

APPENDICES

“WHETHER YOU THINK YOU CAN, OR
THINK YOU CAN’T — YOU’RE RIGHT.”

HENRY FORD, FOUNDER FORD MOTOR COMPANY



Appendices

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APPENDIX 1 - TEACHERS' MONTHLY CHECKLIST

Teachers' Monthly Checklist

September:

- Register your interest to take part in the Student Enterprise Programme (SEP) with your Local Schools Co-ordinator.

It's important that as a starting point you let your Schools Co-ordinator know the following preliminary information asap:

- » No. of students taking part
- » Gender breakdown of students
- » Category students are entering under

(Junior [1st years], Intermediate [2nd and 3rd years], Senior [TY, LCA, LCVP, Youthreach])

- Request the following items from your Local Schools Co-ordinator:
 - » Student Enterprise Workbook for each student
 - » Calendar of dates and venues for all scheduled schools enterprise events being organised in your region throughout the year
 - » National Social Media Report template
 - » USB Teachers' Resource
- Ensure each student attending organised events is covered by adequate school insurance.
- Sign and return the 'Photographic Permission Form' on your USB resource to your Schools Co-ordinator.
- Introduce students to the Student Enterprise Programme by watching the videos on your USB resource and on <http://www.studententerprise.ie/about/success-stories/>
- Divide students into the groups they will work in for the year. Groups of five students per student enterprise is recommended.
- Carry out brainstorming exercises with your groups.
- By the end of the month, ensure each team has settled on a business idea and a company name.
- Carry out an Intellectual Property (IP) check with each student enterprise on their product/service. Ensure all students are made aware of their responsibilities regarding IP.

October:

- Register each student enterprise and their product/service with your Local Schools Co-ordinator by completing the student enterprise registration form and returning to your Co-ordinator.
- Familiarise yourself with all of the Student Enterprise Programme Rules and Regulations.
- If permission is granted by the school, work with each student enterprise to set up social media accounts for their business on Facebook, Twitter, Snapchat, Instagram.
- Ensure each student enterprise connects with the SEP on social media by following us on the following channels:
 - » Facebook: SEASireland
 - » Twitter: @StudentEntAward
 - » Instagram: studententerpriseawards
 - » Snapchat: StudentAward

November:

- Register your teams for the December Market Day/Trade Fair with your Local Schools Co-ordinator.
- Work with your teams to prepare them for Market Day/Christmas Trade Fair. This includes designing an exhibition stand and practising for the judges' interview.

December:

- Attend Market Day/Trade Fair

January:

- Register the names of the student enterprises that will be going forward to the County Finals with your Local Schools Co-ordinator.

Please note: In some regions where participation levels are high your Local Schools Co-ordinator may choose to shortlist a certain number of teams to go forward to County Finals. Please check with your Schools Co-ordinator if this is the case in your region and if so, how teams are shortlisted.

February:

- Work with each student enterprise going forward to County Finals on their business report and ensure all reports are submitted to your Local Schools Co-ordinator by the designated deadline.
- Report guidelines and template are available in student workbook and Teachers' Manual.
- Check with you Co-ordinator how many copies are required.
- Work with teams going forward to County Finals on their exhibition stand and interview skills.

March :

- Relevant teams participate in County Finals.
- All teams taking part in the SEP can submit a Social Media Report to enter the National Social Media Award, whether they win at or participate in County Finals or not.
- To submit an entry for the National Social Media Award, the template on page 78 of the student workbook must be completed and submitted to our National Co-ordinator, at the address below. Your Schools Co-ordinator will inform you of the deadline and this information will also be available at www.studententerprise.ie
- If your team has won at County Finals and is going forward to the National Final, their revised business report should be submitted to our National Co-ordinator by the designated date to the address below.
- Report should be maximum of 20 single sided or 10 double sided pages.
- 5 copies of each report in hard copy to be submitted.
- Reports **MUST BE ACCOMPANIED** by the official cover sheet [see page 56 of student workbook]. This sheet must be signed by the Head of Enterprise at your Local Enterprise Office.
- In order to be considered for the Intellectual Property Prize at National Final, reports should contain reference to IP.

National Co-ordinator Contact Details:

Yvonne O'Neill
NATIONAL SEAS CO-ORDINATOR
c/o: Local Enterprise Office, Cork City,
Ground Floor, City Hall Building,
Anglesea Street,
Cork City.

