

FREE
ENTERPRISE
CHALLENGE
FOR 5-11s

YOUNG ENTERPRISE'S **FIVER CHALLENGE**



Skills Builder
Practising
essential skills

2023-24

Teacher Guide



www.fiverchallenge.org.uk



**Young
Enterprise**

Member of JA Worldwide



Developing Enterprising Mindsets from an early age!

The Fiver Challenge, from Young Enterprise and supported by Principality Building Society, is a FREE national enterprise programme providing children, aged 5-11, with a highly interactive way of developing essential enterprise and financial education skills including **problem solving, communication, adaptability** and **teamwork**.

The core of the programmes is a four week challenge, taking place annually in the summer term. Children are given a **£5 pledge** to start their business and sell their product or service, with the opportunity to enter the weekly and national competitions, win great prizes and feature in the Fiver Showcase.

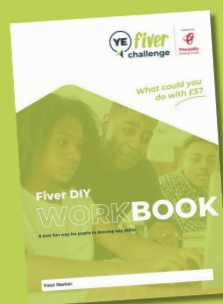
Competing against teams and individuals across the UK, children are encouraged to develop their **confidence** and **creativity**, as well as gain **first-hand experience of becoming an entrepreneur**.



We provide funding, ready-to-teach resources and guidance so that your pupils can easily build their Fiver business over the course of the four week challenge.

Participating in the Fiver Challenge:

- Any child aged 5-11 can take part.
- All participants will need an organisation/adult to register on their behalf.
- Children can work in a team or independently.
- Organisations/adults can self-fund the £5 pledge or apply for our funding.



This year's challenge will take place from **the 1st - 26th June 2026**

The project guides children as they research, plan and pitch their business idea step by step using the Fiver DIY workbook.

The learning doesn't stop there...

Check out **Fiver DIY** to continue enhancing enterprising skills throughout the academic year, across the curriculum and at home.



Register now for free to access all the info you need about the programme, and more!

www.fiverchallenge.org.uk





Evaluation Summary of Fiver 2024

Teachers felt that the Fiver Challenge helped pupils tremendously with their enterprise and financial skills. It was noted that if it was not for the programme financial education would not be covered in their year group as it was not specifically part of the school curriculum.



In 2023, across England and Wales, the Fiver Challenge involved...



18,668

children



468

teachers
and parents



389

schools and other
educational settings





Impact of Fiver 2024

Positive impacts were reported across several key areas, including:



Managing money



Team working and collaboration



Self-confidence and self-esteem



Problem solving

The Benefits of taking part in the Fiver Challenge...



For Children

Raises aspirations and develops entrepreneurial attributes such as determination and confidence, through applied learning. It also supports children to develop crucial transferable skills such as adaptability, creativity, communication, teamwork and financial capability.

"We got to be really creative, and we got to do our own thing and have our own style"

Fiver Student



For Educators

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 Fiver digital platform.

"We just love it. I'm a great advocate for it and I'm amazed that most schools don't do it. It doesn't take a great deal of effort."

Fiver Educator

£5

The Fiver Challenge

Over the four weeks, children will research, create, plan, 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.

The four week plan...

£5

WEEK 1

Here's a Fiver!

Pupils will work together to decide what product or service they'll invest their fivers in. They will also enter their business logos for the Week 1 competition.



WEEK 2

Getting Started

Pupils will need to source materials or products and plan selling events. They will also prepare their sales posters for the Week 3 competition.



WEEK 3

Keep Going

Pupils get their products or service ready and prepare for their selling event. They will also finalise and submit their sales posters for the Week 3 competition.



WEEK 4

Payback & Profits

At the end of the challenge pupils will enter the National Competition and repay their £5 pledges plus a 50p legacy contribution and decide how to spend or donate their profit.



Giving Back!



The Fiver Challenge can develop social awareness and make a positive contribution to schools or the wider community as pupils decide how to spend or donate their profit.

Hear more from 'Harriet and Katy's Scrunchies!', BEST IN SUSTAINABILITY RUNNERS UP 2022





Helping you deliver the Fiver Challenge successfully!

We understand it can be time consuming and challenging to develop impactful financial and enterprise education resources, so we have developed **ready-to-teach resources** to help you run the challenge successfully.

