positive emotional response. This might feel like:



- Calm – when you feel relaxed because you know that you don't have to worry about something, you are not feeling too challenged.
- Happy – a sense of joy, gratefulness or enthusiasm because you are getting satisfaction out of the work that you're doing.
- Excitement – a feeling of energy and drive because you are seeing that your efforts are paying off.

### Other signs of good work

There might also be other signs that you are doing well. This might be:



- Feedback – other people might tell you that you are doing well.
- Personal satisfaction – you might feel that you are learning and getting better – perhaps because you know that you are now finding something easier to do well than you previously did.

This combination of how you feel about the work you are doing, and the other signs that you are doing good work are both important.

It's important to remember that doing well rarely comes from just doing the easiest possible tasks or doing as little as possible. Over time, that will stop being very satisfying and will just feel boring. You will also stop improving at things, and people will eventually stop giving you positive feedback if they don't think you are trying very hard.

How will you know if your business is doing well?

## Setting SMART goals

What is a goal?

A goal is something that we want to happen, and that we can work towards achieving.

We might set goals in lots of different areas of our lives. For example, we might decide that we want to learn a new language, score more goals for our football team, or pass an exam.



### SMART targets

The best goals are those that are SMART. This means that they are:

- **Specific** - it is clear exactly what you are trying to do
- **Measurable** - you can measure whether the goal has been met or not
- **Achievable** - it is able to be done - not too hard or easy
- **Realistic** - it is something that makes sense to do
- **Timed** - you know when it needs to be done by



Putting numbers and deadlines on goals is particularly helpful because it means we can see exactly what success looks like and also see very clearly whether we have been successful.

Another way to make it easier to meet goals, is to break them up into smaller bits, and also ensure each member of the team is clear on their responsibilities.

You may find the diagram on the following page helps in breaking a goal up into smaller pieces.

# Main goal

--



Break it down

Mini goal

Deadline:



Actions

Date

Who

Actions	Date	Who

Mini goal

Deadline:



Actions

Date

Who

Actions	Date	Who

Mini goal

Deadline:



Actions

Date

Who

Actions	Date	Who

## Working with a positive approach to new challenges

### Finding new challenges

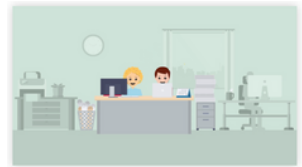
Over time though, we mustn't just stick to safe challenges – only doing things where we think that we are very likely to achieve the success criteria. It might feel that we are very successful initially, but eventually we will take less satisfaction from doing the same things over and over again.



The bigger problem is that if we only do the same challenges or activities over and over again we will stop learning.

### Learning through challenges

When we first do an activity or use a new skill, we tend not to be very good at it. We find it difficult because we have to think hard about how to do it, and we will often make mistakes. Over time though, as we get better at it – it starts to feel more natural and we are more successful.



This is because we have learnt how to do the task well, and we will be able to do that task again in the future with success. This expands the range of what we can do and means that we can be confident in lots more situations.

Anything that we have learnt to do in our lives started off being difficult – whether learning to read and write, swim, ride a bicycle, cook, or any number of other skills we have built over time. By working hard at them, and adding those skills to our toolkit, we are much better able to be successful in lots of different situations in the future.

Think of time when you have learnt a new skill.

How did it make you feel at the beginning when you had just started to learn? Now compare that to how you felt when you succeeded at it.

## Ways to promote your business

To make your business successful, you will need to promote your business and the product or service it offers.

There are many promotional methods, including:



Posters



Word of mouth



Email



Promotional discounts  
eg buy one get one free



Adverts



School newsletter



Leaflets



Social media

Which of these methods would be appropriate for promoting your products?

