

The Business of Enterprise

SPECIAL
EDITION

July 6th 2010

INSIDE
TODAY

First chance to meet the
top ten firms of the future



And the winner is..

St George's team celebrate their win

St George's are top in Enterprise Challenge

St George's School in Broadstairs scooped the top prize at The Business of Enterprise Final with their hi-tech shopping application company Mon Armoire.

The business is an innovative idea where customers can download an application that cleverly dresses your image so you can see whether the outfit suits you.

St George's was one of eleven schools that made the final, held at Pfizer Limited in Sandwich, which followed

News for Schools reporter

months of hard work and heats throughout the county. Members of the winning team were Pascal, Beth, Callum, Hobie, and Courtney.

The judges felt that the business reflected development in technology. Leyland Ridings said: 'The overall winner, picked by virtually all of the judges, reflects that sort of shift. Well done!'

The schools in the final were Folke-

stone Academy, Sir Roger Manwood's, Walmer Science College, Hartsdown Technology College, Chatham House—Boys, King Ethelbert School, Ursuline College, Clarendon House - Girls, Borden Grammar and Dane Court Grammar.

The event was organised by EBP Kent to give young people the chance to see what it is like to run a business.

This souvenir is record to the hard work and dedication shown by all participants in the event.

Hello to the judges



And you are...?

The judges had a very difficult time deciding who would win. They deserve a name check...

Kevin Charles: Medical and Public Affairs Manager, Pfizer Limited

Michael Hill OBE: KCC Cabinet Member for Community Services

Peter Horton: General manager, Global Distribution, Cummins Power Generation

Leyland Ridings: KCC Deputy Cabinet Member for children Families and Education

Janice Sandwell: Enterprise Taktix

Jane Wenham-Jones: Author, Journalist and Public Speaker

This is a summary of judges' comments: Janice Sandwell from Enterprise Taktix, presented the award for Most Enterprising Idea. She said: 'We wanted to recognise Auto Safety for a really good, simple idea, and Rewind for doing a great job. I can see it having many different uses. But the winner, for having a fantastic, innovative and original idea is Let There Be Light.'

Jane Wenham-Jones, author and journalist, gave the award for the Best Written Presentation. She said: 'Special mentions go to the Beauty Bible and World for taking the trouble to produce a five-year plan. But the winner for a bright, engaging presentation, dripping with information was Pocket Pants.'

The Best Oral presentation award was presented by Peter Horton, from Cummins Power Generation. He told the audience: 'Special mention must go to Forget Me Not for their fantastic

presentation, which was full of passion and confidence. We would also like to mention Rewind and Auto Safety. The winner is Musical Madness, for being the only company with a working model which we could all see, feel and hear.'

Michael Hill OBE is the KCC Cabinet Member for Community Services and presented the award for best teamwork. He told the audience: 'All teams today gave a good demonstration of what can be achieved by working together but the overall winner was Forget-Me-Not.'

The big award, for Enterprise of the Year, was presented by Leyland Ridings. He said: 'The overall winner, picked by virtually all of the judges reflects modern technology Their slogan – 'Snap it, Try it, Buy it, summed up the business. So our winners are: Mon Armoire.' Mr Ridings also gave special thanks to Anne McNulty, the chief executive at EBP Kent, and to hosts Pfizer Limited.'

MON ARMOIRE



Dress for success!

Mon Armoire were praised for their idea

Key players:

Chairman: Pascal, Designer: Beth, Marketing Director: Callum, Secretary and presentation Coordinator: Hobie, Finance Director: Courtney

The product

This is a brand new i-Phone application that dresses you in the clothes that you want to wear. It makes the most of the very latest in technology. Simple to use it is perfect for the reluctant shopper or people with disabilities. You upload a photograph of yourself and get the choice of either scanning barcodes in shops or browsing on line and the application

cleverly dresses your image so you can see whether the outfit suits you. The team plans to promote the business on Facebook, and also traditional means like taxis and buses. The team did their research and found that there was NO competition – Mon Armoire is a one-off. The judges were very interested in how this worked (do they all have mobiles?!) and the team answered the questions confidently. The team demonstrated the application at their stand and this really brought it to life.

the business?

This was definitely the finance – we had to estimate where the business might be going, and figure out cashflow and think about investors.

What advice would you give to someone starting out?

Make sure you have a good idea and that there's a gap in the market. You have to do loads and loads and loads of market research. We spent hours on it- without knowing what's out there you don't know if it's been done before and if people are interested.

