



Accessing the Programme

- Ensure you have all the login details to access YE Academy checked & prepared in advance. These will be sent to you by Young Enterprise staff.
- Check that you can access YE Academy in advance & contact your IT department if permission is needed.

Delivery Option 1

Student completing activities on computer/tablet in school/home environment
Student logs on to YE Academy & completes activities individually using editable PDFs on screen

Delivery Option 2

Teacher led delivery using printed resources
Teacher logs on to YE academy & delivers the content from the front of the classroom

Module 1: Entrepreneurship

What's Covered

- ✓ What is an entrepreneur?
- ✓ 21st Century Skills audit?
- ✓ Entrepreneurship Quiz

Resources Needed

Module 1 online activities & individual worksheets
Option 1: Editable PDF
Option 2: Printed worksheet

Module 2: Ideation

What's Covered

- ✓ Creative Challenge
- ✓ Product Ideation
- ✓ Finance - production costs
- ✓ Design product prototype

Resources Needed

Module 2 online activities & individual worksheets
Option 1: Editable PDF
Option 2: Printed worksheet

Module 3: Marketing

What's Covered

- ✓ What is marketing?
- ✓ Advertising methods
- ✓ What is branding?
- ✓ Designing a logo and slogan
- ✓ The Marketing Mix - 4P's of marketing

Resources Needed

Module 3 online activities & individual worksheets
Option 1: Editable PDF
Option 2: Printed worksheet

Module 4: Making your Pitch

What's Covered

- ✓ Where to sell your product?
- ✓ Creating a 60-sec sales pitch video or presentation

Materials Needed

Module 4 online activities & individual worksheets
Option 1: Editable PDF
Option 2: Printed worksheet



Modules can be completed individually at home or in school working in small groups/individually

Congratulations to the students who have completed Blast Off! Certificates are available digitally to download or we can provide a printed copy to be distributed. Please complete the evaluation questions at the end of the programme. We would really appreciate your feedback, thank you!