Why have you selected these methods? Think about cost, ease and your target market

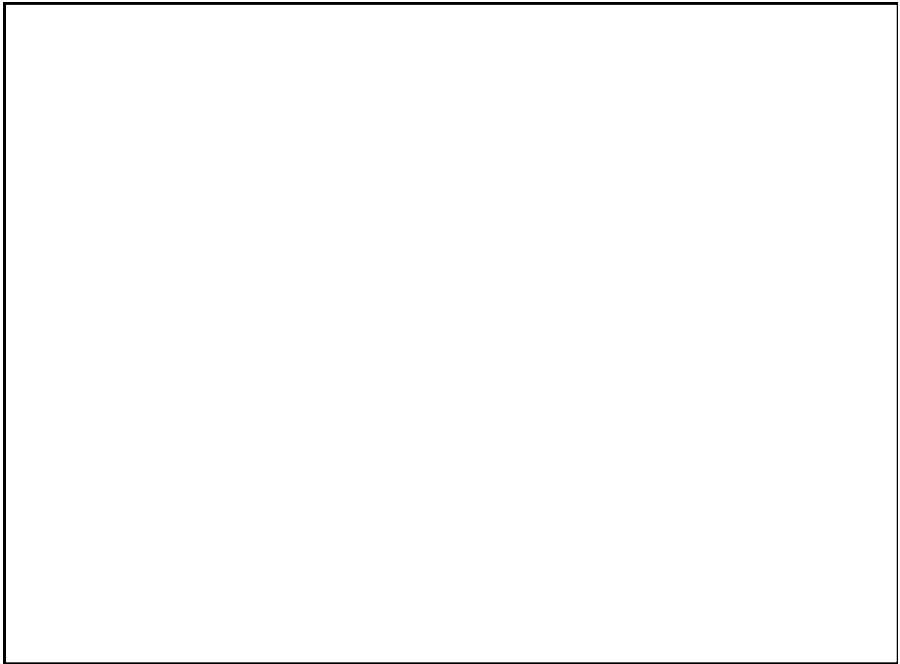
## Designing an advert

There are many types of adverts including:

- Posters
- Magazines/newspapers
- TV
- Radio
- Leaflets

**Collect some adverts from magazines and newspapers, and stick in the space below.**

What type of information is included?



What do you notice about all the adverts you've collected?

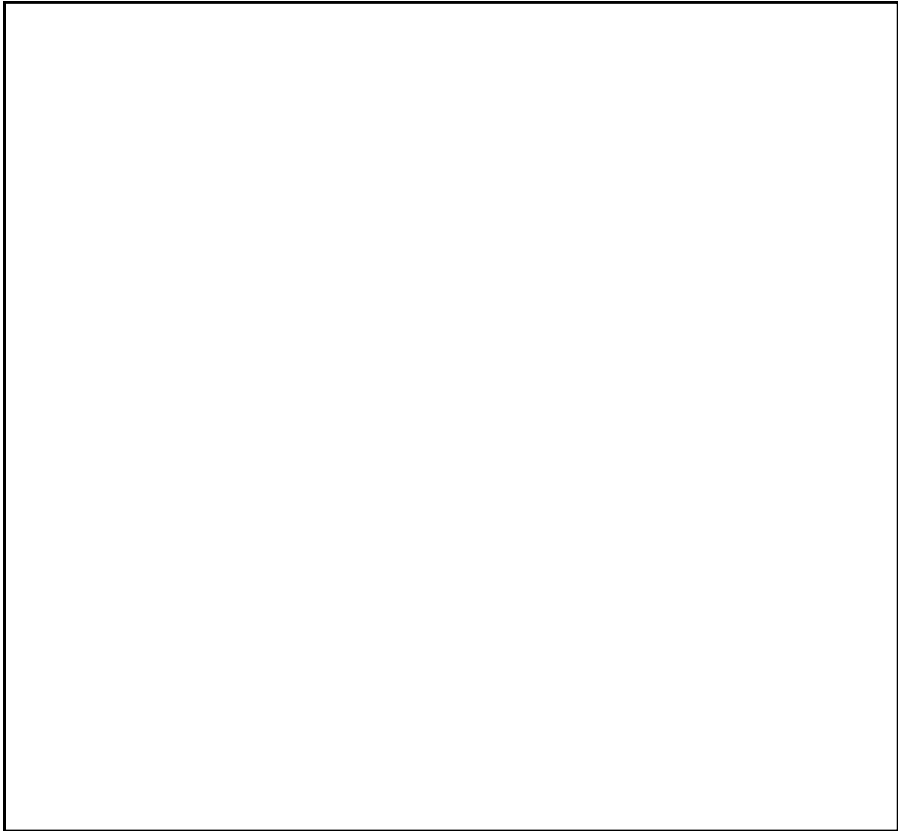




## Creating a poster

What information will you need to include on a poster to promote your business?

