

The **ultimate employability**  
and entrepreneurship experience  
for HE and FE students



SUPPORTED BY

**EQUIFAX**<sup>®</sup>

**ye** *start up*  
programme

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"Start-Up has given me a sense of my strengths and weaknesses and how can I improve on them and also given me a platform to start my career"

**Start-Up Participant**

# Welcome to the Young Enterprise Start-Up Programme

**Whether you are a college or university lecturer, a student or an industry partner, you'll find all you need to know about how to get involved with Start-Up.**

Young Enterprise is a national charity. We motivate young people to succeed in the changing world of work by equipping them with the work skills, knowledge and confidence they need.

## **Start-Up designed for you**

The Young Enterprise Start-Up programme gives students aged 18-30 the ultimate opportunity to develop their employability skills and prepare for the world of work. We believe in learning by doing, which is why Start-Up participants set up and run their own student company for up to 12 months.

Start-Up is a curriculum enrichment programme that supports a wide range of courses from Sports Science to Graphic Design, Fashion Studies to Business Management. In addition, Start-Up also provides an excellent enrichment activity outside the curriculum. Start-Up has been specifically designed for Higher Education (HE) and Further Education (FE) to enhance educational experience and deepen learning.

**EQUIFAX**<sup>®</sup>

We are delighted that Equifax have become a  
Supporter of the Start-Up Programme for 2018/19

# Milestone Map

## Getting Started & Business Planning (1-5)

## > Running the Enterprise (6)

# 1



### Starting Up

Meet your Business Adviser and gain an overview of the YE Start-Up Programme & what's involved with starting your own student company.

- Log in to YE Online
- Complete the Starting Up questionnaire
- Understand the Operating Framework
- Name the student company
- Sign Memorandum & Articles of Association
- Download the Certificate of Incorporation
- Agree if you will consider the planet & community before decisions are made

# 2



### Creating the Board of Directors

Decide on the structure of the student company & allocate job roles.

- Explore the Director Roles section of YE Online
- Elect company directors
- Submit application for bank account

# 5



### Launching

Finalise the Business Plan/Canvas & plan the launch of the product/service.

- Ensure product approval has been confirmed by YE'
- Finalise the Business Plan/Canvas
- Agree decisions to enable you to launch the product/service
- Start ordering materials/producing the product
- Download Certificate of Insurance
- Sign up for YE Market Place
- Pay registration fee

# 6



### Running the Enterprise

Hold weekly meetings & generate sales to grow the enterprise

- Create product/service
- Conduct weekly meetings
- Sell to the public
- Promote your YE Market Place to increase sales
- Ensure student company goals & objectives are being met
- Keep financial records up-to-date
- Participate in local showcase & national competitions

➤ **Winding Up & Planning for the Future (7-8)**

**3**



**Generating the Idea**

Identify potential products & services that could fill a need or solve a problem & determine which business ideas are worthy of further consideration.

- Brainstorm possible products & services
- Identify which top ideas to pursue further
- Consider the impact on the planet & community

**4**



**Business Planning**

Make final decisions on which idea to move forward with & start to develop a business plan.

- Carry out market research for top idea
- Confirm the final idea is within the YE Operating Framework & submit Product/Service Approval Form
- Remember to think about impact on the planet & community
- Set goals & start putting together a Business Plan/Canvas
- Sell shares
- Ensure bank account is set up

**7**

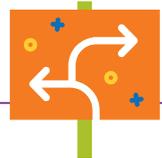


**Winding Up**

Close down the student company, selling off remaining stock & decide what to do with the profits.

- Sell off remaining stock
- Wind up the student company & finalise accounts
- Agree what to do with profits
- Hold an AGM
- Pay back shareholders
- Pay winding up fee
- Close the bank account

**8**



**Looking Back & Next Steps**

Create a personal action plan using the knowledge skills & experience gained throughout the programme.

