

Company



GET LEARNING



1 HOUR



PREPARATION
NEEDED

THE ENTREPRENEUR



AIM

Many of the world's most successful entrepreneurs started when they were in their teens or as an early adult. From small ideas they grew giant businesses. Put your business skills to the test in this entrepreneur challenge.

WHAT YOU'LL NEED

- The Entrepreneur Challenge Instructions Sheet
- Chocolate Marshmallows Box Template
- Marshmallows
- Chocolate
- Sprinkles, Sweets, Icing tubes etc
- Colour Pens
- Scissors
- Glue

GET LEARNING: THE ENTREPRENEUR

THEME: MY SKILLS FOR LIFE



LEADER PREPARATION

A leader will need to print out a copy of the instructions sheet for each pair/team taking part. You'll also need to gather the other resources and make sure you have a means of melting chocolate (microwave or hob) and creating the marshmallow treats.



[Download The Entrepreneur Challenge Instructions Sheet & Marshmallows Box Template](#)



GETTING INTO THE ACTIVITY

- 1 This challenge is about encouraging young people to put their entrepreneurial skills to the test.
- 2 Young people should work in pairs or small groups. Ideally no more than four in a group. Give each pair/group a copy of the instructions sheet and a copy of the box template.
- 3 Their challenge is to create a new product from marshmallows and chocolate, including a box to package them in. This new treat should then be branded and marketed, depending on who the 'target market' for the product is. At the end of the challenge, pairs/groups will need to pitch their new product to a team of investors (leaders). Groups will need to think about the following:
 - **Product Development:** The product will need to be designed and then a sample created. The product will need to be made with the 'target market' in mind. Will this be children, families or a high quality and expensive treat? Keep an eye on your costs too, as this will impact your retail price.
 - **Marketing:** You may have a great product, but without good marketing nobody will know about it. The marketing team will need to create a brand and logo, and design the packaging needed for the treat using our box template sheet.
 - **The Pitch:** Finally, the pair/group will need to pitch this new treat to a team of investors (leaders). The pitch should introduce the product, explain who it is aimed at and why, and then answer any questions that the investors may have.
- 4 After all pairs/groups have pitched, the investors should provide feedback, before announcing which group they think has created the best product and is worthy to receive their 'investment'.



IDEAS TO TAKE THIS FURTHER...

Link this activity to the Parable of the Talents (**Matthew 25:14-30**) and how the characters in that story invested their talents and resources, just like a successful entrepreneur does.



KEEPING EVERYONE SAFE

Please take care when melting chocolate, particularly if using a hob and boiling water.

THE ENTREPRENEUR CHALLENGE

Reckon you could be the next Elon Musk or Jeff Bezos? Let's put your business skills to the test with this entrepreneurial challenge.

You are challenged to develop and market a new chocolate marshmallow product, in under an hour. At the end of the evening, only one team will be declared the winners and worthy of investment.

You will need to split your team/pair in two, one focused on product development and the other on marketing. At the end of the hour you will need to present a short pitch introducing your product, talking through the thinking behind it and how you will successfully market your new product.

Product Development

The product development team will be responsible for creating and making your chocolate marshmallow product. The team will need to:

- Work with the marketing team to decide who your target market is. (i.e. children, families, an exclusive luxurious treat etc. The product will need to be designed to be attractive to that market)
- Create the product, ensuring the finished item looks professional and ready to hit the shops. Google 'Chocolate dipped marshmallows' images for inspiration.
- At least one box of six chocolates needs to be produced (you can do more if you like).
- Keep an eye on your costs and work out how much each chocolate / box costs to make. This will help set your retail price. You'll need to work with your leaders to find out the cost of the ingredients you are using.

Marketing

You may have a really good product, but without good marketing no one will know about it! The marketing team will need to:

- Create a brand and logo.
- Design a cardboard box for the marshmallows to go in. This should feature your logo as well as other information you'd expect to find on packaging (i.e. price, ingredients, images etc).
- Decide on your target market (Old or young people? Families? High quality? Cheap and cheerful? Every day treat? Special occasions?).
- Decide on the retail price. Make sure you have worked out how much it costs and how much profit you will make

Pitch

At the end of the evening, your team will need to present your new product to Lord Sugar and explain the thinking behind it. The pitch will need to cover:

- Introduce your product
- Explain your marketing points – Who is your target market? Where do you plan to sell the chocolates? What makes these different to other competitors on the market?
- Explain your retail price, including knowing your numbers about how much it cost to make!
- Answer any questions which come your way.

Good Luck!