You may want to use this space to do some rough sketches, and then produce your final poster in a graphic design software package.

A large, empty rectangular box with a black border, intended for students to create rough sketches of a poster. The box is positioned centrally on the page, below the introductory text.

Where will you display your posters to promote your business?

A smaller, empty rectangular box with a black border, intended for students to list or sketch where they would display their posters. It is located at the bottom of the page, below the question.

## Designing packaging

As part of your marketing campaign, it is important to ensure you package your products in a way that is appealing and attracts the attention of potential customers. Packaging both protects your product, and is the first thing your customer sees when items are for sale on a stall so helps your product stand out from the crowd.

What things do you think you need to include on your packaging?



You may want to use this space to do some rough sketches, and then produce your final packaging in a graphic design software package.



## Designing your trading stall

As you will be selling your products at schools or other selling opportunities, you will also need to plan your trading stall and think about how to display your products so they appeal to customers. You need to consider how you will grab the attention of people walking by, to get them to stop and purchase your products.

You may want to consider the following:

- Is the name of your business clearly displayed?
- How will people know what you're selling?
- Are prices clearly displayed?
- Are your products well presented?
- Wearing name badges and/or a uniform can help companies look professional

Before your first selling opportunity, make a list of what resources you will need to set up your trading stall:

- e.g. Table cloth
- e.g. Cash float
- 
- 
- 
- 
- 

Reflecting on your first selling event, are there any improvements you could make on the layout of your trading stall?

Make a note of them in the space below.

## Budgets and finance



Keeping a record of the money you spend (expenditure) and the money you make (income) will help to make sure you do not run out of funds, and keep track of your profits!

**Use the Cash Flow Template on the BiG Challenge website to keep a record of your business' finances.**

Income			Expenditure		
(The money we make + business loan)			(The money we spend to make items or promote our business)		
START	Business Loan	£25			
Date	What did we sell?	How much?	Date	What did we spend money on?	How much?
			END	Repay business loan	
TOTAL	Income	£25	TOTAL	Expenditure	0
		<b>TOTAL PROFIT</b>		<b>£25</b>	

Also, you will need to include this in your Reflective Journal at the end of the BiG Challenge to show us how much profit you have made.

# 7. BiG Challenge Reflective Journal

This is your opportunity to tell us about your journey through the BiG Challenge!

It is broken up into sections, covering all the final award categories, and what you submit will be used to judge your entry into these awards. It also allows you to let us know about the skills you have learnt, the experiences you have had and how you have overcome any challenges.

## The award categories are:

### The Skills Awards:

- Teamwork
- Creativity
- Problem solving
- Aiming high

### The Enterprise Awards:

- Innovation
- Use of technology
- Sustainability
- Marketing and sales
- Made in Sheffield
- Biggest profit
- Outstanding reflective journal

Look back at the beginning of this workbook for the judging criteria for each prize category.

## You can choose how you tell us your BiG Challenge story.

You might want to think about some of these ways:

- Short 5 minute video
- PowerPoint presentation with a voice over
- PowerPoint presentation with photos and notes
- Canva presentation
- Written journal
- A combination of these

Your Reflective Journal needs to tell us everything about your BiG Challenge journey, from start to finish. Look back through this booklet to remind yourself of the different steps you and your team have taken in the project.

# 8. The BiG Challenge self-reflection and evaluation

An important part of the BiG Challenge is to develop key employability skills and reflect on what you've learnt. To help do this you should complete a survey at the beginning of the programme and again at the end of the programme.

These surveys can be completed online using the links below, or by scanning the QR codes on your phones.

