

# The Big Deal 2014



**UniTracks**

WARWICK YOUNG ACHIEVERS PROGRAMME

**Student Guide**

# Introduction

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## Welcome to The Big Deal Enterprise Challenge!

We are delighted that your Business Team has decided to take part and rise to the challenge. Throughout the competition, your team will be working on creating a business plan with the guidance and online help from a business mentor who is dedicated to you. All this will be done through the Big Deal Blogs, an e-mentoring website designed just for us.

You have everything to play for, as the team with the best business plan and presentation at the finale will win an exciting prize!

It is important to read each section of the guide as it contains useful information about the programme, e-mentoring, and how you can try to ensure your involvement and your business plan are a success.

This will help your team with the final event on 10 April.

This guide will introduce you to the weekly tasks that will support your team in developing your business plan. Remember, though, that all the resources are located on either The Big Deal website or the Big Deal Blogs so make sure you can schedule time on internet-enabled computers regularly.

Good luck!

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[go.warwick.ac.uk/thebigdeal](http://go.warwick.ac.uk/thebigdeal)  
[go.warwick.ac.uk/unitracks](http://go.warwick.ac.uk/unitracks)  
[www.bigdealblogs.com](http://www.bigdealblogs.com)

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# Section one

## Your Weekly Tasks

This section describes on a week-by-week basis what you and your team will have to do in order to develop an innovative and exciting business plan!

The competition is divided into ten weeks and each week has a specific task. It will be very helpful to you if you do this in order, as each task builds on the ones that come before it. The tasks are designed to be as straightforward as possible but that doesn't mean that they will be simple or easy. You need to take the time to do a good job with each. The details for each week's task, including a weekly worksheet designed to help you record your ideas and responses, are all available on the Big Deal Blogs ([www.bigdealblogs.com](http://www.bigdealblogs.com)). Click on the "Resources" tab and then choose "Worksheets". "Activity 1" corresponds with the first week of the competition, "Activity 2" with the second, and so on.

**Each week follows the same format:**

- **What you need to do**
- **Possible questions for your mentor**
- **Activities to be completed before the next weekly meeting in school**
- **Task sheets to complete.**

In The Big Deal competition, you are working in a team to prepare an idea for a real business or enterprise.

The project ends in a celebration event on 10 April 2014. At this event, your team will present their ideas before a panel of judges (not Simon Cowell, don't worry!). In order to have a good presentation you need to have done good work in the preceding tasks. Your mentor will have lots of experience talking about their ideas to groups of people, so don't be shy in asking questions.

Each week your team will meet to discuss the next stage of the work. You will need to agree who will do what in preparation for the following week. You will be able to ask your mentor for help and advice, and the website will give you access to lots of further information. After week one you might want to decide who in your team will send the task related message to the mentor as it will only need to be sent once. We suggest that you take it in turns!

Don't forget, you can also contact your mentor independently to talk to them about anything you would specifically like advice on. Remember any conversations taking place within your own journal can only be seen by you and the mentor, not the rest of the team. You will need to review what your mentor has said in each of your weekly meetings. The project is a challenge and it will push you to the limits! But like everything else in life and work, you are likely to get more from it if you put more into it...

An outline of the 10 tasks is included at the back of this booklet. All worksheets and instructions can be found through the **Big Deal Blogs** or at: [go.warwick.ac.uk/thebigdeal](http://go.warwick.ac.uk/thebigdeal)

## Your ideas should fit within a budget of between £500 and £5,000.

# Section two

## E-mentoring

### What is mentoring and what is e-mentoring?

“Mentoring is a one-to-one, non-judgemental relationship in which an individual voluntarily gives time to support and encourage another.”

(Active Community Unit, Home Office)

**E-mentoring** can be described as a **mentoring** relationship where a mentor and student communicate by email or blogging online.

An e-mentor's main role is to build a relationship based on trust. This will include communicating regularly with you through Big Deal Blogs, paying attention to what you have to say, and offering advice and guidance on your weekly tasks and any other questions you have about careers in business.

Your mentor will have been carefully selected to make sure that they have the right personality – s/he should be friendly, caring, and non-judgemental.

### What do I have to do?

- **Keep in regular contact with your mentor.**  
You will see later on in this guide that each member of your team will need to be in contact with your mentor at least once a week to get help with the tasks
- **Be prepared to use the news and resources on the website to help with the tasks**
- **Make the most of them whilst you have access to them!**  
For example you can ask them about their experiences in business.

