



# INSIDER

THE START-UP PROGRAMME  
MAGAZINE 2021-22

The ultimate  
employability and  
entrepreneurship  
experience for HE  
and FE students





# INTRO

## Start-Up Programme

Young Enterprise is a national charity. Our vision is that every young person has the opportunity to learn the vital skills and enterprising mindset needed to earn and look after their money and make a positive contribution to their community.

Our Start-Up Programme gives students aged 18-30 the ultimate opportunity to develop their employability skills and prepare for the world of work. Students work in teams to set up and run their own student company for up to 12 months.

With access to our online platform with extensive resources, videos and step-by-step guidance, teams make all the decisions about their business, from company creation to marketing, as well as selling to the public.



# THE >>>>> 8 STEPS OF START-UP

Start-Up Programme can be run flexibly from 12 weeks up to a full academic year. Over the course of the programme students complete eight key milestones...

1

## STARTING UP

Decide to set up a commercial or social enterprise company.

4

## BUSINESS PLANNING

Conduct market research, develop a business plan and start to raise capital.

7

## WINDING UP

Host an AGM and decide how to distribute the profits of their company.

2

## CREATING THE BOARD

Decide the structure of their company, allocate director roles and set up their bank account.

5

## LAUNCHING

Launch their products and services.

8

## NEXT STEPS & LOOKING BACK

Develop a personal action plan, update their CV with their skills and join the YE Alumni network.

3

## GENERATING THE IDEA

Brainstorm and evaluate ideas for their product or service.

6

## RUNNING THE ENTERPRISE

Start selling their products or services and have opportunities to participate in competitions.







# HOW CAN START-UP SUPPORT MY UNIVERSITY OR COLLEGE?



## WHAT IS START-UP?

**Start-Up is a bespoke curriculum enrichment programme that supports a wide range of courses from Sports Science to Graphic Design, Fashion Studies to Business Management.**

The programme also provides an excellent enrichment activity outside the curriculum and has been specifically designed for Higher Education (HE) and Further Education (FE) to enhance educational experience and deepen learning.



## START-UP KEY FEATURES



- Students set up and run a company from start to end.
- Are provided with access to our dedicated digital platform – YE Online with resources and guidance.
- Are provided with access to YE Trading Station, our e-commerce platform.
- Can participate in competitions and celebration events locally, regionally, nationally and up to European level.
- Have opportunities to participate in trade fairs.
- Receive a personalised certificate evidencing progression of the employability skills.

## ADD-ONS



- Mentoring support and advice from trained Business Volunteers.
- Bespoke business workshops tailored around your curriculum (E.g. on visual merchandising or digital marketing).

Please talk to your local YE representative if you would like to find out more. Contact details for your regional representative are available on our website.



**CLICK HERE**

# AN ACADEMIC PERSPECTIVE

## IN CONVERSATION WITH

**TONY BRADLEY (REVD DR), Lecturer in Sustainable Business and Enterprise, Liverpool Hope Business School, Liverpool Hope University**

Young Enterprise is transformative. I can say that from experience, both personally and, from our perspective at Liverpool Hope Business School. When we began our YE journey 8 years ago it was a small project on the edge of the curriculum. Initially, we wanted to explore if it was possible to help our undergraduate students, in Combined Honours Business Management, develop their skills in practical enterprise engagement. We introduced the programme as a voluntary project for those who wanted to opt-in. Now, eight years later, as one of my senior colleagues, Paula Raper, regularly comments: "YE is the jewel in the crown of our Business degrees". How has that happened? We have taken several important steps to utilise the power

of YE, within our formal and informal student experience.

It begins with communication between our team and the leadership of YE. Andrew Firr, the Project Manager for Start-Up in the North-West region has been a remarkable colleague. Each year we sit down and discuss changes and tweaks to the programme, to meet the needs of students and dovetail our programme into the operation of YE, and vice versa.

Next, is the requirement to integrate the curriculum. Over the years we've identified how each aspect of our 2nd year programme - in HRM, Operations Management, Finance and Research Methods, alongside Entrepreneurship and Systems Design - can be taught

and learned through the YE process. We ensure that, as a tutoring team, we capitalise on the YE process, to make connections for students, between what they are going through, as they work on their Start-Up businesses, with the more theoretical and conceptual teaching blocks.

