



**FREE
Enterprise
Challenge
for 11-19s**

YOUNG ENTERPRISE'S 10X CHALLENGE



**Young
Enterprise**

Member of JA Worldwide





ABOUT 10X

This year's
challenge will take
place from 23rd
February - 20th
March 2026

The 10X Challenge, from Young Enterprise, is a free national enterprise programme providing young people aged 11-19 with a highly interactive way to develop **employability skills, apply academic learning** and **build career readiness**, using real money and business experience.

The core of the programme is a 4 week challenge, taking place annually in February and March. Young people are given a £10 investment to start their business and sell their product or service, with the opportunity to enter the weekly and national competitions, and win great prizes along the way.

Competing against teams and individuals across the UK, young people are encouraged to develop their confidence and creativity, as well as gaining first-hand experience of becoming an entrepreneur.

We provide funding, ready-to-teach resources and guidance so that your young people can easily build their 10X business over the course of the 4 week challenge.

Participating in the 10X Challenge:

- Any young person aged 11-19 can take part
- All participants will need an organisation/adult to register on their behalf
- Young people can work in a team or independently
- Organisations/adults can self-fund the £10 pledge or apply for our funding

The learning doesn't stop there...

Check out **10X DIY** and additional **lesson plans** for more ways to continue enhancing enterprising mindsets throughout the academic year and across the curriculum.



Register now for free to access all the info you need, and more! www.10xchallenge.org.uk



DEVELOPING ENTERPRISING MINDSETS

10X contributes to a broad and balanced curriculum, including a school's careers programme. It also supports schools to evidence provision of **Good Career Guidance** against the **Gatsby Benchmarks**.

Good career guidance is a necessity for social mobility: those young people without significant social capital or home support to draw upon have the most to gain from high-quality career guidance (The Gatsby Charitable Foundation, 2022).

82%

of educators agreed or strongly agreed that the 10X Challenge “Contributed to our career and enterprise programme” for the coming academic year.

94%

of educators agreed or strongly agreed that 10X “Was an engaging and enjoyable experience”





THE BENEFITS OF TAKING PART IN THE 10X CHALLENGE

For young people	For schools	For Educators
<ul style="list-style-type: none">• Raises aspirations and develops entrepreneurial attributes such as determination and confidence, through applied learning.• Supports young people to develop crucial transferable skills such as adaptability, creativity, communication, teamwork, and financial capability.	<ul style="list-style-type: none">• Provides evidence of the Gatsby Benchmarks of good career guidance.• Supports Ofsted success by contributing to judgements on the effectiveness of leadership, management, personal development and welfare by preparing young peoples for the next stage of their education, training or employment.	<ul style="list-style-type: none">• Provides educators and parents with an opportunity to improve their knowledge of, and confidence in, enterprise education by making use of a wide range of resources available on the digital platform.



“Majority of the pupils worked well independently. It was great to see them excited about business and learning great teamwork skills. The GCSE course is very theory orientated so was great to get pupils involved in a practical task.”

10X Educator, 2022



“The best thing about taking part in 10X was the opportunity to learn from my experience and apply the essential skills I have developed in this challenge such as teamwork and communication further on in my life.”

10X Student, 2022



OVERVIEW OF THE 10X CHALLENGE

Over the four weeks, young people will research, create, market, and sell their product or service to gain first-hand experience of what it's like to run their own business. With a clear structure and fun competitions, it's easy to keep everyone on track from starting the challenge to selling their business idea.

WEEK 1 Here's £10

Young people research and decide on a product or service to invest their £10 in and enter their business logos for the Week 1 competition.



The **Logo Competition** opens when the challenge begins and closes on **Sunday 1st March 2026 (Midnight)**

We want the logos to:

- stand out and grab your attention
- show creativity
- express what the business does
- build brand recognition

Click here to find out more about the Logo Competition.

WEEK 2 Getting started

Young people source materials or products and plan selling events.



There is no competition during Week 2, as young people prepare to sell their products.

This week young people decide on the best form of advertising to reach their target audience.

Hear more from 'You CAN Grow'

BEST 10X BUSINESS FOR GOOD (15+) WINNERS 2022 [Play video](#)



WEEK 3

Keep it going

Young people get their product or service ready and promote their selling events. They also enter their Sales Posters for the Week 3 competition.



The **Sales Poster Competition** opens when the challenge begins and closes on **Sunday 15th March 2026 (Midnight)**

We want the sales poster to:

- have a clear explanation and costs of the product or service
- display a unique selling point
- showcase market research

Click here to find out more about the Sales Poster Competition.