- Complete the Looking Back questionnaire
- Create a personal action plan
- Create/update CV & LinkedIn profile
- Join the YE Alumni network
- Explore next career steps

# Start-Up Programme

**Every Start-Up journey will look different depending on a number of factors agreed locally with the education Centre Lead.**

Young Enterprise works with more than 3500 businesses nationally, both large and small. Our industry supporters advise and support the students on Start-Up. They can work on campus with students or alternatively invite students to their working premises to run sessions in-situ. This bringing together of industry and education offers genuine networking opportunities.

## Start-Up Features:



- Set-up and run a student company from start to end
- Extensive range of online resources for all stakeholders
- Access to our dedicated digital platform - YE Online. From here students can obtain resources and guidance, as well as manage and administrate their student company
- Support, advice and inspiration from local business volunteers and YE staff, including workshops, for example on visual merchandising, digital marketing etc.
- Competitions and celebration events locally and up to European level
- The opportunity to develop a portfolio of transferable skills and exposure to prospective employers
- Access to YE Market Place, a dedicated online sales platform for YE student companies, including the opportunity to take part in online trade fairs and competitions
- Trade fairs through which student companies can sell their products face to face to the public
- Personalised certificates evidencing progression of the 8 Employability Skills most in demand by employers



# Embedding Start-Up

Many Universities and FE Colleges choose to run Start-Up alongside existing modules within their subject curriculum.

Start-Up has obvious parallels with subjects such as Business and Economics, Accountancy and Finance but is certainly not limited to these fields.

At Manchester Metropolitan University (MMU) more than 700 students from a wide range of subjects have run 135 student companies through Start-Up. Highly valued by employers and students alike, Start-Up has helped MMU to consistently establish scores of over 4.0 in the International Student Survey (ISS) and the National Student Survey (NSS).

## Research Driven Practice

Our survey, polling over 400 European businesses, shows that over two thirds think it is difficult to find good quality applicants for entry level jobs (70%). This is further corroborated by the 2014 Confederation of British Industry [CBI] & Pearson Education and skills survey where 33% of businesses reported not being satisfied with the attitudes and skills of school leavers, with skills ranking above formal academic results in terms of recruitment decision factors.

When asked to indicate their level of satisfaction with school and college leavers' skills, three quarters of employers are dissatisfied with business and customer awareness (72%), and over half are dissatisfied with self-management (61%) and communication capabilities (55%).

"The biggest problem people have getting through our recruitment is that it's competency based – they need previous experience to answer the questions well."

**HR Manager, London**



**Business Management: 100%**  
**International Business Management: 100%**

Celebrating our overall student satisfaction scores in the National Student Survey 2018



## NSS Success!

Young Enterprise Start-Up Programme is proud to contribute to the outstanding 2018 National Student Survey Results from the University of Chester Business School.



## UK Success at Junior Achievement European Enterprise Challenge 2018

A huge congratulations to Maxine Tregenza from Truro and Penwith College. She and her company Cornish Essence represented the United Kingdom at this year JA European Start-Up Final in Riga, Latvia. Here Maxine is celebrating winning the Junior Achievement Leadership Alumni Award (pictured second from left).



# Manchester Met University

Final year undergraduate students studying at the Business School have launched their own companies as part of the Young Enterprise unit.

The unit develops business acumen through real-life experience and encourages entrepreneurship by challenging business students to develop, brand and market a real company.

Team members take on leadership roles within their student companies such as Managing Director, Finance Director, Marketing Director and HR Director.



Students from University of Bolton visit Barclays Technology Centre at Radbroke Hall, Knutsford to experience Assessment Centre activities delivered by Graduate Trainees as part of the Young Enterprise Start-Up Programme experience

## Expert support and advice

Sixteen teams met with a number of business advisors who judged their trade stands through 'Dragon's Den' style presentations and offered critical feedback and advice on their ideas and strategy. The event marks the launch of their companies, which will now actively trade for the next three months.

Each of the teams will benefit from further mentorship from a team of advisors in the business and start up world.