## Pre-survey

[tinyurl.com/BC25Pre](https://tinyurl.com/BC25Pre)



## Post-survey

[tinyurl.com/BC25Post](https://tinyurl.com/BC25Post)



Alternatively you can complete a hard copy of the survey which can be found at the end of this booklet. Please return photo/scanned copies of the completed forms to [bigchallenge@sheffield.gov.uk](mailto:bigchallenge@sheffield.gov.uk).



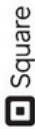


# 9. Additional resources

## Inspiration station

Below are some examples of possible BiG Challenge business ideas



## Card Reader Comparison Table

Reader	Card reader purchase cost	Transaction rate	Software cost	Subscription fee	Contract length	Notes
 <b>Square</b>	Square card reader 2 <sup>nd</sup> Gen: £19 + VAT (£22.80)	In person transaction fees: 1.75% Online card transaction fees: 1.4% + 25p	Free - Square Point of Sale app	£0	No contract	<ul style="list-style-type: none"> <li>Connects to phone via Bluetooth</li> <li>Receipts sent via SMS or email</li> <li>Accepts contactless and chip cards</li> <li>No transaction fees on refunds</li> <li>By default, funds are transferred to bank account every night and arrive the next business day</li> <li>Possible to link different bank accounts to one reader via multiple app logins</li> </ul>
 <b>sumup</b>	SumUp Air: £39 + VAT (£46.80)	In person transaction fees: 1.69% Online card transaction fees: 2.5%	Free - SumUp app	£0	No contract	<ul style="list-style-type: none"> <li>Connects to phone via Bluetooth</li> <li>Receipts sent via SMS or email</li> <li>Accepts contactless and chip cards</li> <li>No transaction fees on refunds</li> <li>Choose how often transfers are sent to bank account. Funds take 1-3 business days to reach account</li> <li>Can set up an online store using the SumUp app</li> <li>Possible to link different bank accounts to one reader via multiple app logins</li> </ul>
 <b>Zettle</b> by PayPal	Zettle Reader 2: £29 + VAT (£34.80)	In person transaction fees: 1.75% Online card transaction fees: 2.5%	Free - Zettle by PayPal app	£0	No contract	<ul style="list-style-type: none"> <li>Need to set up Paypal account</li> <li>Connects to phone via Bluetooth</li> <li>Receipts sent via SMS or email</li> <li>Accepts contactless and chip cards</li> <li>No transaction fees on refunds</li> <li>Funds transferred to bank account next business day</li> <li>Possible to link different bank accounts to one reader via multiple app logins</li> </ul>



## Glossary

**Advertising** – reaching as many people as possible with the message of what your company is selling by producing promotional material e.g. flyers, posters, etc.

**Agenda** – an outline of what you plan to discuss in a meeting.

**Break even** – the point at which the money received in sales equals the money spent (costs), resulting in neither profit or loss.

**Business** – when products or services are exchanged for money.

**Capital** – the money used to start up the business.

**Competitor** – A business which offers a similar product or service.

**Customers** – the people who buy the products or service that the business sells.

**Department** – A specialist area in a business.

**Display** – presenting the product or service in an attractive way to encourage customers to buy.

**Entrepreneur** – Someone who starts up a business.

**Finance** – The money the company uses to run the business.

**Float** – a small sum of money used to make payments or give change to customers.

**Flyer** – a piece of marketing material handed out to customers.

**Health and safety** – rules that make sure everyone is safe.

**Innovative** – a new or different idea.

**Interest** – charge made by a bank for borrowing money in the form of a loan.

**Investor** – someone who lends money to a business.

**Loan** – money that is borrowed and must be returned at a later date.

**Manager** – an individual who is in charge of a certain group of tasks.

**Marketing** – a way to identify, target and appeal to customers.

**Market research** – gathering information about what customers want.

**Packaging** – a suitable container or wrapping for products.

**Point of sale** – The place where a sale is made.

**Product** – items a business makes to sell.

**Profit** – the money made by a business after all the bills have been paid.

**Prototype** – one product made as a test.

**Receipt** – written acknowledgement that money has been received.

**Resources** – anything used to make your business.

**Quality** – the best standard of work which a customer will expect.

**Sales** – money received from selling a product.

**Selling price** – the amount of money you charge for your product.

**Skills** – being able to do something well.

**Slogan** – a catchy jingle or phrase that sticks in your mind, often used in marketing.

**Specifications** – a detailed description of requirements, materials, dimensions etc.

**Suppliers** – people the business buys materials from.

**Target market** – the group of people who your company is aiming for as customers.

**USP** – Unique Selling Point – the thing that makes your company or product stand out from others and gives the customers a reason to buy.