	12	13	14	15	16	17	18	19	20	21	22	23	24	25
Market research														
Check IP														
Marketing/social media														
Create your brand														
Sales/pre-orders														
Build/buy product														
Sales plan														
Monitor sales														
Business Report														
Stand for competition														
Polish your pitch														
Learn your numbers														
Enjoy the competition!														
Compare to targets set														

APPENDIX 3 - TEAM TASKS

Student Enterprise Programme Team Activities

These are the necessary Enterprise tasks to be carried out by the teams throughout the school year as part of the Enterprise Programme

- | | |
|--|--------------------------|
| Set some personal targets to be achieved by participation in the programme | <input type="checkbox"/> |
| Set some business or enterprise targets to be reached | <input type="checkbox"/> |
| Generate lots of possible business ideas | <input type="checkbox"/> |
| Evaluate ideas against your targets and the possibility/viability checklist | <input type="checkbox"/> |
| Select a viable business idea | <input type="checkbox"/> |
| Decide on team formation and assemble into groups | <input type="checkbox"/> |
| Write an executive summary of your plans to set scope | <input type="checkbox"/> |
| Draw up a cashflow projection to identify financial requirements & possibilities | <input type="checkbox"/> |
| Write out your business model [how you will research, produce and sell] | <input type="checkbox"/> |
| Present your idea to the team/class and argue its benefits [perfect your pitch] | <input type="checkbox"/> |
| Each Friday write 3 lines on this week's enterprise experience [reflective diary] | <input type="checkbox"/> |
| Carry out market research, including costing & pricing | <input type="checkbox"/> |
| Check out your intellectual property responsibilities | <input type="checkbox"/> |
| Devise a marketing plan, including social media & online activities | <input type="checkbox"/> |
| Create your brand; colours, online profile, promo material, branded clothing, etc. | <input type="checkbox"/> |
| Try to sell ASAP; prototype/from plans/brochure etc. to validate your market now | <input type="checkbox"/> |
| Assemble/build/buy your product or service, setting stock levels as part of this | <input type="checkbox"/> |
| Create and follow your sales plan | <input type="checkbox"/> |
| Monitor sales and alter your strategy as required | <input type="checkbox"/> |
| Write your business report, reviewing your achievements and progression | <input type="checkbox"/> |
| Design & brand your display stand for competition | <input type="checkbox"/> |
| Polish your pitch for the judges | <input type="checkbox"/> |
| Learn your numbers [income, expenditure, profit] & points of learning | <input type="checkbox"/> |
| Enjoy the competitive aspect of the programme now that all the hard work is done! | <input type="checkbox"/> |
| Check back to see if you achieved your original personal and business targets | <input type="checkbox"/> |

APPENDIX 4 - STUDENT ENTERPRISE IDEA EVALUATION

Enterprise Possibility & Viability Checklist

Each list item is expanded below to provide more detail and reasoning for inclusion.

- | | |
|--|--------------------------|
| How much do you want to make? | <input type="checkbox"/> |
| When can you start? | <input type="checkbox"/> |
| How much will it cost to start your business? [Do you have it? Or could you get it?] | <input type="checkbox"/> |
| Simple or complicated? | <input type="checkbox"/> |
| Check for IP infringement with Google & social media search | <input type="checkbox"/> |
| Market research: what could you do to make sure people will buy? | <input type="checkbox"/> |
| Market validation [= sales] | <input type="checkbox"/> |
| Market size? How much can you sell? | <input type="checkbox"/> |
| What could your business make? In money? In product? | <input type="checkbox"/> |
| Unit cost? [How much stock can you afford?] | <input type="checkbox"/> |
| Sale price? Retail and wholesale? | <input type="checkbox"/> |
| Profit? Without profit you don't have a business | <input type="checkbox"/> |
| Sales outside school? [Essential if you are serious] | <input type="checkbox"/> |
| How can you add value? | <input type="checkbox"/> |
| Multiply your business with technology | <input type="checkbox"/> |
| Is there risk of any kind? | <input type="checkbox"/> |

APPENDIX 5 - PIG DRAWING WITH ANSWER SHEET

What sort of business person are you?

Student Exercise

It is quite amazing how an individual's personality traits can be identified by tests. There are all sorts of complex tests that can analyse every single thing about us. Researchers have analysed hundreds of pig drawings and have discovered that the way you draw a pig can tell a lot about you. Try and see.

Draw a picture of a pig on a blank sheet of paper. You should do this on your own initially and then you can compare your drawings and results with friends.

Once you have drawn your pig look at the 'Answer Key' to determine what sort of business person you are.

ANSWER KEY

IF THE PIG YOU DREW IS:	YOU ARE:
Towards the top of the sheet	You are a positive, optimistic with a sunny outlook
Towards the bottom of the sheet	You may be a sceptic or somewhat cynical, with tendency to see the glass as half-empty
Towards the middle of the sheet	You are a realist, very pragmatic
Facing left	You believe in tradition, are friendly and remember dates e.g. birthdays, anniversaries etc
Facing right	You are innovative, creative and active, but may not have a strong sense of family, preferring autonomy. You have a tendency to forget dates
Facing front	You are direct, enjoy playing devil's advocate, not afraid of confronting a bad situation, neither fear nor avoid hard questions or discussions
With many details	You are analytical, cautious and somewhat distrustful or wary of others
With few details	You are emotional and naive, you tend to see the big picture, but be impatient with details. You are a risk-taker
With fewer than four legs showing	You may be living through a period of change, self-reflection
With four legs showing	You have a healthy self-image, may be stubborn, but stick to your principles and ideas
How big are the ears?	The size indicates how good a listener you are. The bigger, the better
The length of the tail?	This indicates the fun in your life [and again more is better!]