Their Young Enterprise journey will culminate in the delivery of a business pitch with the winners going on to compete against other universities in the regional, and possibly National Start-Up Finals.



Learning first hand, Start-Up students at a John Lewis Store





Right: Students from Trafford College for Further Education visit O2 in Preston Brook to learn valuable sales skills as part of the Young Enterprise Start-Up Programme.

### Developing vital business skills

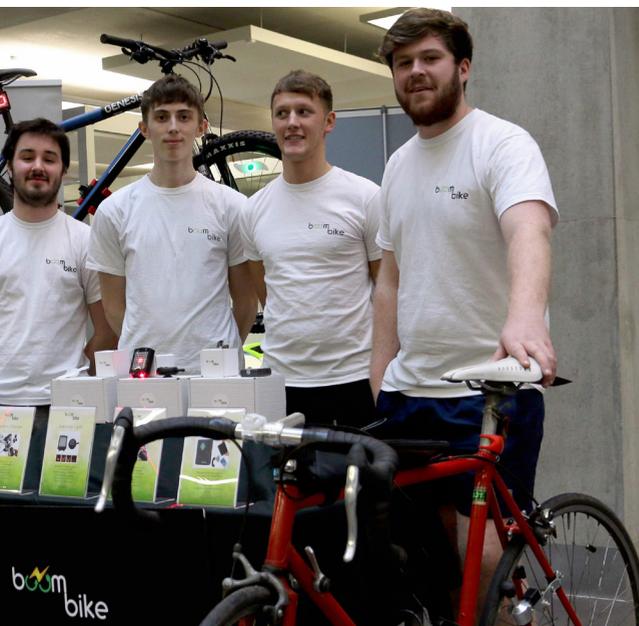
David Taylor, Principal Lecturer in Entrepreneurship at Manchester Met, believes it is integral that modern business degree programmes are imbued with entrepreneurship. Indeed, the University was previously named a Centre of Excellence for entrepreneurial teaching and learning by the Institute of Enterprise and Entrepreneurs at the House of Lords.

He said: "Our Young Enterprise unit allows students to come together outside of the lecture theatre and develop the softer skills that will be vital for them to become successful business executives and entrepreneurs who will lead the next generation of companies that drive economic success."

The unit also forms part of the national Young Enterprise Start-Up curriculum enhancement initiative for students studying all disciplines of business and management.

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**David Taylor**, Principal Lecturer in Entrepreneurship at Manchester Met



## Boom Bike

A team of business enterprise students were awarded with the Best Trade Stand at this year's Young Enterprise Regional Finals held at the University of Bolton.

Manchester Metropolitan's Boom Bike team picked up the award as they presented their new business, offering a range of bicycle accessories aimed to improve safety and energy consumption, to a panel of judges.

**Boom Bike**, a YE Start-Up student company from Manchester Metropolitan University



# Hey Cane: Never be lost again

Young Enterprise student  
Haydar Ali-Ismail wins IOEE  
Enterprising Learner of the Year

Undergraduate student Haydar-Ali Ismail, who is participating in this year's Young Enterprise programme at Manchester Metropolitan, has won the IOEE "Enterprising Learner of the Year" award.

This accolade is awarded to an individual who has both embraced their learning programme with passion and shown a commitment to applying their newly acquired skills to pursue an enterprising activity.

The student company created a small tracking device, which can be attached to canes used by people with visual impairments. It allows users to find the cane by accessing an app on their phone, which will guide them to it.

## The Culmination

Every Start-Up student company can choose to enter the annual YE Start-Up Company of the Year competition. This fun and exciting competition starts at a local level, with winners progressing through a series of events at regional, National and ultimately European level.

### Each stage of the competition is comprised of three elements:

- 1 Business Report**  
A document which highlights the student company's plan for growth and how the team seek to use possible investment.
- 2 Trade show and Interview**  
A trade stand which showcases the student company's brand image, products and achievements. Students will also be interviewed by the judges at this point.
- 3 Company Presentation**  
A short presentation of the student company's highlights, delivered in front of an audience.

