



BiG Challenge Reflective Journal Teacher Guide

What is the BiG Challenge Journal?

The BiG Challenge Journal replaces the Final Report which was part of the previous programme. The Journal allows teams to continue their entrepreneurial journey and tell their story in an innovative way.

There is a framework to follow, which ensures that teams consider all aspects of the competition in order to ensure they are competitive across all of the award categories.

What ways could teams use to complete their Journal?

- Short 5-minute video
- PowerPoint with voice over
- PowerPoint with photos and notes
- Photo story book with notes

What does the journal need to cover?

Teamwork

- How did you work as a team?
- What roles did you each have?
- Did each team member take responsibility for their tasks?
- How did you support each other?

Creativity

- What was your business idea?
- How did you come up with your business ideas?
- Is your product made in Sheffield?

Problem solving

- What problems did you come across?
- How did you sort these problems out?
- Did you ask for advice and who did you speak to?

Aiming High

- How did you aim high with your business ideas?
- How did you plan and set goals for your business team?
- How did you know when you were doing well?
- Were you able to stay positive throughout the competition?

Sustainability

- How did you reduce the impact of your business on the climate?
- Did you use recycled materials?
- Did you buy your materials locally?
- Is your product and packaging recyclable after use?
- Does your idea help the environment?
- Have you upcycled/ re-used/ re-purposed any materials or items?

Marketing & Sales

- How did you market your business?
- Did you have a logo?
- Did you use adverts, posters, or banners?
- Where did you advertise your business?
- Where did you sell and how did this go? • How many products did you sell?
- What was your Unique Selling Point?
- What made you stand out from the crowd?

Cashflow & Finances

- You need to include your cashflow template
- What was your profit?

What did you learn?

- Two or three key things that you have learned through taking part in the BiG Challenge

Entry Form

The entry form asks the teams to clarify the following information:

- School
- Team name
- Team members
- Product description
- Is your product eligible for the Made in Sheffield Award?
- Is your product eligible for the sustainability award?

Teams will automatically be entered into all other award categories.

If you have any questions, please do not hesitate to contact the BiG Challenge Team at bigchallenge@sheffield.gov.uk