APPENDIX 6 - PERSONALITY DISCOVERY QUIZ

Personality Discovery Quiz

This is just an indicator of how you prefer to be right now, in this context. Your approach will change according to different situations, surroundings and demands. Everybody possesses all of the traits mentioned, using them at different times, in different ways and to different degrees, depending on requirement.

DISC information based on "Positive Personality Profiles" by Dr Robert Rohm

Circle ONE Career and SEVEN answers below most true for you.

Which would you most like as a career? Devised by Bart Verfaillie
 V. An Online Game Developer X. Stand up Comic. W. President U. Family Support Counsellor.

Now Circle 7 answers from the 8 questions below that best reflect your opinions

1	I quite often:	make decision quickly	a
		make decisions slowly	b
2	I fairly often:	answer quickly in giving my opinion	c
		take time to think about my opinion before giving it	d
3	I would generally:	be busy doing lots of things	e
		be not be so busy, or just at one thing at a time	f
4	I am more often:	comfortable working when I take a few breaks for tea and a chat	g
		comfortable getting on with things without people who just talk a lot	h
5	I am generally:	more comfortable talking about people and relationships	i
		more comfortable talking about interesting facts and tasks to be done	j
6	I generally:	can find the answer for other peoples problems	k
		can find out how people feel about their problems	l
7	I am generally:	more comfortable dealing with information and facts to be understood	m
		more comfortable dealing with people and talking	n
		more comfortable helping people and listening to their problems	o
		more comfortable making decisions and being in charge of everything	p
8	I am generally NOT:	more comfortable dealing with information and facts to be understood	q
		more comfortable dealing with people and talking	r
		more comfortable helping people and listening to their problems	s
		more comfortable making decisions and being in charge of everything	t

Circle your answers on the chart to discover your preferred approach to responsibilities within your Team. You may show strong traits in more than one area, or favour one area strongly. This is normal.

Team Position & Tasks	Personality Forte							
Team Leader: CEO	Driver [T]	A	E	K	P	S	W	
Sales Manager; Pitch Professional	Inspirational [P]	C	G	I	N	Q	X	
Customer Care; IP expert	Supporter [P]	B	F	L	O	T	U	
Financial Manager: Planning	Careful [T]	D	H	J	M	R	V	

Personality Discovery Sheet reproduced by permission of Brian Dolan

APPENDIX 8 - PRESENTATION SKILLS

Top Tips for a Perfect Pitch

- Start in the centre of the room; otherwise it looks like you are hiding and don't believe in your business
- Tailor your pitch to suit your audience; use relevant structure, terms and phrases to better communicate
- Learn your opening sentences off by heart; this stops your eyes cueing downwards to help recall [eye contact]
- Get to the point straight away without waffling; every word should do a job, or it should be fired
- Get a great opening statement with impact! [If I gave you €50, would let a 4 year old teach you to dance?]
- Pause at the very beginning before you speak. Survey the room slowly: gets everyone's attention as you wait for silence
- Keep your feet still; you are trying to run away and we know it now. No slow hops or sways either
- Speak slowly! We just heard this for the very first time right now, give us time to assimilate and digest while you speak
- Any more than 100 words per minute is too fast; use this as a guide when timing your pitch
- Project your voice clearly; this is part of imbuing confidence within our audience regarding our concept
- Any more than one slide per minute can be distracting if PP is involved; less is more here
- Plan the transition carefully if there is more than one presenter; maybe have a narrator for the gaps?
- Use large clear mind maps instead of written notes to keep you fluently on track right to the end without pause
- We all have link words; "like", "ahhh", "ahhmm", "you know", "so". Ruthlessly eliminate these to avoid distraction

Use short simple words; the spoken word is simpler than the written word, less complex, more conversational

Include a relevant interesting short story: but don't cue it up by saying, "let me tell you a story" just tell it

Are you overlooking some great visual aids? Maybe a sample of your product?

PowerPoint should only have pictures/images and short big text/titles: give handouts with detailed information

If the PP screen is in the centre, stand in front to start, then move a bit to one side, then the other, to let people see

Be careful if you are playing a video that it isn't too long; we want to hear you and see your enthusiasm throughout

Practice your pitch until it sounds fresh and spontaneous; this happens after you run through it about 25 times

Put some oomph! Into your delivery. Wake your audience up, they only ever get 20% to 50% as excited as you

Primacy and Recency is key! Open with a bang, close with a bang. Check out TED Talks for great examples

Edit mercilessly! Cut unnecessary words & sentences. "Could this be said shorter?" "Say it shorter?" "Shorten?"

Never go over time! Aim to finish at the 80% time mark and finish early if possible. Shorter is better by far

What happens now? Let everyone know what you expect him or her to do after your pitch. Buy your product? Tell friends?

A simple "thank you!" is the best ever finish!

