

YES 2018 TEACHER HANDBOOK



Overview.

The Lion Foundation Young Enterprise Scheme (YES) is an awesome experience for students to set up and run a business with support from you, businesses in the school community, and the Young Enterprise network.

This handbook has been developed to help teachers navigate their way through key changes that are occurring in the YES programme in 2018. The handbook needs to be used in conjunction with the YES Teacher Guide in the first instance as well as the resources available for you from the Young Enterprise Trust.

The Young Enterprise Trust has a support team of HQ staff, Roaming Teachers and Regional Coordinators who are available to support you and your students through the journey. You can contact HQ [here](#). Additionally, we will be creating a series of videos to help both you and the students. These will be available in early 2018.

The changes and supporting resources have been developed to give you and your students greater flexibility in delivering an experiential business opportunity and to encourage students to take their product to market early and sell over a longer period of time.

All the very best for a great year doing business!
Dr Colin Kennedy – Head of YES

The 2018 YES Programme in summary:

- E-Days are now known as KickStart | Timata that will be run as 3-hour sessions with local mentors and a focus on creating and validating their ideas. *Students will receive their 2018 Handbooks here.*
- Students now accumulate 90 points across Challenges 1, 2 & 3
- Students must complete these three challenges by 9am, Friday 28 September 2018 to be eligible to compete in the Regional Final.
- The participants in the Regional Final (Challenge Four) are the highest scoring companies out of the 90 available points. Each region will select teams to compete in the Regional Final, with the number of teams depending on the size of the region.
- The Regional Final is a 'winner-takes-all' scenario for the final 10 points, which means the winner on the night is likely to be the Regional Champion.
- The flexibility of the programme now means that teams can complete the first three challenges by the end of term 2 and still be eligible for the Regional Finals.

Teacher Guide 2018

The 2018 YES Teacher Guide will be updated and ready for January 2018.

Additionally, new exemplars for AS 90846 (2.4), AS 90848 (2.6), AS 91382 (3.4) and AS 91384 (3.6) will be available in December. These will correspond to the new YES 2018 format. Links to these new exemplars will be emailed to you.



KICKSTART | TĪMATA

The new E-Day

An event to kick-start the new YES year for you and your students.

CHALLENGE ONE | REGIONAL COORDINATOR MARKS

TERM 1-3 | out of 30 POINTS

In a media of their choice, students (re)submit three tasks (any time before 9am Friday, 28th September 2018). Each task can win regional and national prizes if submitted by the listed dates.

Students will show evidence of:

PRODUCT: Minimum Viable Product or Market Research (10 points) – 9am Friday, 13th April

PROMOTION: Marketing/Promotion (10 points) – 9am Friday, 6th July

SALES: Sales/Investment (10 points) – 9am Friday, 28th September

CHALLENGE TWO | PITCH

TERM 2 | out of 30 POINTS

Judges will be asked to give richer written feedback against new marking criteria.

CHALLENGE THREE | ANNUAL REVIEWS

TERM 3 | out of 30 POINTS

Students can submit their Annual Reviews at any time between the 1st June and 9am Friday, 28th September 2018. We recommend they use it as a portfolio and build as they go. Students can complete using a template if they wish. They can also submit their entry as a video.

CHALLENGE FOUR | REGIONAL FINAL

TERM 4 | potential 10 POINTS

The top 6 - 10 companies based on 90 points are selected to pitch at their Regional Finals (if they have completed the three challenges by 9am Friday, 28th September). The winner on the night will get the final 10 points.

5th DECEMBER | NATIONAL AWARDS



Challenge One.

Regional Coordinator Marks - Term one, two & three | out of 30 points

Overview

The focus is to support and encourage the students along the journey of the YES programme from ideation to sales or investment.

This challenge requires the submission of three tasks, each worth 10 points:

Task One	Task Two	Task Three
Product Challenge	Promotion Challenge	Sales Challenge
Minimum Viable Product (MVP) or Market Research	Marketing	Sales/Investment
10 points	10 points	10 points

Mini Prize Competitions

Students can enter mini prize competitions for each task if they are submitted by 9am on the following dates:

- Product Challenge – Friday 13 April
- Promotion Challenge – Friday 6 July
- Sales Challenge – Friday 28 September

Prizes will be awarded regionally for each task shortly after each deadline and, from these regional winners, one national winner for each task will also be selected. Regional prizes will vary from region to region depending on sponsorship. National prizes will be announced in 2018.

These mini prizes are **separate** from the national YES programme and can be thought of as ‘carrots’ for the students to meet milestones along the journey.

National YES Programme

If students do not meet the mini prize competition deadlines, tasks still need to be submitted to the Regional Coordinator (RC) any time before 9am, Friday 28 September 2018 to get the 10 points.

The tasks will be marked (pass – 10 points / fail – 0 points) by the Regional Coordinators based on quality and meeting the evidence requirements.