Then, there is the vital role of the mentors (Business Volunteers). We have a mixed team of internal (to the university) and external mentors, provided through YE, always of an enormously high calibre. They help our students learn how to initiate, organise, develop and release their businesses. Their enthusiasm, dedication and commitment is the driving force behind the YE process. Finally, but not least, there is the

inventiveness, entrepreneurial flair and sheer hard work of the students. We've had a great deal of success in winning awards over the years. In the end, that is down to the students themselves, who deserve real credit and affirmation, which they receive, through YE.

What do they learn? Essentially, that business is about inter-personal relationships. No matter how good the initial idea, if you can't work as a team, be disciplined, divide your labour and marshal your people skills, there is unlikely to be a successful business. But, if you can, and apply those lessons to meeting clients and customers, the world is your oyster. And YE is the oyster-bed. Marketing oysters, in Liverpool Bay, now there's an idea for a business!



LHU student talking about Young Enterprise Start-Up Programme

[▶ Watch the video here](#)



# A STUDENT PERSPECTIVE



## IN CONVERSATION WITH



**BRITTANY PEACOCK, Start-Up Programme Alumnus, Trafford College and University of Chester**

**Young Enterprise has truly been a great experience.**

I had the opportunity to participate in **Company Programme** in High School, which allowed me to not only develop skills that were highly transferable in any job I entered, but also helped me consider different career paths that I would not have previously considered. In the competition finals, our team won the Best Presentation, Process and Administration Awards and this really ignited my love for Business and Enterprise.

Following on from high school, I studied at Trafford College and completed a Level 3 Extended Diploma in Business Enterprise and Entrepreneurship. I was also able to compete in the Young Enterprise Start-Up Programme, where I was awarded the Young Enterprise North West Student of the Year Award. My experience with Young Enterprise has helped me to get part time

jobs during my college experience and I was able to be exposed to several career paths.

Following from this, I began a degree at University of Chester in Business Management and Marketing Management. I completed my degree during the COVID Pandemic and received a First. During this time, I was able to gain jobs with Enterprise Rent a Car, Ombudsman Services and Akzonobel. I believe the skills I gained from Young Enterprise allowed me to have the confidence in job interviews and I was able to use the experience as a talking point.

Today I work at home as a Change Management Graduate, experiencing rotations in PMO, Business Analysis and Project Management. This is a graduate scheme, and I am extremely grateful for being able to get this

job during the pandemic. I referenced Young Enterprise in my interview, and it started a great conversation with the Head of Change on my experiences with Young Enterprise and how the skills I learnt could be transferred into this job.

I have also now become a Young Enterprise Business Volunteer which I am thrilled about and love that I can get involved in this brilliant programme once again. Young Enterprise is a brilliant programme that every young person should experience. It gave me sales skills, finance knowledge, leadership skills and teamwork. Beyond that, it gave me the confidence to be who I am, get involved in everything that I can and really aim to excel in every area of my life. If I could do it all over again, I would jump at the chance.

**“I believe the skills I gained from Young Enterprise allowed me to have the confidence in job interviews and I was able to use the experience as a talking point.”**





# A BUSINESS VOLUNTEER PERSPECTIVE



“Present me with two identical candidates where one has engaged with the YE Programme and I will always choose the YE alumni. I know that fellow employers feel just the same way.”

## IN CONVERSATION WITH

**HEMS DE WINTER, Founder of De Winter Marketing and PR**

**For me, being involved in Young Enterprise has always been a two-way street.**

In exchange for putting in a few hours to share my business experience and offer some occasional guidance, challenge and encouragement, YE enables me to get to know some remarkable young people at various stages of their own academic journey and savour the immense satisfaction of actually seeing them change and grow as direct consequence of my input. They inspire me as much as I might inspire them.

My involvement focuses on YE’s Company Start-Up Programme where I provide advice

and guidance to students as a Business Volunteer. You really get to know people during the programme and that for me is one of the highlights of being involved. Some of the students I worked with more than five years ago still keep in touch with me to this day to let me know how their careers are progressing. I’ve even employed two of them!