✓ **Fiver Challenge Workbook**
Pupils will use the Fiver Workbook as a step-by-step guide to plan and create their business.

✓ **Word Guide**
The Word Guide offers explanations, with relevant examples, for all of the terms in the workbook.

✓ **Top Tips for each stage of business planning**
Pupils will use the Top Tips sheets to guide them through various stages of building their business.

✓ **Introduction Presentation**
Get your pupils ready for the Fiver Challenge and explore the meaning of entrepreneurship.

✓ **Weekly Presentations**
These optional presentations help to kick-start the week with mini classroom activities to get pupils engaged and ready for the week ahead, along with inspirational pictures and videos from former winners and participants.

This year's challenge will take place from the **1st - 26th June 2026**

Young Enterprise's Discover YE

**DISCOVER
YE**

Discover YE is here to provide free support and guidance for anyone educating children and young people about money, entrepreneurship and preparation for the world of work.

Our team of YE specialists can help answer your questions and guide you through everything Young Enterprise offers – from free resources to structured programmes.

Email us at discoverYE@y-e.org.uk or call 020 452 66389.



"If it weren't for the Fiver programme, financial education would not be covered in the curriculum."

Fiver Educator




The Competitions

As part of the challenge children can enter various competitions including the best logo design, best sales pitch and the national competition.

The competitions aim to prepare children for the future whilst also empowering them to step outside of their comfort zones to build their confidence.

Educators are responsible for selecting the top five entries per school and submitting them via the Fiver platform.

www.fiverchallenge.org.uk



If a child is completing the challenge at home, their parent or carer is responsible for submitting their entries via the Fiver platform.

Competition deadlines and criteria:



WEEK 1 Competition

The **Logo Competition** opens when the challenge begins and closes on: **Sunday 7th June 2026**

We want the logos to:

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

Click here to find out more about the Logo Competition.



WEEK 2-3 Competition

The **Sales Poster Competition** opens when the challenge begins and closes on: **Sunday 21st June 2026**

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.



WEEK 4 Competition

The **National Competition** opens when the challenge begins and closes on: **Sunday 5th July 2026**

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

The National Competition categories are:

- Best Overall Business
- Best Business in Wales
- Fiver for Good (community involvement)
- Best in Sustainability
- Most Inspiring Individual

In the national competition journal, children will be asked to reflect on their learning experience across the four weeks, to identify positive practices and explore the knowledge and skills they can improve on beyond the challenge.

Click here to find out more about the national competition.





Enhance your financial education provision

Why not try combining enterprise and financial education to run the Fiver Challenge and My Money Week together!

Why Run My Money Week and Fiver together?

Financial and enterprise education go hand in hand. Fiver is an excellent opportunity to introduce money matters and enterprise skills together. It gives pupils the opportunity to handle money, make decisions related to business risk, earn money and learn how they can impact local communities.

We've highlighted some My Money Week resources that will foster your pupils budgeting skills, decision making and to understand their place in the world around them and how to manage their personal finances.

How to run My Money Week and Fiver together...

My Money Week takes place during the second week of the Fiver Challenge – but you can use the resources whenever is best for your class.

We've highlighted some resources below that might help your pupils develop the right financial skills to make savvy financial decisions during their Fiver Challenge (and learn from their mistakes).

WHAT IS MY MONEY WEEK?

My Money Week is a national activity week for primary and secondary schools that provides free resources and support for children and young people to gain the skills, knowledge and confidence in money matters to thrive in our society.



#MyMoneyWeek

WEEK 1: Here's a fiver

Everyday Choices (ages 3-7)

Supports children to understand that people may make different choices about how they save and spend money.

As the Fiver Challenge begins and children are handed money, it is important for children to discuss money choices and the emotions associated with this.

WEEK 2: Getting started

It's Risky Business (ages 7-11)

Supports the children to consider the costs of different supplies they need to run their business.

The Fiver Challenge may be the first time some children handle money, and this activity aims to prepare them (product, influence, needs or wants).

WEEK 3: Keep it going

Abigail's Choice (ages 7-11)

Focuses on spending decisions and how marketing may influence and make us feel.

This will help pupils to reflect on the impact marketing has on them and think about how they influence their customers prior to their selling event for the Fiver Challenge.