### What's in it for me?

Like all education projects there are many opportunities to learn from The Big Deal. You will be able to:

- **Have some fun and learn from other people in your team**
- **Develop an online relationship with your mentor who will have plenty of business experience**
- **Develop an original idea to a point where you can present it before an audience**
- **Compete with other teams from across the country to produce the best enterprise idea and win an exciting prize!**

You will have the opportunity to develop your enterprise capability. The enterprise skills you will use and develop are:

- **Creativity** - generating interesting or new ideas for your enterprise
- **Risk taking** - making a decision to develop one of your ideas
- **Risk management** - testing out your idea with other people
- **Can-do attitude** - pushing yourself and your team to achieve all the tasks in order to be ready for the final event
- **The drive to make ideas happen** - being positive and motivated to make your idea a success.

### Other skills you will use

- **Team working**  
working collaboratively, involving everybody and getting the best from all members of the team
- **Organisation skills**  
planning to complete all the tasks against a tight timescale each week
- **Communication skills**  
getting the most benefit from your online business mentor
- **Presentation skills**  
making an interesting pitch at the final event

# Section two continued

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You will also be able to say that you took part in a national enterprise challenge supported by an experienced business mentor. This will look good on your CV and give you something impressive to talk about in future interviews.

## A few dos and don'ts

Boundaries for the mentoring relationship

### Dos

- Let someone (one of your teachers or the UniTracks Director) know if something about the mentoring relationship is making you feel uncomfortable or unhappy.

### Don'ts

- Don't arrange to meet your mentor. Your school or the University of Warwick will make arrangements for meetings. If your mentor suggests having a meeting, check it out with your teacher
- Don't exchange telephone numbers, email, or home addresses with your mentor
- Don't exchange gifts with each other
- Don't expect your mentor to do your homework, coursework, or other assignments for you

## Confidentiality in the mentoring relationship

The mentoring relationship with your mentor and the rest of your team is confidential, but with a few exceptions. If your mentor thinks that you might be at risk of being harmed or harming others, they will need to seek advice to ensure that appropriate steps are taken to protect you or other young people from harm.

Correspondence through the website is also monitored by the University of Warwick, but not any of your teachers.

## Communicating with your mentor: netiquette guide

Some of you will be used to using email on a regular basis to contact friends, social networking, chatrooms, and other forms of online communication. While posting on the Big Deal Blogs is similar, it might be useful for you to read through some of the tips we've picked up from similar e-mentoring programmes.

### Dos

- Respond promptly to postings from your mentor. If you find yourself posting more often than once a week, that's even better! Students and mentors who communicate regularly tend to have more productive relationships
- Give your message a title that reflects its subject
- Use your mentor's first name at the start of each journal post. Adding a greeting will make the message seem more personal/friendly, e.g. Hi Fred or Hello Sarah...!
- Use standard English punctuation and language as much as possible (rather than text shortcuts). Avoid using 'text' language in your messages, e.g. 'how r u' or l8r?. Use the whole words
- Use mixed upper and lower case letters with standard capitalisation – it's much easier to read than all lower or upper case
- End your message with your name, which will make the message more personal
- Before you press the 'send' button, make sure that you've checked the spelling and grammar.

### Don'ts

- Don't use lots of capital letters, as this is the online equivalent of SHOUTING! If you want to emphasise a word, put \*asterisks\* around it instead
- Don't post your message without reading it through to make sure it makes sense and that you have said what you intended to say.

# Section two continued

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## Things I need to know about mentors

### Does my mentor get paid?

Mentors join the programme on a voluntary basis and will have arranged for time out from their daily business to take part in the Big Deal and to help you.

### What if I don't like my mentor?

It's important that you enter the mentoring relationship committed to working with your mentor. If things are not working out with your mentor, however, it's best to discuss your concerns with the UniTracks Director or your school teacher.

## Who to contact if I need help

**For technical assistance** or anything to do with the website please go to the help section on Big Deal Blogs and send an email to the address given. This will go directly to the people responsible for running and maintaining the site who are in the best position to help with anything of this nature.

### For problems with your mentor or within your team

please talk to your teacher who will be able to advise you on the best course of action. The response from your mentor will be monitored and if it is noticed that they are not responding in time they will be given a nudge to remind them!