Business hero: Sir Richard Branson

General: The lads all looked very dapper in light blue ties.

virtually all of the
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Slogan: Snap it, Try it, Buy it
What was the hardest thing
about setting up

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BEAUTY BIBLE

Key players

Chairperson: Rebina,
Marketing Director:
Samantha, Designer:
Rachael

The product

This beautifully designed product is an A5 manual that offers advice about natural beauty and home remedies. The team used their own knowledge and that of their friends to build up the book, which would retail at £9.99. They would advertise in magazines – for their target market. The team made the book A5 size so it was handy enough to fit into a handbag. The logo is very striking – simple, vintage style and suited the target market.



Slogan: Beauty at the turn of a page
What was the hardest thing about setting up the business?
When we had to present it! We had to think carefully about the information we

gave and what it was we wanted to say.

What advice would you give to someone starting out?

Work in a good team with people you know so that you don't argue! You have to believe in yourself and not let other people get you down. You need to set your mind on your business idea and stick with it. Surround yourself with inspirational people.

Business hero: Simon Cowell

General: The girls kept going at the event even though they were three people down. Well done!

Folkestone Academy

SPREAD SPLATS

Key players

Chairperson:
Beckie,
Secretary:
Jasmine,
Marketing
Director: Sarah,
Finance
Director: Daniel
and Oscar,
Designer:
Mhari,
Presentation
coordinator: Zoe

The product

This is a simple device for busy mums, children and possible people with disabilities as a simple way to spread bread or toast. You

simply peel off the plastic backing from a slice-sized sachet then place it on the bread and hey presto you're ready to eat! The sachets come in all sorts of flavours including jam,



FORGET-ME-NOT

Key Players

Chairperson: Mary,
Financial Director:
Elizabeth, Secretary:
Lewis, Marketing Director:
Amy, Designer: Hannah

The product

This business is a social enterprise that aims to spread awareness among teenagers about dementia and Alzheimer's. The team came up with the idea as it was an issue close to the heart of one of the directors. Forget Me Not will give information on treatments and inform teenagers on the effect the diseases can have on families. The business will give 30 per cent of any profits to Dementia UK and



the rest will be reinvested.

Slogan: Dementia is not catching, but passion is.

What was the hardest thing about setting up?

Getting to the specific point of the idea – we went through many changes to get it right.

What advice would you

give to someone starting out?

Be passionate and do something you believe in. Keep the business idea realistic.

General: The company came up with a fantastic logo—a sailor's knot.

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PLATS



LET THERE BE LIGHT

Key players

Chairperson: Beth,
Designer: Rebecca,
Secretary: Oscar, IT
Consultant: Josh,
Marketing Director: Lucy,
Finance Director: Joanne

The product

A simple tool for anyone out at night like Scouts and Guides, the team invented Lumo Light, a glow in the dark torch with added GPS! It would also be useful for search and rescue organisations. The idea was inspired by the three Scouts and Guides in the company. The team had a self-confessed electronics expert in Oscar—much needed team member.



What was the hardest thing about setting up the business?

Finding information that we needed to make the product – we needed to find out

about plastics, materials and electronics.

What advice would you give to someone starting out?

Don't rush it! Think about all aspects of your business and do detailed analysis before making your product. Don't give up!
Business hero: Sir Alan Sugar
General: The team was one of only two who prepared a five year plan. The aim? World domination! What a brilliant ambition.

Walmer Science College

marmalade and Nutella. The team also devised the Spread Splatter – a battery-powered machine that you can load with ten sachets.
Slogan: Forget about your jam pots and your knife...

What was the hardest thing about setting up the business?

We all had different roles but they all merged and we all ended up doing everything. We maybe shouldn't have had roles.

What advice would you give to someone starting out?

Think things through a lot. Research your project and think randomly – allow some blue sky thinking.

Business hero: Bill Gates and Steve Jobs

General: The team were also thinking about the environmental impact of the product – excellent news.

Dane Court Grammar School

MUSICAL MADNESS

Key players

Chairperson and Designer:
Beth, Presentation
Coordinator: Ben, Finance
Director: Toni, Secretary:
Lucy, Marketing Director:
Matthew, Business Plan
Coordinator: Josh

The product

Musical Madness produces fun and colourful music systems for children in the shape of bugs. The player is solar powered and made of recycled materials. The team came up with names including Libby the Ladybird. The business is wholesale with a target market of seven to 18 year olds. The team aims to market their musical creatures at parents and



even created a prototype.

Slogan:

Bugging the competition

What was the hardest thing about setting up?

'Today! Polishing up the presentation .

What business advice would you offer?

Work hard, and work through each stage as you

go along, making sure each part is complete before you move onto the next stage.

Business hero: Sir Alan Sugar

General: Musical Madness improvised their prototype by using an i-Phone to play the music. Nice touch!