# Pre-survey




Name:


Team name:


School:

Almost never	Rarely	Sometimes	Often	Almost always
--------------	--------	-----------	-------	---------------

<b>Teamwork</b> 				
Are you able to work with others in a positive way?				
Are you able to work well with others by behaving appropriately?				
Are you able to work well with others by being on time and reliable?				
Are you able to work well with others by taking responsibility for completing your tasks?				
Are you able to work well with others by supporting them if you can do so?				

Almost never	Rarely	Sometimes	Often	Almost always
--------------	--------	-----------	-------	---------------

<b>Creativity</b> 				
Are you able to imagine different situations?				
Are you able to imagine different situations and say what you imagine?				
Are you able to imagine different situations and bring them to life in different ways?				
Are you able to generate ideas when you've been given a clear brief?				
Are you able to generate ideas to improve something?				

	Almost never	Rarely	Sometimes	Often	Almost always
<b>Problem solving</b> 					
Are you able to complete tasks by following instructions?					
Are you able to complete tasks by finding someone to help if you need them?					
Are you able to complete tasks by explaining problems to someone for advice if you need?					
Are you able to complete tasks by finding information you need yourself?					
Are you able to explore problems by creating different possible solutions?					

	Almost never	Rarely	Sometimes	Often	Almost always
<b>Aiming high</b> 					
Are you able to identify when you are finding something too difficult?					
Are you able to identify what doing well looks like for you?					
Are you able to work with care and attention to detail?					
Are you able to work with pride when you are being successful?					
Are you able to work with a positive approach to new challenges?					

# Post-survey




Name:


Team name:


School:

Almost never	Rarely	Sometimes	Often	Almost always
--------------	--------	-----------	-------	---------------

<b>Teamwork</b> 					
Are you able to work with others in a positive way?					
Are you able to work well with others by behaving appropriately?					
Are you able to work well with others by being on time and reliable?					
Are you able to work well with others by taking responsibility for completing your tasks?					
Are you able to work well with others by supporting them if you can do so?					

Almost never	Rarely	Sometimes	Often	Almost always
--------------	--------	-----------	-------	---------------

<b>Creativity</b> 					
Are you able to imagine different situations?					
Are you able to imagine different situations and say what you imagine?					
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Are you able to generate ideas to improve something?					

	Almost never	Rarely	Sometimes	Often	Almost always
<b>Problem solving</b> 					
Are you able to complete tasks by following instructions?					
Are you able to complete tasks by finding someone to help if you need them?					
Are you able to complete tasks by explaining problems to someone for advice if you need?					
Are you able to complete tasks by finding information you need yourself?					
Are you able to explore problems by creating different possible solutions?					

	Almost never	Rarely	Sometimes	Often	Almost always
<b>Aiming high</b> 					
Are you able to identify when you are finding something too difficult?					
Are you able to identify what doing well looks like for you?					
Are you able to work with care and attention to detail?					
Are you able to work with pride when you are being successful?					
Are you able to work with a positive approach to new challenges?					

Thinking about what you have taken away from the BiG Challenge, select yes or no for the following statements.

I have enjoyed taking part in the BiG Challenge	yes / no
I would like to take part in the BiG Challenge again in the future	yes / no
I feel more confident in my abilities to run a business	yes / no
I feel more ready for the world of work	yes / no
I am more likely to keep trying when I find learning difficult	yes / no
The BiG Challenge has helped me to identify my strengths and weaknesses	yes / no
I have been able to reflect on what skills I need to develop for the future	yes / no
I have gained confidence in myself	yes / no
Any other comments?	
On a scale of 1 to 10 (where 1 = not at all likely, 10 = extremely likely) how likely are you to recommend the BiG Challenge to a friend?	

