

Lion Foundation Young Enterprise Scheme

Programme Information

2010



Welcome from Young Enterprise Trust



Welcome to the Lion Foundation Young Enterprise Scheme (YES) for 2010. Whether you are a student director, teacher or mentor, I hope that you enjoy the opportunity to be involved with a student led business. Thank you to our family of sponsors for your support and taking an active interest in student activities.

The Lion Foundation Young Enterprise Scheme is where young entrepreneurs put their creativity into practice. As directors of their own company, students are challenged to develop a business plan and execute that plan for real, making their own decisions and managing risk. Over 650 companies were formed under the scheme in 2009 with many dynamic and innovative ideas showcased around the country in the twenty YES regions.

The Lion Foundation Young Enterprise Scheme is about experiencing business in the widest sense. Congratulations on taking up the YES challenge and all the very best for a successful, enterprising year.

Robyn Borne
National Director
Lion Foundation Young Enterprise Scheme
Young Enterprise Trust

Welcome from the Lion Foundation



The Lion Foundation is one of New Zealand's most widely recognised Charitable Trusts, focused on raising funds for community causes. The Lion Foundation Young Enterprise Scheme is one of our flagship funding initiatives and we're proud to support a programme that plays such a prominent role in the growth of this country's future leaders.

As an organisation, we are committed to excellence and helping a huge range of community causes to make a difference in their communities. It is always satisfying to see the difference The Lion Foundation Young Enterprise Scheme makes in the lives and ongoing growth of its participants. This is one of the key success factors and core drivers underpinning our ongoing support of The Lion Foundation Young Enterprise Scheme.

The Lion Foundation is committed to leading the charitable gaming industry into a brighter and sustainable future, so we can continue to help make a difference in New Zealand communities and to programmes like The Lion Foundation Young Enterprise Scheme.

We are very proud of the quality of the programme, together with the outputs delivered by the Young Enterprise Trust and you, the students and mentors, who both enter and support the competition. Thank you for participating in what we know will be an enjoyable, challenging and rewarding experience.

Phil Holden
Chief Executive
The Lion Foundation

Contents

Lion Foundation Young Enterprise Scheme.
National Timeline 20010
The YES Community
Business Mentors
Student Directorships
Getting started - up and running - winding up
Support
YES National Awards and Competitions
Contacts and Fees

Appendix

Coordinators Mark Schedule
Oral Business Plan Presentation Marking Guidelines
Annual Report Marking Criteria
Annual Report submission for the National Competition and Awards
YES Qualifications Pathways

Disclaimer

All information in this booklet was correct as of January 2010. It may be subject to change.

Lion Foundation Young Enterprise Scheme

The Lion Foundation Young Enterprise Scheme (YES) is an experiential business programme for secondary school students usually run at Years 12 and/or 13. It involves working through the process of setting up and running a business. This is not a textbook course; students invest real money, produce real products or services, and keep any real profits.

For students, Young Enterprise is a great opportunity to test out your ideas, realise uniqueness, develop strengths, learn about enterprise and possibly make a profit. At the same time, you can earn a qualification in business practice and gain valuable experience to add to your CV. As part of YES you develop a 'can-do' attitude and working as part of your own company you will:

- Create and sell a product or service
- Plan, budget and make decisions
- Conduct market research
- Take and manage risk
- Turn problems into challenges
- Improve your communication skills.
- Show initiative and persistence
- Be innovative and strategic

The YES teacher will run the programme in your school and a regional coordinator will make sure you are informed of all opportunities to participate in regional and national events. This programme book includes information you will need as you set up and manage your company as well as information on the national competitions and awards.



National YES Timeline

| | ACTIVITY | Due Dates |
|--------------------|---|--|
| January | On-line Registrations open to schools for YES | 11 January |
| | Term 1 begins (2 - 5 February) | |
| February/ March | <ul style="list-style-type: none"> Students form companies and decide on directorships Regional Enterprise Days 'E-Days' Production 'D-Days' | 29,30,31 March |
| April | <ul style="list-style-type: none"> Final date for YES company registration by teachers | 1 April |
| | Term 1 ends Thursday 1 April | |
| | Term 2 begins Monday 19 April | |
| May | <ul style="list-style-type: none"> Enterprise in Action Weekend - final date for applications YE Examination Registrations open Final date for all YES director and company fees National "The Edge" Competition entries due Regional Business Plan Oral presentations | 10 May 3 May 21 May 28 May May/June |
| June | <ul style="list-style-type: none"> YE Examination Registrations close Enterprise in Action weekend | 4 June 12-15 June (TBC) |
| July | Term 2 ends Friday 3 July Term 3 begins Monday 20 July | |
| | <ul style="list-style-type: none"> Final payment for YE Exam | 23 July |
| August | <ul style="list-style-type: none"> Regional Trade Fairs Young Enterprise Examination | August 18 August (TBC) |
| September | <ul style="list-style-type: none"> Annual Reports due for National Awards Sent to Young Enterprise Trust, Wellington (to arrive by 5 pm) | 25 September |
| | Term 3 ends Friday 25 September | |
| | Term 4 begins Monday 12 October | |
| October | <ul style="list-style-type: none"> YES Examination results announced Regional Awards | Late October October |
| November | <ul style="list-style-type: none"> National Awards Competition and Gala Dinner YES Company Tax Returns due to Young Enterprise Trust YES certificates forwarded to schools. | 3 November 12 November 27 November onwards |
| December | Term 4 ends Tuesday 14 December. | |

YES Community

The Young Enterprise Scheme connects you with people and businesses outside your classroom. As a company Director you will be in charge of the impressions people have of your business. It is really important that you are professional and represent your company and school in the best possible manner.