Present me with two identical candidates where one has engaged with the YE Programme and I will always choose the YE alumni. I know that fellow employers feel just

the same way. Why? By engaging with the programme, young people are exposed to some of the challenges that we face every day in running a business, and that level of awareness and empathy in my book gives them an edge. I don’t know an employer that doesn’t highly rate what YE is able to deliver.

I’ve worked with Start-Up teams from six universities and various schools across the UK and it is as exciting as it is rewarding when the team you work with gets through to a regional final!

I’ve been a judge at regional finals and I’ve delivered various talks to schools and colleges to support larger groups of students on their YE journey. I enjoy every minute of it and fully intend to continue the involvement.

My advice to anyone with some business experience and a bit of spare time is simple: find out what a force for good YE has become.





# INDUSTRY EMPLOYER ENGAGEMENT

The support of our industry partners is crucial to the success of Start-Up as it offers students the prospect of building networks within the business community. As experts in their respective fields, our industry partners are able to provide the technical knowledge required at key milestones in the Start-Up journey, from considering business ideas to developing a Profit and Loss Account and Balance Sheet.

## IN CONVERSATION WITH

**LEE AYLING, UK Head of Advisory at Avanade**

### Why did Avanade choose to get involved in the Start-Up Programme?

Avanade's involvement in the Start-Up Programme stems from our desire to partner and coach passionate young people starting out in their careers. Students are at a really exciting point in their careers and the programme offers an amazing opportunity to begin building the business skills they need to take forward into the workplace. Avanade's volunteers are keen to engage with young people to help them develop and channel their passions whilst also providing a vision of what working in the technology sector could look like for them.

### What do you see as the barriers or challenges for graduates about to enter the labour market today?

Exposure. Students can enter the workplace and spend several years there before really beginning to understand the opportunities or direction that they could go in with their

careers. Providing visibility and access to these opportunities as early as possible in education is fundamental in inspiring them to think ahead at what opportunities there are and which direction to take. This is why Avanade hopes to engage and inspire students across Young Enterprise Programmes through our partnership. These students are the workforce of the future.

### What have Avanade done for Start-Up to date?

Avanade seek to put into practice what we deliver to our clients for Young Enterprise students. We look to hone our consultants' expertise by providing inspiring and meaningful guidance to help students navigate through the programme and develop experience and understanding of technology. We do this by delivering impactful workshops for Start-Up participants, helping develop their competencies in key areas such as online collaboration, digital skills and online and in-person presentation skills. We also expose students to the

opportunities that exist within the technology sector, exploring how utilising technology can transform and elevate an entrepreneurial journey in business.

Avanade continue to invest in Young Enterprise as we know that technology underpins every organisation and many new start-ups drive innovation through the exclusive use of technology. It has been a pleasure to hear the great pitches from the 2020 cohort of Young Enterprise teams. Whilst the ideas have been fantastic – it is clear to me that there is more work to do to give our future entrepreneurs skills and capabilities to confidently use technology to accelerate how they bring their products and services to market. Looking forward, we will be more involved in mentoring contestants pre-pitch to given them additional ideas based on what we see in the broader market.





INDUSTRY EMPLOYER ENGAGEMENT

# THE MARKETING TRUST



**The Marketing Trust is proud of its long history of supporting the Young Enterprise UK Start-Up Programme.**

We believe the Start-Up Programme helps graduates to enter the workplace job-ready by developing their employability skills, connecting students to employers in a relevant and meaningful way, which in turn fosters talent and builds business networks that shape future economic success.

Designed to connect young people with opportunities to progress, and empower them on their journey towards employment, Start-Up unleashes creativity. It embeds the skills, attitudes and behaviours needed by industry; from communication and team working skills through to tenacity and resilience.

The programme gives university level students and young people studying vocational courses in Further Education Colleges the opportunity to set up and run a real business for a year. Taking part can open-up exciting opportunities for future careers.

To assist the students, we have produced an Introduction to Marketing resource (Introduction to Marketing A Practical Guide) and a short video on marketing good practice that students should apply when setting up their business. This resource, based on a series of leaflets called 'Marketing Expert', has been produced in conjunction with the Chartered Institute of Marketing

to provide a background framework to enable students to understand the context of marketing and marketing strategy in their business plans for their new Start-Up companies. In addition, The Marketing Trust annually makes two awards recognising Marketing Excellence and Digital Marketing/ Social Media Excellence.