The competition recognises business achievements and the personal development of the participants as well as choosing an overall winning company. The judges present several other awards at each of these events, often sponsored by our industry partners.



## #HackDay

Blackpool and the Fylde College Start-Up students worked on the inaugural Department for International Trade and UK Board of Trade #HackDay, planning the UK's next big drink export!

# Why Take Part?

"Taking part in the programme has been an exciting and eye-opening experience for me. Early on in the module, I jumped at chances such as attending various industry partner taster assessment centre days. This encouraged me to continue seeking out opportunities for further development. As the module drew to a close, I enjoyed networking with judges and guest speakers at trade fairs and the YE regional competition. After winning student of the year I was invited back to the YE finals to host the event alongside Barclays' Julian Bucknall. The program has been enriched with valuable industry partners and professionals, several of whom have continued working with me over the summer."

**Jessica Macguire**

Edge Hill University undergraduate student



## Be inspired!

In terms of feedback, I absolutely loved the Young Enterprise Business Enterprise module. I have always wanted to build my own company and I want it even more now that I have tasted what it's like to be a real entrepreneur. I never thought I would be so annoyed after that final presentation day, it showed how much I cared about our project.

**Will Fairbank**

BSc Undergraduate, Loughborough College



"We work on a variety of projects throughout the year, using a range of different staff - both employees and freelancers. Those people who have been through the YE programme display practical business skills and experience, and have proved invaluable to us."

**David McTague**

Director, One Fell Swoop



"The Young Enterprise programme has been an immensely enriching experience for our students to experience the business world without any of the risk, enabling them to realise their potential and gain experience in creative idea generation, collaborating with others and managing projects. Even for those students who have not gone on to start their own business afterwards, participating has given them the confidence and employability skills that they may not have developed otherwise. Young Enterprise has also been essential in providing an unparalleled opportunity for our international students to gain valuable, hands-on experience in running a business: without Young Enterprise, this simply wouldn't be possible."

**Finbarr Carter**

Student Enterprise Officer, University of East Anglia

# Industry Employer Engagement

The support of our industry partners is crucial to the success of Start-Up as it offers students the prospect of building networks within the business community. As experts in their respective fields, our industry partners are able to provide the technical knowledge required at key milestones in the Start-Up journey, from considering business ideas to developing a Profit and Loss Account and Balance Sheet.



## **Tim Scott**

Employment Partner, DWF LLP

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“DWF is an international law firm with approximately 3000 employees. We have been involved with the Young Enterprise Start-Up programme for about four years. We want to work with Start-Up students because it provides skills development that we as an employer find attractive. Skills such as team working, effective communication and presentation skills are vital in the workplace.

In the current climate academic results are taken as a given for those people we are employing. As an employer we are looking for something which marks students out from the crowd, and that is what Start-Up is all about.”

“It’s given me better commercial awareness and an insight into what sort of roles I want to apply for after university”.

**Start-Up Participant**



## Graham Bastin

CIO Barclays UK Retail Products & Segments  
based at Barclays Technology Centre  
Radbroke in Knutsford, Cheshire



“We have been working with Young Enterprise for the past few years and built a really strong partnership between us. The entrepreneurial interventions Young Enterprise leads with students from local Colleges and Universities aligns to our shared growth agenda.

The Start-Up Programme provides opportunities for our colleagues to volunteer their time and expertise either on or off site to support young people across the region to develop really important and transferable skills which are so attractive to employers like Barclays.

“The Young Enterprise Start-Up programme works with businesses which are relevant and in tune with modern creative business start up”.

### Start-Up Participant

## Lucie Hinton

Business Development Manager,  
Manchester Airports Group



“At Manchester Airport Group (MAG) we fill vacancies based on the values we expect to be demonstrated by prospective employees. One of our values is ‘Why Not?’ - we are working in an environment that is ever changing and to achieve our aims we will need to find better ways of working. We encourage our employees to challenge the status quo.