The YES community centres on your company with your teacher, mentor, regional YES coordinator and Young Enterprise Trust national staff all having a role to play. The diagram below will help with who does what.

| Your Regional Coordinator | Your Company Mentor |
|---|--|
| Name | Name |
| Contact | Contact |
| YES Teacher | YES Mentor |
| <p>The teacher is the person primarily in charge of YES. Teachers:</p> <ul style="list-style-type: none"> • Organise students, class structure • Set school ground rules for running YES and make sure the YES Team complies with the policies and procedures of the school • Guide students with assessment and deadlines • Monitor the appointment of directors • Ensure meeting rules are followed and minutes kept in early stages. • Ensure YES directors behave ethically • Know what is happening at ground/operational level, eg. whose parents are driving which students to the trade fair etc | <p>The Mentor helps the company to the answers, helping performance by asking questions and indicating best practice. For example:</p> <p>“What are you trying to achieve?” “How are you going to get there?” “What’s stopping you doing that?” “Who should be in charge of completing that task and by when”?</p> <p>Best practice draws on experience. Eg “Normal practice is to obtain three quotes before you commit to a supplier” You can achieve what you are after if you...”</p> |
| YES Regional Coordinator | |
| <p>The Regional Coordinator is the central contact for the companies in your region. The Coordinator’s main role is to ensure the smooth running of YES by maintaining contact with teachers and students. They run the YES regional events, promote YES to the community and can assist with finding mentors.</p> <p>Regional events include: Term 1 - E-Day Term 2 - Business Plan Oral Presentations Term 3 - Trade Fair Term 4 - Regional Awards</p> <p>The coordinator also collates the ‘coordinators mark’ which helps to determine the regional representative company for the national competition</p> | |
| Young Enterprise Trust - National Office | |
| <ul style="list-style-type: none"> • General enquiries and assistance about YES • Qualifications and Examination • Registrations, company structures and regulations • Payment of fees • National Awards and competitions | |

Business Mentors

Mentors help YES directors to set up and run their business. A mentor links “real business” with the student companies and the school. Student directors are encouraged to find their own mentor but the regional coordinator can also assist to find a mentor from the local community and may have contacts for people who have volunteered their time.

Experience suggests that students and teachers are very difficult to communicate with in school hours and mentors and students should arrange to use a specific company email as a means of communication. You can arrange to meet mentors in school time or outside depending on the rules set within your school and what suits your mentor.

The YES directors are the active partners in the relationship and do all the hands-on activity. The normal expectation of a mentor for time commitment is around two hours per week over the first nine weeks of the YES Company. Thereafter maybe one hour a month.

A mentor should:

- ensure all business decisions are the students
- help the student directors to help themselves
- remember the essential role is to act as coach and sounding board
- be supportive and open minded
- use language that can be understood by the students
- keep matters confidential

The YES Directors should:

- respect that the mentors time is very valuable
- communicate with their mentor in a professional manner
- be the hands on participants and make all business decisions
- contact the mentor regularly to discuss the business
- provide to the mentor all financial statements and cash flow information requested
- allow the mentor access to all business records
- advise the mentor of all proposed changes in the business structure, ownership financing, or sale of major asset before the changes are effected
- accept that the mentor takes no responsibility for the success, failure or viability of the business.

| A Mentor should be | A Mentor should not be |
|--------------------|------------------------|
| Consultant | Administrator |
| Advisor | Typist' |
| Conscience | Provider of resources |
| Friend | Author |
| Sounding board | Editor |
| Accessible | Decision taker |
| Approachable | Initiator |
| Committed | Dictatorial |
| Goal setter | Frightening |
| Monitor progress | Only source of ideas |
| | Financial safety net |

Company Directorships

Mentors help YES directors to set up and run their business. A mentor links “real business” with the student companies and the school. Student directors are encouraged to find their own mentor but the regional coordinator can also assist to find a mentor from the local community and may have contacts for people who have volunteered their time.

| | |
|--|--|
| <p>Managing Director/Human Resource Director</p> <ul style="list-style-type: none"> • Responsible to shareholders, school, mentor, suppliers, and customers • Chairing directors’ meetings • Maintaining momentum • Leadership and creating team spirit • Good communication and negotiation skills • Ability to listen and be patient • Manages disciplinary procedures • Monitors health and safety • Deals with all aspects of the human resource process | <p>Communications Director</p> <ul style="list-style-type: none"> • Trust-worthy, precise and well organised • Resilient and persistent • Enjoys communicating • Link person between company, mentor, teacher, coordinator and Young Enterprise Trust • Sets agendas and takes meeting minutes • Writing letters/emails of thanks • Records attendance • Media liaison (with marketing) |
| <p>Marketing and Sales Director(s)</p> <ul style="list-style-type: none"> • Creative and confident • A self starter • Conducts market research • Researches suppliers • Designs and implements branding, logo, slogan • Prepares SWOT analysis • Identify consents required • Develop packaging/promotional materials • Media liaison (with communications) | <p>Finance Director(s)</p> <ul style="list-style-type: none"> • Trustworthy and good with numbers • The company gatekeeper of funds • Prepares breakeven and budgets • Checks financial viability of product/service • Develops control systems for money • Signs company cheques • Prepares financial reports • Receives and spends company money • Alerts company to financial situation • Pays tax and dividends |
| <p>Sales Director(s)</p> <ul style="list-style-type: none"> • Confident and persuasive • Resilient • Motivated to achieve • Prepares product teasers and launch • Sells and organises sellers • Handles customer queries and complaints • Identifies and drives new market opportunities | <p>Operations/Production Director(s)</p> <ul style="list-style-type: none"> • Inventive and practical • Develops templates/design brief of product or service • Organises materials and logistics • Creates prototypes of product/service • Quality control • Leading production team • Stock control (preventing damage and theft) |

Getting started - Up and running - Winding up

Term One

In the first few weeks the focus is on putting the company together and applying for the directors' roles in the company, learning how to run meetings and take minutes, as well as thinking up your business concept. These things should be done so that you can register your company by the 1st of April.

