



Introducing the **Fiver** **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 £5 initial investment and 4 weeks, teams must create, market, organise and financially manage their own business with the intention of making a profit.
- Pupils 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 £5 plus a 50p legacy contribution from teams who have made a profit.



TOP TIPS



Pop Up Shops

Use this sheet to guide your young people on how best to set up their pop up shops.

If you are using a selling event to sell your products then it's important to think about setting up your pop up shop.

1. Where will your shop be?

Visit the location before and plan where your products will be set up. If you are outside, consider what you will do if there is bad weather? How will you protect your products? Get there early to set up the shop. Is your pop-up shop in a good location, will people be able to see your stall?

2. How many people will you need for your stall?

Do you need a rota so team members will know when to attend? The whole team will not need to be there if there are no jobs for them. Will there be other jobs for your team to do on the day, such as handing out flyers advertising your shop?

3. How can you make your stall stand out?

Will you have a display to grab your customers' attention? Do you need any special materials to keep items in place? What colours, themes, etc. are best to show off your products?

4. How will you display your products?

Can you create display boxes or stands to hold your products? Make sure your prices and any offers can be clearly seen.

5. How will you sell your products?

How will you get customers to come and look at your stall, will you use some of your team to help gather interest?

How will you give customers change and store money safely? Make sure you have enough space for social distancing.

Will you take orders? If yes you will need to get an order sheet ready (e.g. product, quantity, price, name, address, phone number, paid or not – also provide a receipt if taking money in advance).

Have a plan for special offers in case your sales are lower than expected.

Do you need to provide bags for customers?



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 [Fiver Challenge digital platform](#) to help you.

Week 1 Here's £5!

Teams decide on a product or service in which to invest their £5, 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 £5 pledge, plus 50p legacy contribution to support the Fiver bank.



National Competition

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Teams decide on a product or service in which to invest their £5, 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 £5 pledge, plus 50p legacy contribution to support the Fiver bank.



Competitions!

Weekly Competitions

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

Weekly Competition Prizes

- Winner receives a £100 voucher, plus £200 for their school or organisation.
- Runner up receives a £50 voucher, plus £100 for their school or organisation.
- Both entries will feature in the **Fiver Challenge Showcase!**



Competitions!

National Competition (5-8, 9-11)

- Fiver for Good
- Best in Sustainability
- Most Inspiring Individual
- Best Overall Business

National Competition Prizes

- Winners receive a £100 voucher, plus £200 for their school or organisation.
- There are no runner up awards.
- Winners will feature in the **Fiver Challenge Showcase!**



Fiver 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 **Fiver 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 **Fiver 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 pupils 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 Fiver 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 pupil 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 understand your target customers? Were their needs identified and met?
- How strong is your business plan and does it showcase problem solving skills and resilience?

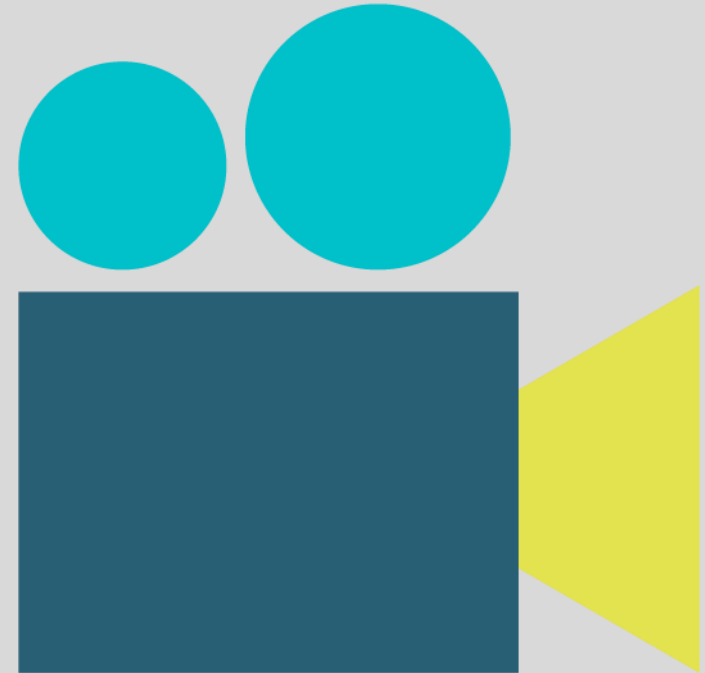
Sales Poster!

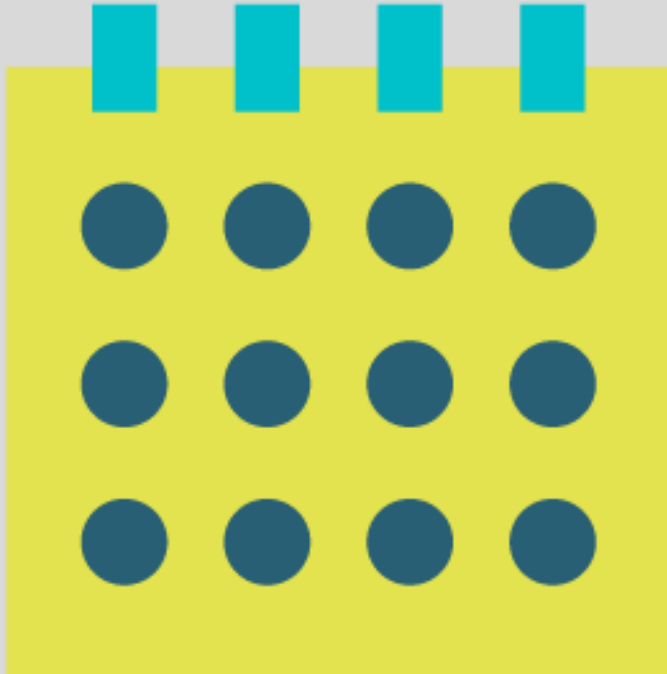
- **The format of Sales Pitch entries has changed!**
- Instead of a 60 second video, we are now asking teams to create a **Sales Poster** to showcase your market research and unique selling points (USPs).
- You might wish to include charts, stats, quotes from your audience, or even present your poster 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

England & Wales

1st – 26th June

Challenge Runs

7th June (Midnight)

Logo Competition Deadline

21st June (Midnight)

Sales Poster Competition Deadline

5th July (Midnight)

National Competition Deadline



LET'S GO!

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