If required, students can resubmit a task at any time (and as many times as they want) before 9am, Friday 28 September 2018.

The tasks can be submitted through a media channel of the students’ choice – video, photo, presentation, word doc etc. Details on how and where to submit will be given by your Regional Coordinator.



Task One: Product – 10 Points

Overview

There are 2 options for presenting evidence for this task. Companies may submit evidence of a **Minimum Viable Product (MVP)** OR **Market Research**:

Time Line

Evidence can be submitted any time during Terms 1 – 3 but to be eligible for regional and national prizes evidence must be submitted by 9am, Friday 13 April 2018.

Option A – MVP

A **Minimum Viable Product (MVP)** is a working prototype with just enough features to satisfy customers, which is taken to market to validate the business idea and receive feedback to refine the product for the future.

The focus is to ensure YES companies have tested their product idea to ensure the business idea will be successful before building it for real. Companies should take an MVP to their potential target market to test the product / service and receive feedback from the potential customer. Ultimately, selling is the best validation though and the quicker the team can get a product to market, the better it is.

Details

Students should follow the recommended following steps:

1. Develop a Lean Canvas
2. Develop an MVP
3. Test the MVP by taking it to the target market; collect face-to-face feedback for validation

Refer to the new MVP chapter (available in January 2018) of the Teacher Guide for guidance and examples.

Evidence

Video evidence (60 – 90 seconds) showing feedback from potential customers on the MVP (e.g. a series of interviews) plus a completed Lean Canvas (see new MVP Chapter). Note: feedback must be on the actual MVP, not just the idea, and the MVP must be visible in the evidence.

Option B – Market Research

The focus is to ensure YES companies have undertaken appropriate market research for their product/service.

Details

Students must submit at least 3 – 4 single sided A4 pages of market research to the Regional Coordinator. This should include the following elements:

- Collect sufficient data relevant to the aim of the research (e.g. competitor analysis, target market, market segmentation, market share)
- Analyse and evaluate market research data
- Present the results using a range of appropriate methods

Chapter 6 of the Teacher Guide has information and resources to help with teaching marketing content.

Evidence

It must be at least 3 – 4 single sided A4 pages (This does not include any title page)

It can be written in any format, but the font must be no smaller than 10pt.

Achievement Standards

NB. The market research part of AS 2.4 and AS3.4 can be used for the purposes of the challenge.

- **AS 90846 (2.4)** Conduct market research for a new or existing product (3 credits, internal)
- **AS 90848 (2.6)** Carry out, review and refine a business activity within a community context with guidance (9 credits, internal)
- **AS 91382 (3.4)** Develop a marketing plan for a new or existing product (6 credits, internal)
- **AS 91384 (3.6)** Carry out, with consultation, an innovative and sustainable business activity (9 credits, internal)

Task Two: Promotion – 10 Points

Overview

Marketing & Promotion: Marketing is about identifying the value of a product, service or brand to your target market and finding effective ways to reach them.

The YES logo must be prominently used on all products or in all services provided.

Timeline

Evidence can be submitted any time during Terms 1 – 3 but to be eligible for mini prize competitions, regional and national prizes evidence must be submitted by 9am, Friday 6 July.

Details

Use Chapter 6 in the Teacher Guide.

Evidence

Examples of marketing and promotional activities should include **at least two** of the following: – an online advert; social media activity; a website; a flyer; a TV commercial; a radio commercial; a product logo; a media release; a newsletter; an article in a local or national newspaper. Other examples that deliver the company's marketing goals to the target market can also be accepted at the discretion of the Regional Coordinator.

Achievement Standards

- **AS 90846 (2.4)** Conduct market research for a new or existing product (3 credits, internal)
- **AS 90848 (2.6)** Carry out, review and refine a business activity within a community context with guidance (9 credits, internal)
- **AS 91382 (3.4)** Develop a marketing plan for a new or existing product (6 credits, internal)
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Task Three: Sales – 10 Points

Overview

Sales is about the steps needed to secure the deal with your customer. It is proof that the idea has enough value that someone will pay for it. There are many different challenges that each product and service face to get to market. Sometimes it is simply not possible for a company to get to the point of sales within the timeframe of the YES programme. However, it is expected that teams should be able to make pre-sales or try to attract investment.

Timeline

Sales are encouraged as soon as possible which is why Term 1-3 is the timeframe given. It is important for students to take as many opportunities to bring the product or service to the market. It is important to encourage students to sell outside the school environment to improve the entrepreneurial experience.

Evidence can be submitted any time during Terms 1 – 3 but to be eligible for the mini prize competition, regional and national prizes evidence must be submitted by 9am, Friday 28 September 2018.

Details

Chapter 7 of the Teachers Guide has 20 pages of detailed notes, diagrams and clips/quotes to assist you and your students.

There are several ways the YES companies can bring their product/service to market. For example: online ordering through a website (e.g. Storbie), regional trade fairs, pop-up selling opportunities, expos, Field Days, markets, retailers, Facebook market places, etc.