How to Set Up Your Company and Register

Work through the **START UP** process with your teacher (details for start-up are below).

FORM A COMPANY with fellow students and decide on a company name.

Although your product/service name can be changed, once your company name is registered it can't be changed in the YES year, so please choose carefully. (For example the company might be "DCSM Enterprises" which is simply the letter of each director's name and the product name might be "The Icebreaker" - a new and easy fridge cleaner.)

- Decide on Directorship roles in the company.
- You can have as many directors as you wish but around six to eight is a good size. Directors can have more than one directorship but remember that is twice the workload. You can also have more than one director in some roles - for example two production directors to spread the workload. Your teacher may arrange companies on what makes sense for numbers in your class.
- Brainstorm ideas for a product/service. Consider all ideas and rate them - it may be that one is more achievable than another eg a ready supply of materials or expertise that you have within your group.
- A copy of the **YES CONSTITUTION** is available online on the Trust's website (www.yetrust.co.nz/yes) for you to download and complete. This constitution protects the interests of all directors and meets the requirements of your YES company's operations, as approved by the Trust.
- Read and approve the constitution and set up your company records. Each director should have their own copy of the constitution and shareholding. If you wish to make changes these must be submitted on the "constitution change form" to the YE Trust office for approval by the YES National Director.
- Ownership - Under the YES company constitution all shareholders are equal shareholders in the business. Only student directors have voting rights in the company and can make decisions. Others can invest money in your company for a negotiated return or shareholding and can be made "preferential shareholders". Preferential shareholders cannot make decisions about the business and do not have voting rights.
- Find a **MENTOR** - approach someone who you think can advise you and who has some time to give. Your mentor may wish to be a preferential shareholder, but does not have to be.
-

REGISTRATION - Ask your teacher to register your company on line with YE Trust as soon as possible - those companies registered by FRIDAY 26 March will go in the draw for \$100 to use as start-up capital. There are 3 prizes of \$100 to be won. **1 April is the last day for registration.**

Registered companies will receive a YES Company Certificate of Registration after 1 April, which entitles your company to open a YES bank account with ASB and can also be used to verify to suppliers etc that you are a YES company. You will also get password access to the student resource folder on the website.

TAX - YES companies are exempt from the usual company tax, PAYE, ACC charges. YES Companies are however responsible for a **YES tax of 25%** on profit at the windup of their company. This tax is paid to the YE Trust offices when you complete the wind up of your company in term four and goes to assist with the regional support network.

FEES - Finance Directors should collect the company and directors fees in readiness for payment. The invoice for each company will be sent to the school in April.

All fees must be paid to be eligible to enter any of the regional events, to be eligible for qualifications and to qualify for the national competitions and awards.

COMMUNICATION - Everyone involved in YES is busy. One of the first things you should do as a company is set up effective ways to communicate. Do this straight away so that everyone knows what is happening. Here are some suggestions.

- Set up Company meetings
- Follow a regular cycle and venue, e.g. Every Monday in Term 1 and the first and third Monday lunchtime of the month for the remaining terms in the school classroom, board room etc. If you change any of the meeting dates, venues, or times remember to alert the Mentor. Do this in plenty of time so as not to inconvenience anyone.
- Take Minutes
- Minutes are a formal record of what happens at the company meetings. These should be typed up during the meeting and emailed to the YES company address book including student directors, teacher, mentor and regional coordinator. Make sure you record decisions like who is responsible for each task and by when.
- Read Minutes and Prepare for Meetings
- If you are not at a meeting, it is your responsibility to read the minutes and to complete any tasks that have been allocated to you. Before each meeting, prepare to report back on your role.
- Make sure you have a company email address for communication to and from your business.

BUSINESS PLAN - In the last few weeks of Term One companies should be developing the business concept further and completing their business plan. Students write their own part of the business plan and take ownership of their directorship, starting to complete tasks such as researching their customers, researching production and prototypes, planning funding, promotion of the business and attending to all formal communication to the regional coordinator.

Term Two

Term two is all about launching the product /service.

BUSINESS PLAN ORAL PRESENTATIONS - Each company makes a formal presentation in a "Dragon's Den" type situation where students will need to convince the judges that their business model is sound. There is extra recognition for innovative thinking and convincing the judges that they are a worthy company from an investment point of view. Remember people invest in ideas and people so worthy investment does not hinge on financial predictions alone.

PRODUCT LAUNCH - This should be appropriate to the type of business and target market. This could be a launch in your school assembly or a public event. Some teams have even managed to get profiled on regional or national television. Think creatively to let people know about your business as you will probably not have much money for advertising. The aim is to get your targeted customers talking about your product/service.

PRODUCTION AND MARKETING - If the business is producing a product, the first prototype needs to be completed with production underway or investigated. The marketing plan should be put into action. The class time is based around the Product Launch and Managing Resources.

Term Three

SALES - In term three, budget is King. The focus is to exceed the budget predictions in terms of sales/customers. All directors are involved in the selling process. This includes the Regional Trade Fair but do not rely on this alone to sell your product or service. The weekly structure of classes will revolve around selling, and/or further development of technical production prototypes.

ANNUAL REPORT - The aim this term is the completion of the Annual Report and submission to Young Enterprise Trust if the company wishes to be eligible for the national awards. Companies can choose to keep trading until the company wind-up after submitting their annual report.

Term Four

WINDING UP - Although this term is mainly about winding the YES Company up, is also time to plan the future of the business. Winding up options and profit distributions are important aspects of this term, including the transition from a YES company to a real company, registered with the Companies Office if you wish to continue the business. It also includes tidying up the paper work, and paying back shareholders funds and tax.