There are a number of reasons that MAG supports Start-Up as a business partner, foremost though is that Start-Up gets students ready for the challenges they will face within the workplace. From our perspective, it isn’t just about having the winning business, it’s about the skills development and journey that students experience whilst working on Start-Up”

## Katie Green

Visual Merchandising Team,  
John Lewis, Liverpool One Store

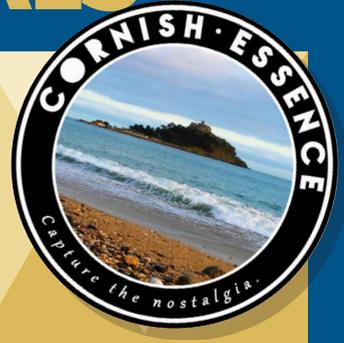
John Lewis

As a business we have an insight to a unique business model and innovative ways of merchandising that make us the UK’s leading retailer. As a business we are keen to support Young Enterprise by offering an insight to our ways of working, how we make our products stand out and how we maintain our reputation with our customers.

It is important for us as a business to support the Young Enterprise programme as it is inspiring to see the development of young businesses and see how our skills as John Lewis Partners have been taken on board and utilised by the students - it is very rewarding to see this put into practice by the students.

## YOUNG ENTERPRISE **UK START-UP FINAL 2018**

# CORNISH ESSENCE WIN UK FINALS



**WINNER:**  
**CORNISH ESSENCE**  
**UK START-UP 2018**  
**COMPANY OF THE YEAR**  
TRURO AND PENWITH COLLEGE

Eleven teams of enterprising Further and Higher Education students from across the UK went head to head to be named Best Company of the Year 2018 at the Young Enterprise Start-Up Programme Final. The event was supported by HSBC, The Marketing Trust, Russel Ulyett Financial Services, EY Foundation, Costa, Dunelm and The Anjool Maldé Memorial Trust on the 9th May at Loughborough College.

Cornish Essence, from Truro and Penwith College in Cornwall scooped the top prize. The team created visually and aromatically pleasing air fresheners and candles, inspired by Cornwall's exquisite character and themed by its bloom, coast, heritage and landscape. The products entice nostalgia and stimulate the senses via the combination of fragrances with MVT Photography images. The judges were blown away by the team's targeted marketing and professional business model. The team went on to represent the UK in Riga at the European final.

Cornish Essence said: "We are absolutely delighted to have won Company of the Year at the Young Enterprise Start-Up Programme UK final and feel honoured and proud to represent the UK at the European finals in Latvia next month. It was a tough competition against 10 other universities who all did really well. The team has worked exceptionally hard and I cannot thank those who have supported us enough. A special thank you to Young Enterprise for providing us with these amazing opportunities and introducing us to a network of professionals."

**Above:** Jennifer Crawley, UK Head of Performance for Business Banking Small Businesses, HSBC UK presenting the award to Cornish Essence.



**WINNER: SOPHIE WESTWOOD**  
**THE STUDENT OF THE YEAR**  
**THE ANJOOL MALDÉ MEMORIAL TRUST**  
 WEST COLLEGE SCOTLAND



Sophie Westwood from West College Scotland was judged the worthy winner in recognition of the commitment and application she had shown in her leadership role running and managing the youth company Minds of Young Artists. She would be a great role model for many young people living across the UK looking to develop their potential through immersion in enterprise and to flourish as Sophie herself clearly has.

