

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:

- How to present to a business audience
- Business fundamentals:
Leadership / Executive Summary; Strategic planning / Communication (Vision, values, financial planning); Operations/Production; Marketing; Finance; Innovation

Prizes are awarded for:

- The BusinessNZ Best Business Plan Award for the overall winning team
- Special team awards can also be awarded for: Marketing; Teamwork; Finance; Operations/ Production; Sustainability

What can **YOU** expect to be better at, after your SELL workshop :

- 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 and check out our website @:

<http://www.yetrust.co.nz/~sellWeb/sell.asp>

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