



# Welcome to the Apax-Mosaic Enterprise Challenge!

## A welcome to competitors

January 2013

### Congratulations on being a part of Mosaic's 2013/14 national Enterprise Challenge Competition!

#### Welcome from Mosaic's National Director

You join 5000 students across the country competing in this year's Apax-Mosaic Enterprise Challenge! You and your teammates are competing for:

- a top prize of **£2500** for your school;
- **£500** to help you invest in a business idea and **specialist mentoring** to help you bring that idea to life.
- **Winner's and runners' up medals** for all team members
- **Winner's trophy**, with your school name engraved on it.
- A **one-in-a-lifetime afternoon experience**

Your participation in this competition will be both fun and challenging. You will learn about business practice and ethical business principles, as well as a number of new skills which you will be able to apply to other areas of your academic life. We have a range of enjoyable activities lined up for you, and our mentors will be there to support you at every step along the way.

Enjoy the competition and good luck!

**Jonathan Freeman, National Director**

#### What is the Enterprise Challenge?

The Enterprise Challenge is a fun and exciting competition for 11-16 year olds which focuses on understanding the main principles of business.

#### Competition tasks

The competition begins in January, with Regional Finals held in March and a Grand Finals event held in London in May 2014. The competition is split into:

- 1) **Ethical Business** – where you learn what it means to run a business responsibly. Your aim is to successfully complete a multiple choice assessment worth 30% of your overall score.
- 2) **Business Principles** – Your aim is to make the highest net profit possible in a business simulation game, worth 70% of your overall mark.

Do well in these two tasks and you could reach the Regional Finals where you deliver a business pitch to a panel of judges. If you do well in this you may reach the Grand Finals where you will play the game live and deliver another, longer pitch to an exclusive judging panel.

#### Mentors to help you win!

You will receive special guidance from Mosaic's mentors who come from business backgrounds and can answer many of your questions. Mentors give up their time for free to help you in the competition, so don't be shy to use them. However, they are only there to help you – you must do the work yourselves!

# 120 schools 5000 students

## Some ground rules!

Although this is a fun competition, Mosaic expects all participants to try their best and take their involvement seriously. We expect students to:

- Show up to all sessions and be on time
- Behave well
- Be respectful towards mentors
- Complete their work on time.

## Questions?

### Can the Enterprise Challenge help my other subjects?

YES! The activities during the Enterprise Challenge will help your Business Studies classes as well as English Language, Maths and I.T. It will allow you to demonstrate your flexibility and your ability to meet deadlines and be precise in both your written and oral work. These are transferable skills for the real workplace!

### Will my competitors in the online game be from other schools?

No. You play against the computer.

### Can I play the game at home?

There is nothing wrong with practising the game and trying different strategies but you really should work as a team, as that is what happens in real life. Ask your teacher for confirmation of log-in details.



### Am I allowed to change my team name?

No. Once your team name has been submitted, it will not be possible to change it.

### Do I have to speak at the Finals if my team make it that far?

Schools that make the Regional and Grand finals will be given specific instructions before the event but yes, all team members are expected to contribute to the presentation.

### Can my parents/carers come to the Finals?

Schools will be allocated a certain number of seats at the finals and it is up to schools to decide who fills those seats. Mosaic certainly hopes that parents and carers can be present.

## For more information

Please speak with your teacher who can contact Mosaic's Regional Manager if necessary.

[www.mosaicenterprisechallenge.co.uk](http://www.mosaicenterprisechallenge.co.uk)



[www.mosaicnetwork.co.uk](http://www.mosaicnetwork.co.uk)

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