Our support of Young Enterprise aligns with The Marketing Trust's objectives, which can be described as: the advancement, for the benefit of the public, of education, practical training and research into the art and science of marketing.

**We wish all students and their business ventures every success and look forward each year to seeing them in the final competition events.**





# SUCCESS STORIES

## Business Start-Up initiative recognised at the Green Gown Awards

**A business Start-Up Programme open to final year undergraduate students at Manchester Metropolitan University's Business School has been awarded a top sustainability prize at the annual Green Gown Awards.**

The University's Young Enterprise Programme was recognised for enhancing students' enterprise skills in a way that brings benefits to society and the environment.

The Green Gown Awards, which are awarded by the Environmental Association of Universities and Colleges (EAUC), praised Manchester Metropolitan for demonstrating how its programme helps students build sustainability into the core of their Start-Up businesses, bringing a positive social impact to local communities.

The Young Enterprise Programme, which is an optional unit available to final year undergraduate students at the University's Business School, has developed the entrepreneurial and sustainability credentials of 370 Start-Up businesses since 2001.

The programme allows teams of students to create business concepts and models to launch and trade creative new products and services. The teams are mentored by representatives from local businesses and industry who form a 'Dragons' Den' panel to award and advise the students taking part.

As part of this panel, Professor Sally Randles, Professor of Sustainability and Innovation at Manchester Metropolitan, is included as a 'Green Dragon' to guide the environmental and sustainability impact of each business, while also awarding an annual 'Sustainability Student Business Award'.

David Taylor, Faculty Lead for Student Enterprise at Manchester Metropolitan University, said: "The Green Gown Award is a fantastic recognition of the work our students have done to launch a range of innovative new businesses and products, as well as the commitment from our University to embed our sustainability credentials at every step of the programme.

"Young Enterprise gives students an opportunity to apply their learning and provides a stepping-stone to experience the real world of business. What is unique about our approach is how we integrate enterprise and sustainability into the DNA of the students' businesses."

Catherine Mensah, who recently graduated from Manchester Metropolitan's Business Management course, said: "Young Enterprise has given me the skills and ability I now need in my current job role and made me understand what career path I want to take. Not only is the programme exciting, fun and engaging, but it

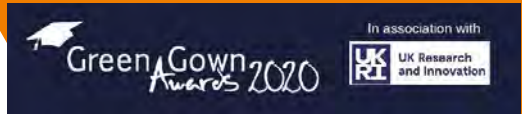
also helps you to develop and boost your skills as well as giving you the chance to develop your very own products."

Established in 2004, the Green Gown Awards recognise the exceptional sustainability initiatives being undertaken by universities and colleges in the UK and Ireland. With sustainability moving up the agenda, the awards have become established as the most prestigious recognition of best practice within the further and higher education sector.

In awarding Manchester Metropolitan, the judges praised the way the University supports social, economic and environmental enterprise and inclusion by empowering students from all backgrounds, developing talent and delivering positive sustainable outcomes.

Professor Malcolm Press, Vice-Chancellor at Manchester Metropolitan University, said: "I am delighted the Green Gown Awards have recognised the University's commitment to developing the employability of our students in ways that place enterprise skills within wider social and environmental considerations.

"This supports them to become future-ready, finding innovative ways to tackle global challenges now and in the years ahead."



