

My Entrepreneurial Journey Competition (MEJ) 23/24

Here’s how it works …

* Students get to imagine their life as an entrepreneur at a future stage of their life – it can be in 5 years, 10 years or 40 years’ time! They must imagine themselves as having set up a business or organisation and been on an entrepreneurial journey. They should tell us the story of their fictitious enterprise, highlighting what they learned about being an entrepreneur on the way.
* The enterprise the students imagine themselves setting up does not have to be based on an entirely new idea. It can be a shop, charity, restaurant, online business etc… anything they wish.
* Students must complete 4 elements to enter the competition:

(1) **An account of my entrepreneurial life story**

They must write an account of their entrepreneurial life story in **no more than 500 words**, including detail such as:

-The area of enterprise they went into

-The enterprise/product/service name

-Why they became an entrepreneur

-The ups and downs along the way

-Lessons learned, challenges overcome etc ….

*(See attached guidelines for full details of what to include)*(2) **Poster**

Students must also produce an A3 poster as a visual display/storyboard of their imagined entrepreneurial journey. This should be the story of their business or a 10 point enterprise plan (as per attached example of poster).

(3) **Interview with an Entrepreneur**

As part of the project students must also interview a local entrepreneur in the community to learn about what is involved in setting up and running a business/organisation and write a one-page account of this. This should include desk and field research, list of interview questions and a summary of what you learned.

(4) **Reflection**

As part of the project students must reflect prior to commencing the journey and at the end of *My Entrepreneurial Journey* (as per attached reflection sheet).

* The focus of this competition is not on how creative or innovative the business idea is….. we are looking at what students have learned about what it takes to be an entrepreneur, obstacles faced, pitfalls, advantages etc…..
* Entries will be judged at County level and one entry from the Junior category and one from the Intermediate category will be chosen to go forward to compete for a national award.
* Please note: this is an OPTIONAL COMPETITION and not all Local Enterprise Office regions may take part. Please check with your Local Enterprise Office to see if this competition is being run in your area.

**Competition Rules:**

* Students may enter either as individuals or as part of a group (max. 5 students per group).
* Students **DO NOT** necessarily have to already be taking part in the main mini-company programme to enter the MEJ competition. However, the school must be registered with the programme in some capacity.
* Students’ entrepreneurial journey story should not be based on their mini company journey (if taking part in mini company). The idea for MEJ should be purely fictional.
* Competition is open to all students from 1st year to 3rd year under the following categories:

*Junior category:* 1st year students

*Intermediate category:* 2nd and 3rd years

* Students must submit their completed entry by the designated deadline with the accompanying cover sheet.
* Posters should be A3 in size. Posters can be produced digitally or home-made. As all entries will be submitted electronically, if students are making a ‘home-made’ poster, it must be photographed and submitted via email.
* Judges decision is final.

**Prizes:**

* The prizes will be as follows for both junior and intermediate categories AT NATIONAL LEVEL:

**1stt place junior category:** €500 voucher + certificate + trophy

**1stt place intermediate category:** €500 voucher + certificate + trophy

**How to Enter:**

The written report, business poster, entrepreneur interview report & reflection sheet should be submitted to your Local Enterprise Office/Student Enterprise Co-ordinator by the designated deadline in early 2024.

**Please check with your Local SEP Co-ordinator for the deadline in your county.**

**Guidelines/Marking Scheme:**

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| --- |
| 1. An account of my entrepreneurial life story: 50% |
| 1. Poster (A3 storyboard or 10 point enterprise plan): 30% |
| 1. Interview with an entrepreneur: 10% |
| 1. Reflection 10% |

Guidelines for Submissions:

* Each submission should be accompanied by the cover sheet provided.
* Students should write their “imagined” entrepreneurial story in no more than 500 words. Students are welcomed to submit sketches, drawings   
    
  etc… with their written application.
* **Typed submissions are preferable**.
* Posters should be A3 in size.

Areas of their entrepreneurial story the students should touch on include:

-How they came up with the enterprise idea? What attracted them to this type of enterprise?

-Who the enterprise was targeted at?

-Where they got their start-up capital from?

-What type of market research did they carry out?

-Why they felt they were suited to life as an entrepreneur? What skills they felt they had and what ones they had to work on?

-Main obstacles and challenges they faced?

-Why did they decide to become an entrepreneur?

-Best and worst parts of life as an entrepreneur?

-What, if any, skills they brought into the enterprise by recruiting staff?

-Threats and weaknesses of the enterprise?

-If the enterprise idea was patented or there were any IP considerations?

-How the enterprise was marketed and promoted?

-How did you come up with your pricing?

-Most important lessons learned

-Have you changed your opinion of entrepreneurship after doing this project?

*Note: the above points could also be used as questions to ask the chosen entrepreneur being interviewed.*

**Interview with an Entrepreneur**

Top Ten Suggested Questions:

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| --- |
| 1. Entrepreneur Name: |
| Enterprise: Financial Social Cultural |
| Enterprise Name: |
| 2. Explain how you generated your enterprise idea. |
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| 3. What skills and qualities do you have as an entrepreneur that would assist you should have? |
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| 4. What research do you do on an ongoing basis? |
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| 5. Can you explain your Marketing Mix? |
| Product(goods/service) |
| Price |
| Place |
| Promotion |
| Packaging |
|  |
| 6. What are the benefits and challenges of running your own enterprise? |
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| 7. Does your enterprise sell in other countries and what are the challenges? |
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| 8. Have you received any support financially? |
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| 9. How do you impact on your local community? |
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| 10. What advice would you give me if I were to set up an enterprise? |
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*The above are suggested questions only.*

**Template Refection on *My Entrepreneurial Journey***

[This takes place prior to commencing and after completion). A good idea is to present your poster to your class mates.

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| Title of your enterprise journey: |
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| 1. **Reflection for Action**: (Stop and think – Before) |
| 1. What would you hope to achieve as part of *My Entrepreneurial Journey*? |
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|  |
| 1. What do I already know about enterprise? |
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| 1. **Reflection on Action** ---(Looking back – After) |
| 1.What have you learned? |
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| 1. Explain why you feel this new knowledge is important? |
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| 1. Explain how your opinion on enterprise has changed as a result of completing on *My Entrepreneurial Journey*. |
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| 1. What skills have I developed? |
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| 1. **Reflection on Feedback** |
| 1.What would you do differently? How would you do it better? |
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| *Remember to apply your learning going forward* |

**Poster Template:**



