



The Phoenix Partnership (East) Ltd

The Big Idea

This activity satisfies a number of the elements of the QCA Economic wellbeing 11-19: career, work-related learning and enterprise framework.

- No. 1 Recognise, develop and apply their skills for enterprise and employability.
- No. 5 Learn from contact with people who work.
- No. 6 Learn about how and why businesses operate.
- No. 7 Learn about working practices and environments.
- No. 8 Undertake tasks and activities set in work contexts.
- No. 9 Engage with ideas, challenges and applications from the business world.

The Big Idea is an activity that allows students to gain an insight into how businesses are formed, how they are financed and how to go about putting together a sound business plan. The activity encourages creativity and innovation by tasking students to develop a business idea, creating a business plan and making a presentation to a group of venture capitalists.



Objectives of the game:

1. To promote an enterprise culture amongst young people.
2. To give students the opportunity of learning about real business strategies.
3. To provide an opportunity for students to meet and work with people from a business background.
4. To develop skills in communication and team building.
5. To support learning in a fun way.

Suggested Year group: Years 9, 10, 11, 12 or 13
Number of students: Min 30, max 150
Suggested time needed: All day programme

For information about this and other programmes The Phoenix Partnership (East) can offer call 01268 249799 or email contactus@tppe.org