We encourage schools to host a selling event for young people to market their products and invite parents to see the work that has been produced. Alternatively, young people can sell their products to family and friends.

This activity will boost young people's confidence and communication skills!

WEEK 4

Payback and keep the profits

Young people pay back their £10, work out the profit, decide how to spend or donate it and enter their 10X Challenge Workbooks and Reflective Videos for the Week 4 competition.



The **National Competition** opens when the challenge begins and closes on **Sunday 29th March 2026 (Midnight)**

Young people will be competing against teams or individuals across the UK. They will submit their completed 10X Challenge Workbooks for the chance to win great awards and be featured in the 2026 10X Showcase.

- **Best Overall Business**
- **10X for Good** (community involvement)
- **Best in Sustainability**
- **Most Inspiring Individual**

Young people will be asked to record a short video reflecting on their experience across the four weeks and explaining why they believe they deserve to win their chosen award category.

Click here to find out more about the National Competition.



10X DIY

10X DIY is a hypothetical activity where young people complete the first two weeks of the challenge with a hypothetical £10 (and without producing or selling products).

This activity can be delivered across the curriculum, all year round, to ensure young people can develop their employability skills. It can be used as a stand-alone project or as a way for young people to prepare for the challenge.



THINK IT!

Young people think about what business they could start with a hypothetical £10.



RESEARCH IT!

Young people find out what customers would want from their product or service as they conduct market research.



PLAN IT!

Following the market research, young people complete their business plan to identify key parts of their business.



PITCH IT!

In the final part of the project, young people write a sales poster to deliver to potential investors.

Additional budgeting task

As young people come to the end of 10X DIY, there's an extension task to expand their learning about budgeting!





10X LESSON PLANS

We have created ready to teach resources to enable you to expand on the learning gained through 10X.

You can use the lesson plans alongside the challenge and DIY project, but also as stand-alone activities to kick-start enterprise and financial education in your curriculum.

Lesson Plan	Overview	Maximum Time
Personal Budget Activity	This lesson plan introduces learners to personal budgets and how to balance them through various actions.	30 mins
Card Matching Activity	This lesson plan introduces learners to the various types of long term savings and investment, and helps them to understand why people might choose different options to achieve their financial goals.	25 mins
Setting Short and Long-Term Goals	This lesson plan helps learners plot life goals on a timeline, reinforcing the concept of short and long-term goals. They can select goals that matter to them and calculate the potential costs of achieving them.	40 mins
Pathway to Achieving Goals	This lesson plan introduces learners to personal budgets and how to balance them through various actions.	45 mins





Who can take part in the 10X Challenge?

Any young person aged 11-19 can take part and all participants will need an adult/organisation to register on their behalf.

Can participants work on their own as well as a team?

Young people are welcome to take part individually or in a team. We suggest teams of two to eight participants, to ensure everyone involved feels included in the group.

What are the funding options for the 10X Challenge?

Funding of £50-£500 is available per school for the 10X Challenge. Schools can apply for funding once the application form opens in November by completing an easy online form and will be notified by our finance team if you have been successful.

You can decide on how the funds are shared amongst participants – you could choose to offer £10 per participant or per team.

Alternatively, schools can self-fund which means you are providing your young people with the £10 pledge.

How much time per week do we need to set aside for the 10X Challenge?

If you can run the challenge within your school curriculum timetable that is great, however we know this is not always possible! We'd recommend you set aside at least one hour a week - this can take place at lunchtimes or after school. Some young people may even decide to continue developing their ideas and getting their products ready in their own time too.

Can my young people get involved in running the challenge?

Where possible, encourage your young people to make all the decisions about their ideas. We provide a student area on the website where your young people can access all the resources and information they will need. It's an excellent way for them to gain first-hand experience of what it's like to be an entrepreneur and will help them develop the skills they need in life and work to prepare for their future.

What is the difference between the 10X Challenge and 10X DIY?

10X DIY differs from the 10X Challenge as it is a hypothetical project that doesn't include any physical handling of money, and is available to be delivered all year round, over a timeframe decided by the school or parent delivering the project. This allows young people of different abilities to work at their own pace and dedicate as much time as they need to each step. 10X DIY can be used as a stand-alone project or as a way for young people to kick start their business ideas, so they are ready for the challenge.

About Young Enterprise

For 60 years Young Enterprise has been working in partnership with schools to enhance and enrich curriculum learning allowing children and young people to discover, develop and celebrate their skills and potential.

Find out more at:

www.young-enterprise.org.uk

Contact Us

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Member of JA Worldwide

- FINANCIAL CAPABILITY
- ENTREPRENEURSHIP
- WORK READINESS