Business Plan

Your company business plan sets out your vision, goals and strategy for successfully running your enterprise.

This is a working document that guides your company's direction and may evolve during the year. Each director contributes to the development and implementation of your plan.

Aim to have your plan completed before the end of Term One so that all directors have a clear understanding of how your business will operate.

Suggestions for content and exemplars of business plans can be accessed on-line via the Trust's website.

Oral Business Plan Presentations

Oral presentations are an opportunity to pitch your business to a panel of outside judges.

Check out the marking criteria, and advice on constructing your presentation on-line (www.yetrust.co.nz/yes/studentresources).

Completing an oral presentation is compulsory to be eligible for Young Enterprise National Awards and contributes to the YES course requirements, and is worth 30% of your regional company mark.

Your regional coordinator will arrange the date for oral presentations with your YES teacher. Your written business plan must be completed before the oral presentations.

Each company will get a total of five minutes to present. You may use a power-point presentation, photos, music, and any other appropriate multi-media within the five minutes. Extra time will be allowed for setting up and to answer any questions by the judges - usually two or three minutes for each.



Annual Report

The Annual Report is a written record of what happened over the life of your company. This involves demonstrating that your company has completed the Young Enterprise Scheme to a high standard. It is an opportunity to highlight achievements, publicity, regional awards won - and provides evidence to your shareholders of company outcomes during the year.

The Annual Report needs to be accurate and reflects your company brand. It should contain all relevant information and be presented in a professional manner.

An Annual Report should cover the following:

1. Business Planning and Culture
2. Teamwork
3. Sales and Marketing
4. Operations and Production
5. Financial Management
6. Evaluation

Most of the National Excellence Awards are based on sections in the Annual Report. You may target your report to meet the specific requirements for an award, without detracting from the overall content of the report. The annual report mark also contributes 30% toward the regional mark for your company.

Young Enterprise Examination

AUT University Faculty of Business
Young Enterprise Examination



The New Zealand Young Enterprise Examination offers young enterprise directors the opportunity to be recognised individually for their experience. The examination is modelled on the UK/European version, which is sat by over 32,000 Young Enterprise Directors in 17 countries. The exam is optional but only current YES Directors are eligible to sit the examination. Successful completion of the YES Course Requirements and the examination qualifies candidates for the YE Certificate (NZQA recognised; 24 credit equivalents @ Level 3).

The New Zealand Young Enterprise Examination is sponsored, set and marked by AUT University Faculty of Business. Their expertise in applying business knowledge to real situations sits perfectly with the Lion Foundation Young Enterprise Scheme. Visit www.aut.ac.nz/study-at-aut/study-areas/business to get more information about the business programmes offered at AUT University.

YES on-line

The YES link is where you can find copies of materials and exemplars you may need for your coursework. Visit this site for links to some great enterprise and innovation resources.

We also have a Facebook address so that you can keep in touch with other YES students, past and present. To join you need to have a FaceBook member account (www.facebook.com) set up. To find the YES Alumni page, type in New Zealand Young Enterprise Scheme Alumni - and request to join, so that the Trust can accept you as a friend.

The **YES Innovation Hub** is a virtual community that includes:

- Regional Coordinator homepage
- E-Market - virtual retail centre for verifying you are a YES company and advertising your business.

Go to www.yesinnovationhub.co.nz for instructions on how to register your company. Once you have registered, you can open an e-Market store. Instructions for the e-market can be found in the student resources on www.yetrust.co.nz/yes



Support

Massey University School of Engineering and Advanced Technology School



MASSEY UNIVERSITY

The Massey University provides email advice to YES directors and teachers.

You can access expert advice on any aspect of production including food technology, packaging technology, information technology, engineering and product development. Massey University School of Engineering and Technology is also the home for Dr Robotec from "Let's Get Inventing". The school has world leading experience in turning ideas into reality. The email address for support from Massey is available in the YES student resource folder on the Trust's website.

Production D-Days: 29, 30, 31 March

Production D-Days are held at the three Massey University campuses (North Shore- Albany, Palmerston North and Wellington). Learn how to get build simple prototypes and get advice on production issues for your product. Production directors from any region can attend. Places are limited so apply get your application in now by downloading the D-Day invite via the YES web page.

ASB



Sponsor ASB provide YES companies with the facility to set up their own bank account with no transaction fees. You will need to show evidence that you are a registered YES company, so after 1 APRIL make an appointment and take your registration certificate and other information to the nearest ASB branch to open your company account.

You may also meet ASB staff at your e-Day and be able to run your business ideas past them. Staff from the ASB have expertise in all areas of banking including business start up and can be great specialist advisers.

The New Zealand Institute of Chartered Accountants



NZICA have been proud sponsors of the Young Enterprise Scheme for three years now. Many of the businesses that have come through the YES programme during this time have impressed us with their ability to nurture an idea into a profitable product, while maintain good business practices. We are looking forward to marking the annual reports submitted by the teams again this year.

Annual reports tell shareholders and others how the company is performing, what the company has achieved and how the company is being managed. A new excellence award for the best overall annual report has been developed to recognise the important role that these reports play in a business.

When marking the annual reports NZICA staff will be looking to see:

- how you manage your business,
- overcome obstacles,
- how much profit your company makes.

Remember that these marks contribute to the regional team overall scores as well as other excellence awards.

About NZICA

NZICA is the largest professional accounting body in New Zealand with more than 33,000 members. Our members lead some of the best companies in New Zealand and around the world and are known in the business world for their competence, creativity and ability to thrive under pressure. We have members working in fashion houses like Ice Breaker and Huffer to large companies like TVNZ, Vodafone and the NZ Rugby Football Union. For more information about the enormous variety of career opportunities available to our members, and how to become a member of our student programme 'Student Affiliate' visit www.nzica.com/flyhigher.