*“Winning this award has been extremely beneficial - not only have I got recognition for my hard work but the prize money will also help me in various ways to advance in my career - thank you so much”*

Jennifer Crawley, UK Head of Performance for Business Banking Small Businesses, HSBC UK, said:

*“The Young Enterprise Programme is a unique platform that enables young people to gain the skills employers are looking for and apply them in a business environment. We’re delighted to support Young Enterprise and I was incredibly inspired by the students who attended this year’s Young Enterprise Start-Up Final. Their business acumen, flair, creativity and enthusiasm gives me great hope for our next generation of business owners who will help the UK economy to grow and prosper.”*

Michael Mercieca, Chief Executive of Young Enterprise, said: *“I’d like to congratulate the students from Cornish Essence for winning Young Enterprise Start-Up Programme Company of the Year Award. Young Enterprise firmly believe developing creativity and employability skills can have a real impact on young people’s futures.”*

*“You don’t get this stuff from a text book and we are greatly encouraged by our research which shows that 84% of participating students reported that they now understand what it takes to set up and run their own business”.*



**The Marketing Trust Award**  
**for Strategic Marketing**



In 2018 Start-Up Programme was delighted to be able to welcome The Marketing Trust as a principle sponsor for the programme. The Marketing Trust Award for Strategic Marketing recognised a team who had excelled across all areas of marketing throughout their time on the programme.

The winners, Meal Mate from Liverpool Hope University created a budget friendly cookbook which is being sold at their university. They are currently in discussions about expanding to others universities. They also promote a positive impact on the environment by promoting the importance of managing and reducing food waste.

The judges felt that Meal Mate had designed an engaging product and carried out some solid market research to understand their customer base. Their marketing collateral had attracted and engaged customers. Well Done!

# THE IMPACT

By participating in the programme students not only understand what skills employers are looking for but they have the opportunity to develop, apply and model these skills in a business environment. As a result participants can tell powerful and compelling stories to future employers, evidencing their transferable skills.

The flexible timescale and opportunities for exposure to real-world professional challenges make Start-Up the ideal learning experience to build around the curriculum.

This unique programme is designed to connect students with progression routes and empower them on their journey towards employment.

The programme can be run for up to one academic year, with companies made up of between 2-15 students. Multiple companies can run from a single education centre.\*

\*YE provide £10m Product and Public Liability Insurance Cover. Restrictions apply and student companies must familiarise themselves with the Operating Framework provided on registration.



**Participants rate their skills before and after taking part in Start-Up. Measures are consistently increased across every skill.**



- Self esteem, Organisation and Financial Capability were developed the most
- Young people's aspirations improved by 9%
- Young people's self esteem developed by 8%



- 84% of students agreed the Start-Up Programme helped them to understand what is it like to run a business
- 79% agreed the programme helped them identify their strengths and weaknesses
- 77% agree the Business Adviser helped them understand the world of work



- 75% of students developed 3 or more competencies with Self esteem, Organisation and Financial Capability being the most developed
- 78% would recommend the programme to their friends

# Start-Up Programme Alumni...

How their experience of YE Start-Up Programme is helping their careers take off

## VICKIE CUSTY



Vickie Custy has successfully made the leap from private to public sector comms at GMP

Former Liverpool John Moores University and Young Enterprise alumnus Vickie Custy recently returned to support the Young Enterprise North West Start-Up Final with a fantastic guest speaking role to inspire current students.

Vicky, whose Young Enterprise company Scouse Cosmetics took a playful approach to a Scouse themed Beauty Box has since held a post at Bentley Motors as Royal and VIP Relations Co-ordinator.

She is currently Press Officer for Greater Manchester Police and recently took part in a serious campaign for the Police Force to raise awareness of Domestic Abuse, entitled 'What's behind the Mask'.

