



Young
Enterprise

Member of JA Worldwide

Introducing the **10X Challenge**



Young Enterprise



- Young Enterprise is the UK's leading financial and enterprise education charity and have been running programmes since 1963.
- We run a range of enterprise and financial education programmes for young people aged 4 – 25.
- **Our Mission:** Empowering young people to discover, develop and celebrate their skills and potential.
- **Our Vision:** Every young person has the opportunity to learn the vital skills and enterprising mindset needed to earn and look after their money and make a positive contribution to their community.

What is an Entrepreneur?



- An entrepreneur is a person who has an idea, and they set up a business to make their idea real and sell it to people.
- If it's a good idea, they can sell it for enough money to pay their costs and make a profit. They can use that profit for all sorts of things.

What Skills Do Entrepreneurs Have?



These are our essential skills, and we can exhibit these in different ways.

During this challenge, we will look at improving the following skills:

- Listening
- Speaking
- Problem Solving
- Creativity
- Aiming High
- Teamwork

What Skills Do Entrepreneurs Have?



Which skills do you think are most important for an entrepreneur?

Answer: All of these skills are important for an entrepreneur.

With your partner, pick a skill to chat about. **What does this skill mean to you?**

UK Entrepreneurs

One British example of someone who embodies the entrepreneurial characteristics is **Ben Francis MBE** – the owner of **Gymshark**. Having started the company as an exercise supplement business out of his parent's garage with his friend, they branched out into clothing using a sewing machine and other equipment he bought using just £1,000 he had saved up. As a start-up, Ben marketed the company through partnerships with social media influencers, including YouTube body builders. Gymshark was one of the first brands to make extensive use of social media influencers.

At 32 he is now worth over £1 billion.





Young Entrepreneurs

Following the **Fiver Challenge** in 2021, **Alex** put his learning, experience and taste for entrepreneurship, alongside his brother **Tomas**, into his own family-run micro-business, **Seeder Wood**. The pair have continued growing and selling plants and have also expanded into woodwork, making a range of innovative garden items from bird tables to duck houses from scratch. Alex and Tomas have a great passion for sourcing scraps of wood and turning them into something that can be used and enjoyed for years to come.



Young Entrepreneurs

A team from **St. David's College** in **Llandudno** created **Re-use I.T.** in response to the problem of e-waste.

They partnered with companies to support the process of recycling, repairing, and re-using old and broken devices, such as laptops and mobile phones.

Re-use I.T. won the 2022 **10X 'Business for Good' award** for their contribution to the community, including donations of refurbished equipment to a local dementia-specialist care home.





So...What Is It?

- With just a £10 initial investment and 4 weeks, teams must create, market, organise and financially manage their own business with the intention of making a profit.
- Students can choose to work in a team of up to 8, or by themselves.
- There are two weekly competitions and one national competition to enter.
- At the end of the challenge, you pay back your £10 plus a £1 legacy contribution from teams who have made a profit.



So...What Is It?



- Profits are yours to keep and it's up to you to decide how to spend it.
- Supporting materials are accessible by your teacher via the [10X Challenge digital platform](#) to help you.

Week 1

Here's £10!

Teams decide on a product or service in which to invest their £10, create a logo and enter the **Logo Competition!**



Week 2 Getting Going

Teams source materials or products, prepare sales posters, and begin to plan their selling events.



Week 3 Keep It Going!

Teams get their product or service ready, promote their selling events, and enter the **Sales Poster Competition!**



Week 4

Profits & Pledge

Teams enter the **National Competition** and decide how to spend or donate their profit after repaying the initial £10 pledge, plus £1 legacy contribution to support the 10X bank.



National Competition

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Teams decide on a product or service in which to invest their £10, create a logo and enter the **Logo Competition!**



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Week 3 Keep It Going!

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Week 4 Profits & Pledge

Teams enter the **National Competition** and decide how to spend or donate their profit after repaying the initial £10 pledge, plus £1 legacy contribution to support the 10X bank.



Competitions!

Weekly Competitions

- Logo Competition (Week 1)
- Sales Poster Competition (Week 3)

Weekly Competition Prizes

- Winner receives a £50 voucher, plus £100 for their school or organisation.
- Runner up receives a £25 voucher, plus £50 for their school or organisation.
- Both entries will feature in the **10X Challenge Showcase!**



Competitions!

National Competition (11-14, 15+)

- 10X for Good
- Best in Sustainability
- Most Inspiring Individual
- Best Overall Business

National Competition Prizes

- Winners receive a £50 voucher, plus £100 for their school or organisation.
- There are no runner up awards.
- Winners will feature in the **10X Challenge Showcase!**



10X for Good

Examples

Making items for disadvantaged community members, that customers can 'sponsor'.

Creating items designed to ease stress and anxiety (e.g. stress balls, fidget spinners).

Crafting special bandanas designed specifically for guide dogs.

- How much impact does your product or service have on your wider community?
- How much emphasis is put on impacting the community in your **10X Challenge Workbook** and **Reflective Video**?
- How strong is your explanation for how community impact was achieved?

How could you support your local community?



Keep a note in your Workbook!

Best in Sustainability

Examples

Recycling waste-paper to make and sell cards.

Using biodegradable materials for making jewellery, such as clay beads.

Repurposing old clothing by turning it into scrunchies or other hair accessories.

- How sustainable is your product or service?
- How much emphasis is put on sustainability in your **10X Challenge Workbook** and **Reflective Video**?
- How strong is your explanation for how sustainability was achieved?