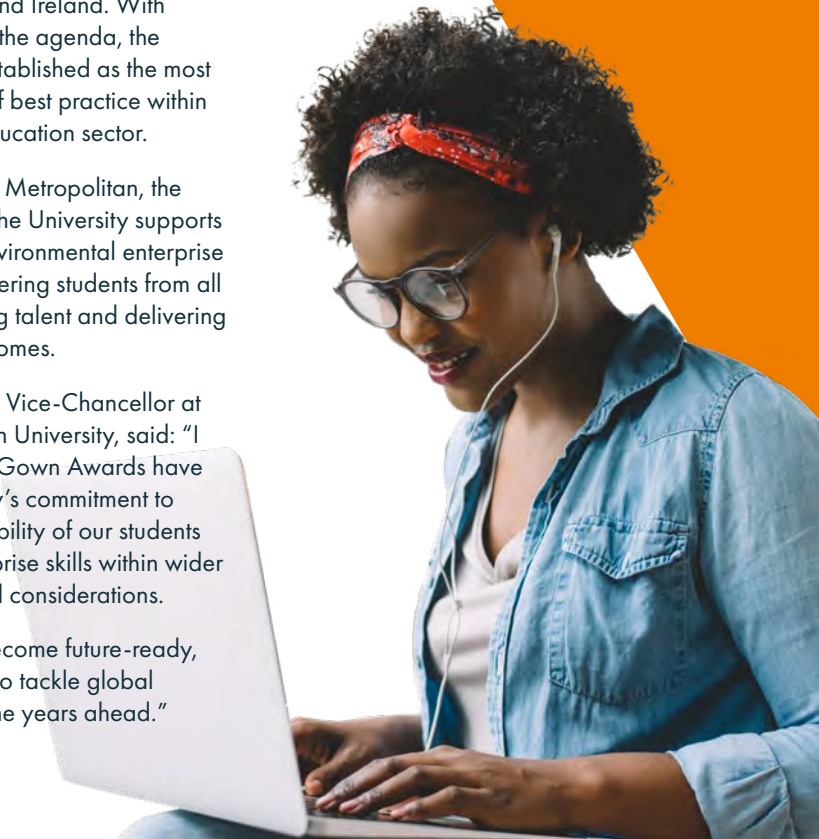
Find out more about Manchester Metropolitan's Young Enterprise Programme and some of the products and businesses it has helped to launch.



[Read the article here](#)



[Watch the video here](#)



# THE JA EUROPE ENTERPRISE CHALLENGE 2020



Student company AID4ALL have been selected as the winner of the “JA Europe Enterprise of the Year” Award. The students from Cyprus set up a business to find solutions for people with disabilities, offering a product that aims at compensating hearing loss with the sense of touch.

The European final was a virtual competition between 18 finalist teams from 17 European countries who pitched their businesses to an international jury through company reports, live interviews and video commercials. Chair, Judge Emiliou Kyriacou, Citi Country Officer Greece, Cyprus & Malta and Corporate Bank Head Greece, praised the high quality of this year’s competitors who had to work in very challenging conditions throughout the school year:

“I would like to thank and congratulate on behalf of the main Jury and myself all the brilliant young minds we met this week for their participation and their quest for entrepreneurial excellence and discovery. I certainly leave today encouraged

by the calibre and quality of participations, which I consider a precursor for a better economic future for Europe.”

Speaking at the virtual Award Ceremony, Mariya Gabriel, the European Commissioner for Innovation, Research, Culture, Education and Youth, stated that “the Covid-19 crisis reminds us that we need entrepreneurship, creativity and resilience more than ever.”

The UK reported a hugely successful JAEEC20 with winners in two categories including the JA Alumni Leadership Award and The MetLife Customer Focus Award.



We strive to find solutions for people with disabilities. We offer a product that aims at compensating hearing loss with the sense of touch.

[▶ Watch the video here](#)

## JA Alumni Leadership Award 2020

The Alumni Leadership Award is awarded to individuals who demonstrate outstanding leadership skills, which impact their team and the JA company. With this award, JA Alumni Europe recognises and honours the personal strength of the individuals in a successful team.

**Winner: Daniel Jennings - Loughborough College, UK**

## The MetLife Customer Focus Award 2020

The MetLife Customer Focus Award recognises the student company that demonstrates the best technology-driven concept, with strong business potential and sustainability as well as viability and scalability.

**Winner: PureWorld, UK**







# HOW TO GET INVOLVED



Thank you for your interest in Start-Up.

We hope your students enjoy the experience!



If you have any questions about the programme please contact your local YE representative for assistance. Contact details for your regional representatives are available on [our website](#).

Alternatively you can contact our Programmes Team

[info@y-e.org.uk](mailto:info@y-e.org.uk)

To find out about our full range of programmes and services visit

[www.young-enterprise.org.uk](http://www.young-enterprise.org.uk)

