



The Company of Merchant Adventurers of the City of York

in partnership with NYBEP

present

THE ADVENTURERS CHALLENGE 2017

A Celebration of Yorkshire



‘Building Skills for Your Future’

Can you turn a little into a lot?



York Primary Schools are invited to take part in **The Adventurers Challenge**

Background

The Company of Merchant Adventurers of the City of York

The York Merchant Adventurers Company is a guild founded in medieval times, over 650 years ago. It is probably most familiar to citizens and visitors alike through its magnificent medieval hall in Fossgate. Unlike other guilds which are associated with specific crafts or trades, it is the pursuit and promotion of enterprise and what is now known as “entrepreneurship” which has always characterised a Merchant Adventurer.

The Company has a long and proud history of fostering enterprise in the city and in the surrounding areas, and our members believe strongly that one of our present-day roles should be to encourage and assist students at school to experience a taste of business and entrepreneurship as part of their learning experience. York’s future prosperity will hinge upon young and energetic entrepreneurs and innovative businessmen and women.

Why are the Merchant Adventurers supporting enterprise in Primary Schools?

We believe that enterprise education should be available for all young people, helping them to explore and develop additional skills which will provide them with the maximum options for their future life and career, to the ultimate benefit of the local and regional economy.





The Brief

Introduction

The Company of Merchant Adventurers of the City of York in partnership with NYBEP would like to invite York Primary schools to take part in **The Adventurers Challenge**, a **FREE** enterprise challenge aimed at providing young people with an opportunity to explore and develop their enterprise skills such as team work, creativity, financial awareness, problem solving, and many more...

Successful schools will be provided with a **£100 start-up fund** to turn their enterprise ideas, themed on celebrating Yorkshire, into reality.

Any profits made can be kept by the school to fund future enterprise activity in your school.

All teams completing the challenge will be invited to a final to be held in May at The Merchant Adventurers' Hall to share their business ideas with the judges made up of the York Merchant Adventurers.

Business Support

Throughout the challenge you will be offered support from us, either from visiting you in school or through on-line support.

Prizes will be awarded to winning ideas.



The Challenge

Primary schools are invited to come up with a product that ‘Celebrates Yorkshire’, which can be sold and make a profit.

Stage One:

Your school is invited to submit a business idea themed on ‘Celebrating Yorkshire’ and demonstrates how you will use the start-up loan and explore potential profit.

Send us your ideas by the **April 2017**. You can present your idea in any of the following ways:

A business proposal – see Appendix 1

- Video
- Podcast
- Presentation
- Any other way.

The proposal can include any drawings used to outline your ideas on design, finance and content.

Successful ideas will be informed at the beginning of January and a start-up fund will be provided in readiness for the second stage – The Trading Period.

Stage Two:

The Trading Period – schools will use the start-up fund to grow their students’ idea and can trade during this period – **April 2017 to June 2017**

The business bits...

In your initial proposal you will need to demonstrate an awareness of the following areas:

- **Overview:** brief description of your business idea and your target audience
- **Branding:** company name and logo, a name for your activity – make sure it clearly identifies with the product and reflects the Celebrating Yorkshire theme
- **Job roles:** provide a brief overview on initial job roles – see Appendix 2
- **Design:** how the idea will look
- **Research:** focus your ideas – tell us some fascinating facts about the Merchant Adventurers!
- **Benefits:** what are the benefits of your idea?
- **Finance:** how much will your idea cost to produce and market, and how would you use the £100 start-up fund to support this?
- **Marketing:** how would you advertise your idea to your target audience?



Appendix 1 - Business Proposal Form

Name/s		Team Name	
<p>Summary:</p>			
<p>Drawings:</p> <p>Please continue on a separate sheet if needed.</p>			

Please return to: Yvonne Emerson or Sharon Maddison,
NYBEP, IT Centre, Innovation Way, Heslington, York, YO10 5NP
Email: yvonne@nybep.org.uk sharon@nybep.org.uk Tel: 01904 567616



Appendix 2 - Job Roles

It is recommended that to help the group in terms of meeting the requirements of the challenge you organise yourself in to specific job roles. To do this you will have to discuss your personal qualities quickly and effectively. The jobs that will form your team are:

Managing Director – Leads group and keeps them ‘on task’ advising, supporting and deciding on key decisions. Takes lead in presenting.

Name:.....

Personal Strengths:.....

Finance Director – Controls the marketing budget and will pass on information to the Managing Director on what budget has been spent and why

Name:.....

Personal Strengths:.....

Marketing team – Develops the look, feel & style of the presentation and associated materials. Responsible for publicity materials. Works with advertising.

Name:.....

Personal Strengths:.....

Advertising team – Works with marketing to aid in development of materials. May take on extra responsibility for advertising and creation of materials if needed.

Name:.....

Personal Strengths:.....

IT team – Works on developing the final presentation and coordinating the use of any ICT resources throughout the day.

Name:.....

Personal Strengths:.....