## MATTHEW

Matthew aged 22, from Kettering, has received job offers from ISS UK



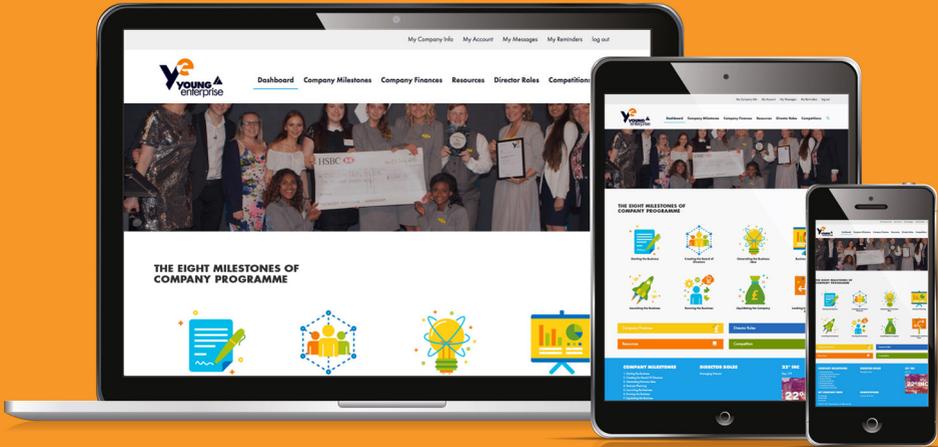
## Young Enterprise Business Student beats tough global competition for his dream job

A world-class Business Management and Entrepreneurship student at the University of Chester has secured job offers from no fewer than two global businesses, after beating tough competition from candidates from higher education institutions internationally.

Matthew, aged 22, from Kettering, has received job offers from ISS UK, a leading global provider of facility services, and Fujitsu, a global information and communication technology company, global information and communication technology (ICT) company on their graduate schemes.

Matthew said: "I took part in the Young Enterprise competition where I had to create an entrepreneurial product or service. My team successfully reached the North West Final at the University of Liverpool. This fantastic experience gave me insight on how to be proactive and professional in business scenarios.

# Online Support



Once your student company is registered you will have access to YE Online, a secure, password-protected website, which provides step by step guidance on getting the most out of the Programme.

## The platform supports by providing:

- tools to assist with running the student company,
- a variety of resources, videos and materials including a finance package
- capacity to upload documents (eg, meeting minutes)
- details of trade fairs/events and how to register for them
- full details of the YE Start-Up Company of the Year Competition

[www.young-enterprise.org.uk/start-up](http://www.young-enterprise.org.uk/start-up)

# EQUIFAX®

Equifax, the global consumer credit reporting agency is proud to announce their support for YE Start-Up Programme in 2018/19.



**David Stiffler**

Vice President, Global Corporate Social Responsibility, Equifax

Equifax, have a strong commitment to social responsibility and are committed to supporting innovation & entrepreneurship programmes and access to resources to accelerate new ideas. The YE Start-Up Programme is a great fit in developing young people's skills and experience as they set up and run their own student companies.

David Stiffler, Vice President, Global Corporate Social Responsibility said, "We are delighted in our partnership with Young Enterprise and actually feel we've just begun to scratch the surface on partnership potential. We know the important role Equifax plays in consumers' lives and, yet, Young Enterprise has further illuminated ways in which we can help support the financial futures of so many."

Partnering with YE Start-Up programmes demonstrates Equifax's commitment to supporting individuals to make, manage and invest money towards asset-building. They are applying their core principles of supporting small businesses and training to promote equity and wellbeing as well as building capacity and support for communities to develop creative and innovative solutions that address complex issues.

“

We are delighted in our partnership with Young Enterprise and actually feel we've just begun to scratch the surface on partnership potential”

# Start-Up – The ultimate employability and entrepreneurship experience for HE and FE students.

## About us

**Young Enterprise is a national charity. We motivate young people to succeed in the changing world of work by equipping them with the work skills, knowledge and confidence they need.**

We believe that the potential of the UK's young people is unlimited, and an academic education on its own is not enough. Our mission is to empower young people to discover, develop and celebrate their skills and potential.

We work directly with young people, their teachers and parents, businesses and influencers to build a successful and sustainable future for all young people and society at large. Through our hands-on employability and financial education programmes, resources and teacher training, we want to eradicate youth unemployment, help young people realise their potential beyond education and empower a generation to learn, to work and to live.

## Find out more

Contact [start-up@y-e.org.uk](mailto:start-up@y-e.org.uk) for information and registration  
[www.young-enterprise.org.uk/start-up](http://www.young-enterprise.org.uk/start-up)

## Follow us



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