

Texts as tool of study future

Revising for school exams is not often considered fun or interactive, but innovative Auckland Grammar School students are using mobile phone technology to turn traditional study methods on their head.

As part of the Lion Foundation Young Enterprise Scheme (YES), Auckland Grammar's student company, escholar, took first place at the Auckland Central Business Presentation final.

Judges were inspired by

escholar's subscription text message service which sends certified practice exam questions directly to students' mobile phones. Students reply with their answer; if the response is incorrect a new text is sent containing a hint and another chance to answer, while a correct answer moves the student on to the next question.

Judge Kath Allen from MediaWorks believes the winning concept displays true entrepreneurial talent.

"The level of innovation and business insight this team demonstrated is inspiring. The concept not only has the ability to grow into a successful and sustainable business, but to help hundreds of students revise for their school exams," says Allen.

The nationwide YES programme sees Year 12 and 13 students form real companies producing and selling innovative products which solve everyday problems.

The programme is facili-

tated by Auckland Tourism, Events and Economic Development's Albany office. Business development manager Ngaio Merrick is impressed by the standard in this year's competition.

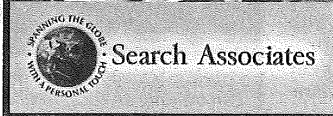
"The business world can be a challenging environment and these students are getting a true foundation of what it takes to be in business," says Merrick.

"We expect the level of ideas and execution to be stronger every year, but 2011 is really overwhelming. The concepts and talent shown is extraordinary. It can only have positive benefits for the business community in the years to come."

Second place went to Impact from Diocesan School and its unique polystyrene collection service for large businesses.

Third place was awarded to Le Lunch from St Cuthbert's College for its roll-up, reuseable lunch bags.

The 2011 YES programme runs until November and concludes with a regional awards ceremony.



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