Hartsdown Technical College

AUTO SAFETY

Key Players

CEO: Ammad, Production Engineer: Henry, Head Secretary: Tom, Finance Director: Zak, General Coordinator: Ahmad, Marketing Director: Charlie

The product

The Auto Waker is a safety device for drivers that emits a vibration or sound if they fall asleep at the wheel. It works by setting off an alarm when the head moves out of the 'alert' position. The team's presentation included a filmed advert featuring one of their teachers. The Auto Waker can be charged in the car and will soon come in a variety of new colours. Watch this space!



Slogan: Safe Today, Safer Tomorrow

What was the hardest thing about setting up?

Taking the risk - if your business fails you will still learn something.

What business advice would you give?

Have a good idea that will

work and sell then go for it. Make sure you find the gap in the market and research! Take a calculated risk.

General: The team said their goal was to stop unnecessary accidents – sounds like a great plan.

Chatham House 6 Boys

WORLD

Key players

Chairman: Sophie, Marketing Director: Jessica, Secretary: Bernadette, Finance Director: Emma, Designer: Sarah, Presentation Coordinator: Philippa

The product

This is a survival kit for victims of natural disasters that can be adapted according to need. For example, if the crisis is flooding, boxes will be waterproof. This is a social enterprise that was inspired by the earthquake in Haiti. The packs will last the average family four to six weeks. The team produced a detailed five year plan.



Slogan: Worth Our Reliable Loving Devotion

What was the hardest thing about setting up?

Being able to understand what we had to do and keeping focussed .

What advice would you

give to someone? Don't doubt yourself - we didn't!

Business hero: Mr Van Brackle (our teacher!)

General: The Golden Ticket was a really good idea to attract interest.

Ursuline College

PERFECT POP



Key players

Chairman: Clio, Product Development: Cheyenne. Finance Director: Amy, Market Research: Alex, Advertising and Promotion: Alex, Design and Creative: Rebecca

The Product

Perfect Popcorn is a healthy snack aimed to appeal at young people and their parents wishing to promote good eating habits. The popcorn is air popped – rather than cooked in oil – to keep the calories down. Flavours can be added to the snack and include Rip Roaring Raspberry, Sensational Salt and Tantalising Toffee. The packs come in three sizes – individual, sharing and family. The team said they would



POPCORN



roll out their launch region by region. The idea came from general discussion among the business members, who wanted to create a business around healthy eating.

Slogan: It's Just Poppin'

What was the hardest thing about setting up the business?

Working on the finance! It was difficult working out how much things would cost – we had to estimate and that was hard.

What advice would you give to someone starting out?

You have to be very confident in what you're selling. You need to look for a product that everyone is crying out for – we looked at levels of obesity. Don't be afraid to take risks – then you can figure out what you really want to do. Business hero: Mrs Semlyen (our teacher!)

General: The company members gave a very visual demonstration that was fun. The team made their popcorn boxes themselves.

King Ethelbert School

POCKET PANTS

Key players

Chairman: Sarah, Designer: Bethany, Marketing Director: Chloe, Secretary: Sophie, Finance: Georgia

The Product

Pocket Pants aim to promote safe sex and are pants with a pocket to hold a condom. They are packaged in a box with advice and useful phone numbers. The idea came to the team after they investigated the high number of teenage pregnancies. The team may have already won interest from Boots, which is looking into the possibility of stocking Pocket Pants!

Slogan: Pick a pack a



Pocket Pants.

What was the hardest thing about setting up? It was doing the finance and figuring out how to get the right message across as we didn't want to be seen promoting sex.

What advice would you give to someone?

Don't get stressed out.

Business hero: Miss Kemp (our teacher)

General: The girls coped with the judges' grilling.

Clarendon House

REWIND

Key players

Chairman: Harrison, Finance: George, Secretary: Philip, Marketing Director: Alex, Production Designer: Sam, Presentation Coordinator: Conor

The product

A tiny camera that can sit on your ear and record hands-free. It comes complete with a microphone and can simply be recharged with a USB. The team said the camera was great for theme parks and so was planning to look into rental. They even contacted Thorpe Park who said they were interested.

Slogan: Did you miss that?

What was the hardest



thing about setting up?

This was being able to understand what we had to do and keeping focussed on the project. All the financials – it was hard to estimate the costs.

What advice would you give to someone? Be

prepared to modify your idea – we did and we improved the product.

Business hero: Sir Alan Sugar

General: The team gave a lively presentation that included dancing!

Borden Grammar School



Thank you to:
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All the schools and their students who took part

Our judges

Denne Construction and **Cummins Power Generation** for their continued support

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 Forget-Me-Not, Mon Armoire and Perfect Popcorn.