WEEK 4: Payback & Profits

2018 Video Journey (ages 5-11)

An interactive video journey where children decide where to donate money they raise.

As the Fiver Challenge comes to an end and most teams are making a profit, this activity will help them make impactful decisions.



Fiver DIY

Fiver DIY is a hypothetical activity where children complete the first two weeks of the challenge (without producing or selling products), imagining what business they could start with £5.

This activity can be delivered across the curriculum, all year round, to ensure children across year groups have the opportunity to enhance their entrepreneurial skills. It can be used as a stand-alone project or as a way for children to prepare for the challenge.

During the project, children will use the Fiver DIY workbook to complete activities such as creating a business name and logo, doing market research, planning their products or service and finishing the project with writing and presenting a sales pitch to someone in their house or classroom.



The project has been designed to be delivered flexibly by teachers or parents - ensuring that every child can take part and think entrepreneurially.

If your school is unable to deliver activity across every year group, you can engage parents at your school to deliver Fiver DIY at home.

Four Steps of Fiver DIY...

**STEP
1**

Think it!

Children will use the workbook to create an idea, name their business and design a logo.



**STEP
2**

Research it!

Children will use the Market Research Template and example questions to find out what their potential customers think.



**STEP
3**

Plan it!

Children use the third part of the workbook to create their business plan by answering outline questions.



**STEP
4**

Pitch it!

In the final part of the workbook, children plan, write and present a sales pitch to someone in their home.



Four tips on engaging parents with Fiver DIY:

1. Point them towards the **Top Tips for Parents** sheet that offers suggestions on how to keep children engaged and having fun with the activity.
2. Support parents to confidently have money talks at home. Every child's money circumstance is different, having open and honest conversations can alleviate any worries children may have and boost their confidence when handling, or planning to handle, money.
3. Tell parents about the Fiver Challenge and its fantastic learning opportunities for children. Let them know that Fiver DIY is a steppingstone to the challenge and can help children to participate confidently in the future.
4. Use Fiver DIY as a fun project for children away from schoolwork. A project where they can incorporate their hobbies and interests.

"I think it brings parents and children together on an activity and parents really do get involved and it's nice as a school to do that"

Fiver Educator



Frequently Asked Questions

All you need to know about the Fiver Challenge...



Reach out to our team if you have any questions throughout the competition at fiver@y-e.org.uk

Who can take part in the Fiver Challenge?

Any child aged 5-11 can take part and all participants will need an adult/organisation to register on their behalf.

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

Children 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 products and services can the participants sell?

For guidance on products and services which can be traded under Young Enterprise's insurance check out the **Fiver Challenge Terms and Conditions**. Organisations must ensure that they have the appropriate insurance in place for products and services not covered by YE's insurance policy.

What are the funding options for the Fiver Challenge?

Funding of £50-£250 is available per school for the challenge. Schools can apply for funding once the application form opens in April by completing an easy online form and will be notified by our finance team if you have been successful.

You can decide how the funds are shared amongst participants - you could choose to offer £5 per participant or per team. Alternatively, schools can self-fund which means you are providing your pupils with the £5 pledge.

What resources are available to help prepare for the Fiver Challenge?

There are lots of materials to use before and during the challenge, including ready-to-teach resources and details of competitions to help you plan and deliver the four weeks of the challenge. Parents can also access the teaching resources along with the Top Tips for Parents and Home Challenge activities to support learning at home. These resources are available for free on the Fiver platform upon registration.

How much time per week do we need to set aside for the Fiver 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.

What is the difference between the Fiver Challenge and Fiver DIY?

Fiver DIY differs from the Fiver 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 children of different abilities to work at their own pace and dedicate as much time as they need to each step. Fiver DIY can be used as a stand-alone project or as a way for children 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



Funding for this programme

Since 2020, we've been working with Principality, Wales' largest building society, to deliver the Fiver Challenge and enrich children with career-based learning.

www.fiverchallenge.org.uk

Contact us

If you have any questions about the Fiver Challenge, get in touch!

Tel: 0207 549 1980

Email: fiver@y-e.org.uk

Stay Connected!

Hashtag **#FiverChallenge** to join the conversation.

@YoungEnterpriseUK



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