# Section three

## Your Weekly Tasks

Week	Student tasks	Preparation for next week
Preparation	<ul style="list-style-type: none"> <li>View the Big Deal introductory video</li> <li>Select team members</li> <li>Choose &amp; submit team name</li> <li>Read Student Guide</li> <li>Understand the Big Deal project</li> </ul>	<ul style="list-style-type: none"> <li>Ideas for introductory video</li> <li>Ensure understanding of how to use Big Deal Blogs</li> </ul>
<b>1</b> Introductions (w/c 3 Feb)	<ul style="list-style-type: none"> <li>Review team strengths &amp; weaknesses</li> <li>Create 2-minute video introducing the team to the mentor</li> <li>Upload video to Big Deal Blogs</li> </ul>	<ul style="list-style-type: none"> <li>Internet research into ideas for businesses or social enterprises</li> <li>Think of questions to ask mentor and/or University of Warwick representatives at the Big Deal Launch on 14 Feb.</li> <li>SWOT analysis – ready to share at the Big Deal launch.</li> </ul>
<b>2</b> Creating Ideas (w/c 10 Feb)	<ul style="list-style-type: none"> <li>Decide on type of enterprise</li> <li>Share enterprise ideas</li> <li>Watch mentor's video message &amp; post response</li> <li>Attend Big Deal Launch at the University of Warwick on Fri 14 Feb</li> </ul>	
The Big Deal Launch at Warwick (14 Feb)	<ul style="list-style-type: none"> <li>Get to know mentor</li> <li>Share enterprise ideas</li> <li>Share SWOT analysis &amp; first part of business plan</li> <li>Have fun!</li> </ul>	<ul style="list-style-type: none"> <li>Action plan for completing business plan</li> <li>Set aims &amp; objectives</li> </ul>
<b>3</b> Testing the market (w/c 17 Feb)	<ul style="list-style-type: none"> <li>Review ideas and discussion with mentor at Big Deal Launch</li> <li>Review aims &amp; objectives and agree final version</li> <li>Decide on market research strategy</li> <li>Consider risks and how to reduce them</li> </ul>	<ul style="list-style-type: none"> <li>Carry out market research and testing</li> <li>Contact mentor</li> </ul>
<b>4</b> Budget (w/c 24 Feb)	<ul style="list-style-type: none"> <li>Review market research findings</li> <li>Review mentor's message</li> <li>Draw up budget</li> </ul>	<ul style="list-style-type: none"> <li>Complete first &amp; second part of business plan</li> <li>Contact mentor</li> </ul>
<b>5</b> Prototype (w/c 3 Mar)	<ul style="list-style-type: none"> <li>Create prototype or marketing materials for product/service</li> <li>Review mentor's message</li> </ul>	<ul style="list-style-type: none"> <li>Further work on prototype or marketing materials</li> <li>Research different kinds of marketing materials and online tools</li> <li>Contact mentor</li> </ul>
<b>6</b> Marketing materials (w/c 10 Mar)	<ul style="list-style-type: none"> <li>Create web page or other marketing material for product/service</li> <li>Review mentor's message</li> </ul>	<ul style="list-style-type: none"> <li>Further work on web page or marketing materials</li> <li>Contact mentor</li> </ul>
<b>7</b> Business Plan (w/c 17 Mar)	<ul style="list-style-type: none"> <li>Discuss remaining parts of the business plan</li> <li>Review mentor's message</li> </ul>	<ul style="list-style-type: none"> <li>Complete third part of business plan</li> <li>Contact mentor</li> </ul>
<b>8</b> Learning (w/c 24 Mar)	<ul style="list-style-type: none"> <li>Review learning from the project</li> <li>Review mentor's message</li> <li>Prepare for presentation</li> </ul>	<ul style="list-style-type: none"> <li>Prepare presentation</li> <li>Contact mentor</li> </ul>
<b>9</b> Presentation (w/c 31 Mar)	<ul style="list-style-type: none"> <li>Rehearse 'pitch' or presentation</li> <li>Review mentor's message</li> </ul>	<ul style="list-style-type: none"> <li>Check everything is ready for the presentation</li> <li>Send presentation to UniTracks Team</li> <li>2 April: deadline for submitting business plan</li> </ul>
<b>10</b> Big Deal Final at Warwick (10 April)	<ul style="list-style-type: none"> <li>Attend the Big Deal Final</li> <li>Be prepared</li> <li>Be confident</li> <li>Enjoy the experience!</li> </ul>	





## Notes

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## Notes

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