

Student Briefing

The primary objective for the BusinessNZ Challenge is to provide a world-class learning experience that excites and informs young New Zealanders about business and its potential as a life choice.

What will **YOU** be doing?

Students work in teams during the three-day programme focusing on the fundamentals of business. On the final day, teams compete in a 'Dragon's Den' activity, presenting their innovative business ideas to judges from the local business community.

The three days are highly interactive, using music, team presentations and presenter-led discussions where students learn about:

- How to present to a business audience
- Business fundamentals:
Strategic planning (vision, values, financial planning); Marketing; Technology/Production;
Leadership; Finance; Innovation; Teamwork

Prizes are awarded for:

- The top three Business Plan presentations
- Special team awards can also be awarded for: Innovation; Display Area; Teamwork

What can **YOU** expect to be better at after the Challenge?

- Working in teams to set up an innovative new business
- Knowing how a successful business works
- Understanding what it takes to be a leader in business
- How to create an effective 'Dragon's Den' display
- How to effectively present business information to potential investors

For any further information, you can go on-line to: http://www.yetrust.co.nz/BNZC/bnzc_home.html