Competitions

The Edge Advertising Competition



Due date: Friday, 28 May 2010

Description: \$5,000 advertising campaign for your Young Enterprise company.

Included in the package is:

- A week's worth of publicity (40 commercials) with advertisements to be played June/July
- Tour of the The Edge studios
- Involvement in the recording of the advertisement

To enter: Submit a 30 second advertisement (script only) about your YES Company and its product or service.

The ingredients of a great commercial:

- Fits within The Edge target listener - i.e.. You are talking to a The Edge listener (under 35 year olds)
- Creativity - It may contain sound effects, interesting music and characters; or it may just be a very cleverly written script
- Describes benefit for the customer - Why they NEED/WANT your product or service
- Describe HOW to purchase your product
- Develops a product personality - What makes it unique?
- Mentions YES/ YES national sponsors

Entries should be written and sent to:

The Edge Advertising Competition
Charene Clarke
The Edge
P O Box 47 - 560
Ponsonby
Auckland

Email: charene@theedge.co.nz

International Enterprise In Action Weekend

Eighty students from around the country who are participating in the Lion Foundation Young Enterprise Scheme are selected to take part in this weekend of enterprise challenge hosted annually at Massey University, Albany. Students compete in the Global Enterprise Challenge and the New Zealand heat of the Fed-Ex JA International Trade Challenge.

Applications for this weekend will be called for in May - if you have energy, are an innovative thinker, a team player and like working under pressure, then put yourself forward to help defend the world titles in enterprise. We need a variety of skills, so no matter what your role in the company you will be eligible.

The International Enterprise in Action event is scheduled for 12 - 15 June.

The Global Enterprise Challenge (GEC)

A 24-hour virtual business challenge for young people aged 16-19.

Students work in teams to create an idea, a prototype, a business plan and a presentation to be the team that submits their entry to represent New Zealand.

Auckland based businesses host and mentor a student team to give logistical, operational and resource support during the event.

Entries from around the world are judged by an international panel who look for the winning combination of teamwork skills, an innovative approach and an outstanding product, business plan and presentation. New Zealand has previously won three world titles.

The FedEx Express Junior Achievement International Trade Challenge (ITC)

The ITC took place in Singapore last year and New Zealand won both first and second respectively. Team New Zealand hopes again to send a group of students to defend this title. Students will be selected over the weekend to go forward to the next stage of this competition.

The challenge involves teams developing a strategy to sell a specified product in a foreign country. The challenge enables students to gain firsthand knowledge of international trade, distribution strategies, promotion and sales.



Lion Foundation Young Enterprise Scheme National Awards

This event includes the national competition and awards for excellence in a range of business categories.

National Competition

The titles of *Lion Foundation Young Enterprise Company of the Year* and *Todd Corporation Award for Enterprisers* will be competed for on Wednesday 3 November with the winners announced at an awards dinner that evening at the Duxton Hotel, Wellington. These titles carry prizes for your school and company.

The top scoring company from each YES region will represent their school at the national competition in Wellington. Two directors from the company will deliver an oral presentation on their business to a panel of expert judges.

To enter:

The regional representative company grade must be over 75% and is made up of:

- Coordinators mark 40%
- Oral Business Plan Presentation mark 30 %
- Annual Report 30%

Annual reports should be submitted to reach Young Enterprise Trust in Wellington by **5pm Friday, 24 September**.

Excellence Awards




All annual reports received by **24th September** are eligible for consideration for an excellence award. Companies Recipients of an excellence award are advised in advance. The award category that each company has won is announced at the awards dinner.

National Awards Dinner






If your company is either a regional award winner or a recipient of a national excellence award you will be invited to attend. Two nominated directors and their YES teacher will be guests of Young Enterprise Trust at the National Awards Dinner on 3rd November at The Duxton Hotel, Wellington. This dinner celebrates the achievement of all companies, culminating in the announcement of the National Competition titles.











National Awards List

| | | |
|---|-------|--|
| The Lion Foundation Young Enterprise Scheme Company of the Year | |  |
| <ul style="list-style-type: none"> The winning company will receive a cash prize of \$2,000 The winning school will receive \$3,000 for a project identified by the Young Enterprise company in consultation and agreement with the school principal and the Lion Foundation. A cup will be passed from school to school on an annual basis. | | |
| The Todd Corporation Award for Young Enterprisers | |  |
| <ul style="list-style-type: none"> The winners of this award receive a trophy and a cash prize of \$2,000 to the YES company directors The winning school receives \$1,000 Runners-Up in the award will receive a trophy and a cash prize of \$1,000 to the YES company directors The runner-up school receives \$1,000 | | |
| AUT University Top Scholar | |  |
| CRITERIA The student with the highest mark in the YE Exam. | PRIZE | <ul style="list-style-type: none"> A cash prize of \$1,000 to the winning student A trophy |

EXCELLENCE AWARDS

| | | |
|--|-------|---|
| ASB Award for Financial Management | |  |
| CRITERIA The company with the top mark in the <i>Financial Management</i> section of the Annual Report. | PRIZE | <ul style="list-style-type: none"> A cash prize of \$1,000 to the company directors A trophy |
| ActionCOACH Award for Leadership | |  |
| CRITERIA Based on the company with the top mark in the <i>Business</i> section of the Annual Report | PRIZE | <ul style="list-style-type: none"> A cash prize of \$1,000 to the company directors A trophy |
| Gallagher Group Award for Social Enterprise | |  |
| CRITERIA The company has demonstrated achievement in a social enterprise as evidenced in the Annual Report. | PRIZE | <ul style="list-style-type: none"> \$1,000 to the company directors A trophy |
| MOVAC Award for High Growth Potential | |  |
| CRITERIA The company with the best fast growth idea with the potential to yield \$5 million annual revenues within five to seven years. | PRIZE | <ul style="list-style-type: none"> \$1,000 to the company directors A trophy |
| Ministry of Pacific Island Affairs Award for Excellence in Pasifika Business | |  |
| CRITERIA The best Pasifika company as evidenced by their Annual Report. | PRIZE | <ul style="list-style-type: none"> A cash prize of \$1,000 to the company directors A trophy \$1,000 to the YES company's school |