## **BiG Challenge Media Consent Form**

Throughout the BiG Challenge competition, we (Sheffield City Council) would like to take photos of your child taking part.

These photos may be used for marketing purposes to promote and showcase the programme, including: printed materials (e.g., leaflets, posters etc.), websites, social media accounts, email communications or news publications/releases.

Photos may also be shared with the BiG Challenge partners and sponsors.

---

I allow the photo/video to be taken of my child for the duration of the BiG Challenge (named below):

Please circle

Yes No

---

Name of Student:

Team Name:

School:

Name of Parent / Guardian:

Signature of Parent/Guardian:

Date:

You can withdraw your consent for the use of your child's data at any time by emailing [bigchallenge@sheffield.gov.uk](mailto:bigchallenge@sheffield.gov.uk) in which case it would not be used in future publications but may continue to appear in those already in circulation. Please get in touch if at any point you have questions about how the information you share with us will be stored.



# BiG Challenge Team Loan Agreement

**Team Name:** \_\_\_\_\_

**School/College:** \_\_\_\_\_

The BiG Challenge is a business creation competition operating in Sheffield and provided and supported by Sheffield City Council, full details of which can be found at: [www.bigchallenge.biz](http://www.bigchallenge.biz)

We, the undersigned, confirm that we are operating as a team in BiG Challenge and as such the following apply:

1. We confirm receipt of a £25.00 cash investment for our BiG Challenge idea
2. By accepting this funding, we understand that it is a loan and agree to pay back £30.00 should we make a profit more than that original £25.00.
3. In the event we do not make a profit we understand that no repayment is required, but we agree to evidence our business efforts as part of this challenge.
4. In the event that we choose to exit the competition before the closing date and do not submit our BiG Challenge Journal, we will repay the original £25.00 investment.

Name	Signature	Date

Signed on behalf of: \_\_\_\_\_ (School)

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Competition Terms

1. The deadline for entry by teams is 16:59 on Friday 25th October 2024. Entries are via the team registration form found at <https://tinyurl.com/BC25Registration>. Entries by teams must be validated by a teacher within that School. It is only on receipt of that validation by the Council that an entry is accepted.
2. Involvement in the BiG Challenge is voluntary, and students should not be conscripted.
3. Teams shall be the legal responsibility of the School which validates their entry. This includes responsibility for the goods and/or services which the Team produces or provides.
4. Teams must consist of between 1 and 6 students at the School in Years 7 to 9 in Academic Year 2024/25.
5. The Council reserves the right to reject any proposed Team Names which it considers as inappropriate or potentially at risk of breaching legal requirements and/or the intellectual property rights of others.
6. All activities of the Teams undertaken in participation of the BiG Challenge must be appropriately supervised and properly risk assessed by the School.
7. All products/services being offered for sale, hire, etc., (or otherwise....) must be safe and be in conformity with the law. This shall be the School's responsibility at all times.
8. The following items are not permitted to be offered for sale, hire, [etc.]: toys for children under the age of 14, nightwear, clothes with cords (such as hoodies), anything with a plug, imitation (pretend) food, alcohol, tobacco or gas related products.
9. Teams cannot organise or run any gambling activities but can run raffles in School (subject to School regulations).
10. The School is responsible for ensuring that no third party intellectual property right, such as copyright, is breached or at risk of being breached.
11. The Council will seek to create opportunities for Teams to have access to local business people. However, the Council is not able to guarantee this or to guarantee who that local business person is until they are matched, nor the days/times/location that they will be available.
12. Schools and Teams should help promote a positive image of the BiG Challenge.
13. The formation and role of the Judging Panel is at the discretion of the Council. Awards and other decisions are made by the Judging Panel and not the Council. In the event of any problems or dispute, the Council shall have the final say.
14. The Council reserves the right to withdraw a Team from the Competition and/or refuse to award prizes to anyone or any Team found to be in breach of the terms.
15. Schools shall assist the Council with any freedom of information requests or with any information requested for any internal or external audits.





**BIG**  
CHALLENGE