

Student Information Handout

The primary objective for Student Enterprise Learning Link (SELL) 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 and achieve in teams during the three-day programme that focuses on the fundamentals of business. On the final day, student 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

Prizes are awarded for:

- The overall winning team
- Special team awards can also be awarded for: Innovation; Marketing; Teamwork; Finance;
- Technology / Production; Sustainability; Best business plan overall

What can YOU expect to be better at after SELL :

- 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/~sellWeb/sell.asp>