| | | |
|--|--|---|
| Ministry of Education Award for Enterprising Technology | |  |
| CRITERIA The company demonstrating the most successful outcomes from the Technology Curriculum and the YES as evidenced in the Annual Report. | PRIZE • A cash prize of \$1,000 to the company directors • A trophy | |
| Ministry of Youth Development Award for Commitment | |  |
| CRITERIA The company as evidenced in their Annual Report that has successfully completed the Scheme in the face of barriers, difficulties or hardship (not faced by the average YES company). | PRIZE • A cash prize of \$1,000 to the company directors • A trophy | |
| New Zealand Institute of Chartered Accountants Award for Business Management | |  |
| CRITERIA The company with the top mark in the Annual Report | PRIZE • A cash prize of \$1,000 to the company directors • A trophy | |
| Renaissance Corporation Award for Innovation in ICT | |  |
| CRITERIA The company delivering the most innovative ICT related product, service or means of company operations as evidenced in the Annual Report. | PRIZE • An Apple iPod for each company director • A trophy | |
| Te Puni Kōkiri Award for Excellence in Maori Business | |  |
| CRITERIA The best Maori company as evidenced by their Annual Report | PRIZE • A cash prize of \$1,000 to the company directors • A trophy • \$1,000 to the YES company's school | |
| The Edge Award for Communications | |  |
| CRITERIA The company has demonstrated excellence in PR and communications as evidenced in the Annual Report and Regional Coordinator's mark. | PRIZE • A cash prize of \$1,000 to the company directors • A trophy | |
| Young Enterprise Trust Award for Service Excellence | |  |
| CRITERIA The company delivering a service with the top mark in the Annual Report. | PRIZE • A cash prize of \$1,000 to the company directors • A trophy | |
| Young Enterprise Trust Award for Sales & Marketing | |  |
| CRITERIA The company has demonstrated excellence in marketing and sales as evidenced in the Annual Report | PRIZE • A cash prize of \$1,000 to the company directors • A trophy | |

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Fees

| Item | Cost |
|---|--------|
| Registration per Company | 50.00 |
| Registration per individual Director | 15.00 |
| YE Exam Fee (for those completing the YE Certificate) | 25.00 |
| Student Workbook | 10.00 |
| Student Assessment book (for Unit Standard) | 15.00 |
| Teacher Manual | 125.00 |
| YES Teacher Professional Development | 125.00 |
| YE Certificate CD for Teacher Accreditation* | 25.00 |

To offer the YE Certificate schools must have at least one teacher who has YE Certificate Accreditation.

Company and Student Fees will be invoiced directly to schools and payments are due by 21 May 2010.

Appendix

Coordinators Mark Schedule

Oral Business Plan Presentation Marking Guidelines

Annual Report Marking Criteria

Annual Report submission for the National Competition and Awards

YES Qualifications Pathways

Coordinator's Mark Schedule

Worth 40% of the overall mark for the National Awards

| Element | As evidenced by: | Mark |
|--|--|------|
| Communication | Electronic copy of Minutes for 4 company meetings received | 4 |
| | Invitation to company meeting received | 2 |
| | Invitation to product launch received | 2 |
| | Business card produced and hard copy sent to coordinator | 2 |
| Mentor | Summary of two meetings with a mentor or business adviser or business teacher in the YES year (cc mentor or teacher) | 4 |
| Media Participation & Public Relations | E-Market link sent | 2 |
| | Scan of newspaper item or video/audio/web evidence | 2 |
| | Media Release sent to media and copied to coordinator (correct use of Lion Foundation YES name) | 2 |
| | YES logo is used on public documents eg press release, invitation, advertisement | 2 |
| Oral Presentation | Written summary received on time as requested by the Regional Coordinator | 4 |
| | Presentation is completed on the set date | 4 |
| Trade Fair and Expo | RSVP sent in on time | 1 |
| | Stall set up and students on-site for duration of Trade Fair OR If unable to attend official trade fair, team to create own sales event and send photo to RC | 3 |
| Attendance at: | E-Day | 2 |
| | Any two of: Business Plan Presentation Seminar/workshop Annual Report Writing Seminar/workshop Other activity as arranged by Regional Coordinator | /4 |

Oral Business Plan Presentation - Marking Guidelines

The mark next to each criteria is a guide only - any mark between 0 and the maximum mark for the criteria may be awarded.

| Business Practice: (out of 10) | |
|---------------------------------------|---|
| 10 | A clear description of the product or service is given and a well thought out action plan was developed by motivated directors aiming at common goals. The team is underpinned by strong leadership. |
| 7 | A description of the product or service is given and a plan was developed by the directors to achieve the company goals. |
| 5 | A basic description of the product or service is given with directors having formulated the beginnings of a plan to achieve the company goals. |
| 3 | Some indication of the planned product or service is given. |
| Innovation: (out of 25) | |
| 25 | The product or service is a new idea in the market. The product or service clearly differentiates itself from other products and services in the market. Alternatively; the company has shown an ability to add value to a product or service that differentiates it from other products or services in the market. |
| 18 | The product is not new to the market but the directors have shown a point of difference between their product/service and the rest of the market. |
| 12 | The product or service attempts to differentiate itself from others in the market. |
| 5 | The product or service displays some innovation. |
| Marketing: (out of 10) | |
| 10 | The YES Company clearly understands the target market or niche and directors are able to describe the characteristics of this market via some form of research. The product or service has shown it meets the needs of the target market. The marketing mix is clearly explained and the pricing policy, promotional mix and position in the market place all clearly relate to the type of product or service. |
| 7 | The YES Company explains its target market or niche and has undertaken some market research. The product or service has shown that it relates to the needs of the market. The marketing mix is explained and the pricing, promotion and position in the market place are explained. |
| 5 | A target market is identified and discussed in relation to the product. The marketing mix is discussed in relation to the product/service. |
| 3 | Some elements of the marketing mix are discussed. |
| Production: (out of 10) | |
| 10 | The YES Company has established suppliers and sources of supply. The production process/service has been carefully planned and coordinated. The company has effective quality control measures in place and consideration has been given to intellectual property. |
| 7 | The YES Company has established some suppliers and some sources of supply. The production process/service has been planned. The company has made reference to quality control measures and some consideration has been given to intellectual property. |
| 5 | The YES Company has identified potential suppliers and discussed the production process/service and/or quality control or intellectual property. |
| 3 | The YES Company has discussed production in relation to one aspect of production/service. |