How can you make your business sustainable?



Get creative!

Most Inspiring Individual



The **Most Inspiring Individual** award gives students an opportunity to recognise the special contribution of someone in their team.

This award recognises an individual who went the extra mile, overcame a challenge and embodied the spirit of the 10X Challenge.

Judging Criteria

- How well has the individual taken action and demonstrated the ability to go the extra mile?
- How well has the individual demonstrated willingness to find solutions to challenges?
- How well has the individual demonstrated resilience?

How can you best support your team?



Best Overall Business



This award recognises an outstanding individual or student company performance using the combination of product, innovation, marketing, selling, planning and problem solving.

Judging Criteria

- How well did your team maintain quality standards for your product or service?
- How well did your team demonstrate innovation and achieve the potential of your business idea?
- How well did your team carry out market research and respond appropriately to customer feedback?
- How well did your team identify and meet the needs of your target market?
- How strong is your team's resilience?

How can you make sure you're set up for success?



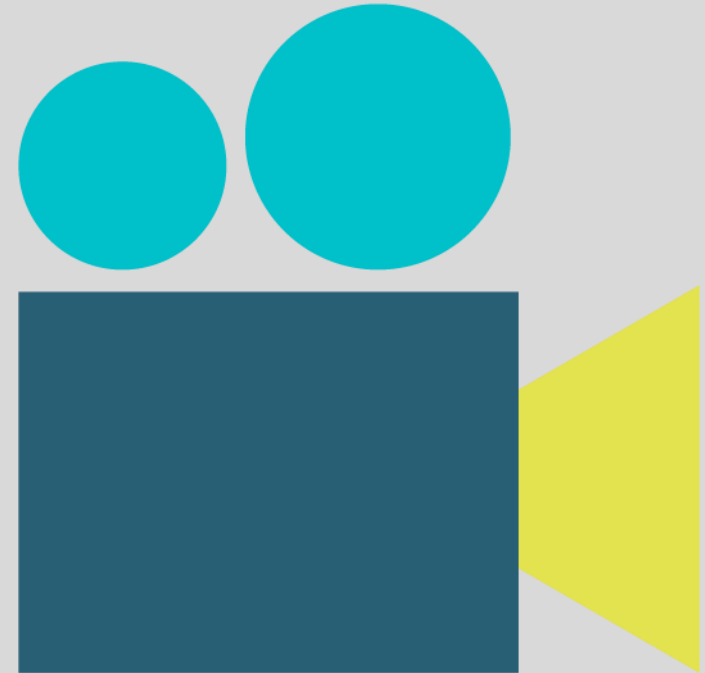
Sales Poster!

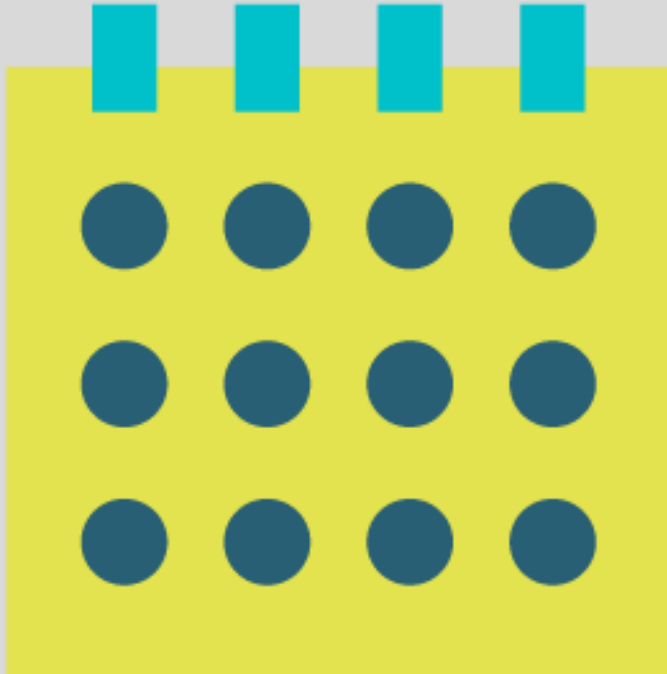
- **The format of Sales Pitch entries has changed!**
- Instead of a 60 second video, we are now asking teams to create a **Sales Poster** to showcase your market research and unique selling points (USPs).
- You might wish to include charts, stats, quotes from your audience, or even present your poster as an infographic.
- Entries must be 1 side of paper, though the size is up to you.



Journal Changes!

- **The format of National Competition entries has changed!**
- Rather than filling in a separate form to reflect on your journey, we are now asking teams to simply submit their completed **Workbooks** (already containing this information) instead.
- We will also be requesting teams submit a 60 second **Reflective Video** covering why they deserve to win their chosen award category.
- A further breakdown will be covered in the Week 4 Slides.





Challenge Dates 2026

23rd February – 20th March

Challenge Runs

1st March (Midnight)

Logo Competition Deadline

15th March (Midnight)

Sales Poster Competition Deadline

29th March (Midnight)

National Competition Deadline



Looking for more?

As an extension to the standard 10X Challenge resources, we also offer a series of short lesson plans that help develop financial capability.

Your class may wish to take a look at the lesson plan on budgeting to help make the most of your £10!



LET'S GO!

Now it's your chance to create and share your idea, and
become the **next great entrepreneur!**