| Finances: (out of 10) | |
|---------------------------------------|---|
| 10 | The sources of capital formation and finance to start the YES Company are clearly explained and the rate of return on investment is explained using appropriate financial scenarios. The YES Company has a clear cost breakdown and knows the volumes required to achieve break even. The directors have reported financial returns using a number of relevant scenarios. The YES Company has clearly defined if they have met their financial goals. |
| 7 | The sources of capital formation and finance to start the YES Company are explained and a meaningful estimate of the rate of return on investment is given. The YES Company has a cost breakdown and knows what is required to achieve break even. The directors have reported financial returns. The YES Company has defined if they have met some of their financial goals. |
| 5 | The YES Company has discussed some aspects of finance including at least three of the following aspects: capital formation, return on investment, profit goals, break even and financial documentation. |
| 3 | Some elements of finance are considered in the presentation. |
| Worthy Investment: (out of 25) | |
| 25 | Company directors have either demonstrated the overwhelming customer appeal for the product/service or have demonstrated an outstanding ability to deliver on their business goals. There is scope to scale up and diversify into new products or services and/or national and international distribution, creating wealth for the shareholders/investors or stakeholders. |
| 18 | The product/service has merit with a well defined market and is a tempting investment or the business has shown an ability to deliver on most business goals. The product has potential to make a profit or increase returns to achieve company goals. |
| 12 | The product/service may have a market but more information is required to be convincing. |
| 5 | The product/service needs more consideration and research before it will be marketable. |
| Presentation: (out of 10) | |
| 10 | Presenters were extremely confident and any aides used supported the presentation well. Presenters articulated the information clearly and covered all points. The presenters were innovative and creative in their presentation |
| 6 | Presenters were confident and aides used supported the presentation Presenters articulated information clearly and covered most points |
| 3 | Presenters were competent. Presentation made with some aides and covered most important points. |
| Total out of 100 | |

Summarised Marking Schedule for the Oral Business Planning Presentation

| | Maximum Mark | Your Mark |
|-------------------|---------------------|------------------|
| Business Practice | 10 | |
| Innovation | 25 | |
| Marketing | 10 | |
| Production | 10 | |
| Finances | 10 | |
| Worthy Investment | 25 | |
| Presentation | 10 | |
| TOTAL | 100 | |

Annual Report marking criteria

| | | | | | | | |
|--|---|---|---|---|---|---------------------|--------|
| Business Planning & Culture (Business Practice) | | | | | | | |
| Vision/Mission | 1 | 2 | 3 | 4 | 5 | Max 20 marks | TOTAL: |
| Description of the Product/Service and its Unique Selling Position | 1 | 2 | 3 | 4 | 5 | | |
| Risks Analysed and Taken | 1 | 2 | 3 | 4 | 5 | | |
| Total Quality Management Process (excellence) | 1 | 2 | 3 | 4 | 5 | | |
| Teamwork | | | | | | | |
| Organisational Structure | 1 | 2 | 3 | 4 | 5 | Max 20 marks | TOTAL: |
| Director's responsibilities | 1 | 2 | 3 | 4 | 5 | | |
| Team Communication (incl mentor & coordinator) | 1 | 2 | 3 | 4 | 5 | | |
| External Communication | 1 | 2 | 3 | 4 | 5 | | |
| Sales and Marketing | | | | | | | |
| Market Analysis | 1 | 2 | 3 | 4 | 5 | Max 30 marks | TOTAL: |
| Environmental Analysis | 1 | 2 | 3 | 4 | 5 | | |
| Pricing | 1 | 2 | 3 | 4 | 5 | | |
| Promotion | 1 | 2 | 3 | 4 | 5 | | |
| Distribution | 1 | 2 | 3 | 4 | 5 | | |
| Making Sales | 1 | 2 | 3 | 4 | 5 | | |
| Production Good/Service | | | | | | | |
| Product/Service description | 1 | 2 | 3 | 4 | 5 | Max 30 marks | TOTAL: |
| Team Process with Timeline | 1 | 2 | 3 | 4 | 5 | | |
| Productivity Measures | 1 | 2 | 3 | 4 | 5 | | |
| Production Process | 1 | 2 | 3 | 4 | 5 | | |
| Suppliers and Parts Analysed | 1 | 2 | 3 | 4 | 5 | | |
| Intellectual Property | 1 | 2 | 3 | 4 | 5 | | |
| Financial Management | | | | | | | |
| Capital Formation and Sources of Finance | 1 | 2 | 3 | 4 | 5 | Max 30 marks | TOTAL: |
| Accounting Systems and Controls | 1 | 2 | 3 | 4 | 5 | | |
| Comparing Budgeted and Actual figures | 1 | 2 | 3 | 4 | 5 | | |
| Profitability Analysis | 1 | 2 | 3 | 4 | 5 | | |
| Financial Stability Analysis | 1 | 2 | 3 | 4 | 5 | | |
| Best Practice for Financial Statements | 1 | 2 | 3 | 4 | 5 | | |
| Evaluation | | | | | | | |
| Meeting team objectives/Future of idea | 1 | 2 | 3 | 4 | 5 | Max 15 marks | TOTAL: |
| References and Acknowledgments | 1 | 2 | 3 | 4 | 5 | | |
| The learning experience | 1 | 2 | 3 | 4 | 5 | | |
| Presentation | | | | | | | |
| Including accuracy and expression | 1 | 2 | 3 | 4 | 5 | Max 5 marks | TOTAL: |
| GRAND TOTAL | | | | | | Max 150 marks | TOTAL: |

Annual Report submission for the National Competition

Checklist

| Tick | Annual Report Requirements |
|------|---|
| | A4 size |
| | Legible |
| | No more than 18 single sided pages (or 9 double sided pages) in total, excluding the front/back covers. |
| | 1x hard copy for marking; |
| | 1 x disc including annual report; 2 photos (jpeg) 1 of product and 1 of team and a short paragraph about your company product/service for use in a media release for the national awards should you be a recipient. This should state clearly WHAT YOUR PRODUCT OR SERVICE IS |
| | The front cover includes: |
| | Name of the YES Company |
| | Name of the School |
| | Name of the YES Region |
| | Name and/or Logo of the mentor/ mentor company |
| | YES Logo |
| | Supporting documentation - Please attach the following: |
| | A statement from the school principal stating that the work submitted is solely that of the student directors. |
| | A statement from the company mentor or teacher confirming that the report gives a fair picture of the company and that the financial records give a true and fair view of the company results |
| | Names of the two directors who will represent you at the national awards competition in the event the company is the regional representative team and/or award recipient. |
| | Cover Sheet |
| | A cover sheet is available to download from the YES webpages (insert link). Please complete all details on the form and submit it with your Annual Report and supporting documentation. |

| Courier address: | Postal address: |
|--|---|
| Young Enterprise Trust 1st Floor 66-70 Bloomfield Terrace LOWER HUTT | Young Enterprise Trust P O Box 31545 LOWER HUTT |

All teams will have their Annual Reports returned to the school with a breakdown of the grade received. Copies of all finalist reports will be kept and may be used by Young Enterprise Trust for further educational purposes only. For example, the Trust may use them as exemplars for the Lion Foundation Young Enterprise Scheme students in following years and promoting the Lion Foundation Young Enterprise Scheme to sponsors.

National Competition - general conditions

1. Entries will be accepted only from Lion Foundation Young Enterprise Scheme companies that are registered with Young Enterprise Trust, and operating within a New Zealand secondary school.
2. Company Annual Reports must reach Young Enterprise Trust by 5.00pm **FRIDAY, 24 SEPTEMBER 2010**. Entries received after that time will not be passed to the judges for consideration. It is suggested you courier your report at least two days before the due date.
3. Judges will assess the entries against the advertised criteria.
4. National Awards finalists and Excellence Award winners will be notified in October and a list will be posted on our web site
5. The results will be announced at an evening function at the Duxton Hotel, Wellington on Wednesday, 3 November.
6. Accommodation for the night of the awards dinner for two directors and one teacher in all categories will be courtesy of Young Enterprise Trust.
7. The decision of the Judges and Young Enterprise Trust is final and no correspondence will be entered into.

YES Qualification Pathways

Students may follow any one of the following pathways (or combination of).

- YE Certificate - YES Course Requirements and YE exam - level 3, 24 credit equivalents
- YES Course Requirements only - 10 credit equivalents
- NZIM paper 836 - The YES Course Requirements entitle students to NZIM paper 836
- Business Unit Standards - Level 2 and 3

Further information, including a list of unit standards supported by the student assessment book is available in the teachers' resource folder on the Trust's website.

| | | | | | | |
|--|-------|----------------------|----------------|---------------|----------------|---------------|
| Name: | | School: | | | | |
| YES Company Name: | | | | | | |
| Directors: | | Copy attached (tick) | Signed student | Dated student | Signed teacher | Dated teacher |
| | | | | | | |
| A) Personal Evidence of Documents | | | | | | |
| Constitution (a copy for each director) | | | | | | |
| List of shareholders and value | | | | | | |
| CV and Job description | | | | | | |
| Meeting Agendas and Minutes ² | | | | | | |
| Hard copy 1 | Date: | | | | | |
| Hard copy 2 | Date: | | | | | |
| Hard copy 3 | Date: | | | | | |
| YES company tax return and financials | | | | | | |
| B) Personal Contribution Evidence | | | | | | |
| Relevant Business Plan section/pages | | | | | | |
| Relevant Annual Company Report section/pages | | | | | | |
| C) Review of Personal Contribution | | | | | | |
| Student Review statement One 28 May 2009 | | | | | | |
| Student Review statement Two due 7 August 2009 | | | | | | |
| D) Involvement in 5 of 8 of the events listed | | | | | | |
| Directors Seminar | | | | | | |
| Product Launch | | | | | | |
| Trade Fair | | | | | | |
| Business Planning Oral Presentation | | | | | | |
| Team Market Research | | | | | | |
| Team Production of Product/Service | | | | | | |
| Team Selling and Marketing Activities | | | | | | |
| Winding Up Activities | | | | | | |

Lion Foundation Young Enterprise Scheme

Sponsors



Young Enterprise Trust sincerely thanks its family of sponsors and supporters, who together make the Lion Foundation Young Enterprise Scheme the success that it is.

Our appreciation also goes to those Chambers of Commerce and Economic Development Agencies throughout New Zealand who generously support the Lion Foundation Young Enterprise Scheme.

Young Enterprise Trust is a member of Junior Achievement Worldwide