Regional Coordinators will organise opportunities for the students to sell their product/service/prototypes to the public. Most often they will take advantage of an

established Farmers or Community Market or access to a local mall. Regional Coordinators organise information on the venue, set conditions of participation, and manage the registrations and set up. They will also coordinate any judging, prizes, media coverage. The Coordinator is also responsible for logistical management and supervision of the event on the day (region dependant). Whenever possible, students are encouraged to find their own opportunities relevant to their target market too and can also use their Product Launch.

Selling opportunities, including pre-sales, should be directed at the company's target market as identified in the MVP / Market Research tasks.

If you have been unable to develop the product / service for market, you are encouraged to seek pre-sales or investment. This might be done through direct contact with known supporters and potential investors, through websites such as business.govt.nz, regionalbusinesspartners.co.nz, callaghaninnovation.govt.nz; tpk.govt.nz; instaaa.com (set up by a 2017 YES student) – or by networking through mentors and local start-up ecosystems.

Evidence

Evidence must include **at least two** of the following: a video (60 – 90 secs) of the product launch; a company website showing an operational sales channel; an *active* Storbie account; or a series of photos (5 – 10) of your selling opportunities and customer interaction.

If a company is unable to get to market, then they can submit a brochure / presentation / video of a 60 – 90 second elevator pitch that they have delivered to potential investors. They should indicate who the potential investors were, but no evidence is required to show that the company has secured investment.

Other examples of selling (e.g. app downloads) can also be accepted at the discretion of the Regional Coordinator.

Achievement Standards

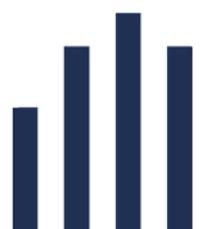
If you're offering YES with AS there should be **at least two** selling opportunities for Level 2 students and **ongoing** for Level 3 students.

- **AS 90848 (2.6)** Carry out, review and refine a business activity within a community context with guidance (9 credits, internal) – must have at least two selling opportunities
- **AS 91384 (3.6)** Carry out, with consultation, an innovative and sustainable business activity (9 credits, internal) – must be an ongoing business activity

Helpful Link

Instructions to set up a Storbie account

[Check it out here.](#)



Challenge Two.

Pitch - Term Two | out of 30 points

Overview

The pitch is an opportunity for your YES companies to share their product ideas with business people and get purposeful feedback – it's a chance for them to learn. They will complete a 5-minute pitch that brings together all their planning in front of businesspeople who will offer feedback. It is important that the students recognise that this is not a winning / losing situation but a learning opportunity and a chance to gather points towards their total.

Timeline

Early term 2

Details

This challenge requires the company to make a five-minute presentation to a panel of judges. The panel of judges will be organised by the Regional Coordinators. It will not be possible for each team to pitch to the same judges but the criteria (below) will provide consistency and all judges will be given guidelines. Additionally, Regional Coordinators will examine the scores and, should there be any obvious inconsistencies, can send to YES HQ for moderation.

The pitch is broken down into four main sections (marked out of 100)

- **Marketing (30 points)** – Start-up enterprises need to create innovative solutions to solve the problem of defining a market segment. A YES company needs to validate their ideas through thorough market research and real engagement with their market.
- **The Business Model (30 points)** - A YES company needs to develop a realistic business model to bring their product to market. This involves developing a timeline; a production process; and a quality management (QM) and financial model. The company needs to understand their business' financial flows and manage them appropriately.
- **The Company and the Pitch (30 points)** – Teams need to actively work to be high performing, demonstrate passion around their ideas and use digital technology in their presentation creatively and effectively.
- **Product Innovation (10 points)** - Product innovation refers to the development and introduction of a product or service that is new or has significantly improved elements or uses.

The Pitch marking criteria will be made available from early 2018 through your Regional Coordinator and/or HQ.

Feedback:

The judges will also supply feedback to develop the product or service and to improve the pitch. The Regional Coordinator is responsible for ensuring you receive this feedback.

Teachers will be given the final mark for each company when they become available. It is important to promote to students that there are no winners or losers at this pitch. It is a learning opportunity to continue developing their ideas or to potentially pivot and take another direction.

Achievement Standards

- **AS 91384 (3.6)** Carry out, with consultation, an innovative and sustainable business activity (9 credits, internal)

The TKI Teaching and Learning Guidelines for 91384 (3.6) state -This achievement standard requires students to thoroughly develop a business pitch to highlight the innovative aspects of the activity and present the business case - see [Business Studies Learning Objectives](#).



Challenge Three.

Annual Reviews - Term Three | out of 30 points

Overview

This section provides guidance to help your YES companies prepare their Annual Review. Challenge Three contributes 30 points towards the final mark and can be used to complete the review section of AS 3.6.

The Annual Review tells the company's story - specifically how the company has performed against their stated business objectives.

Timeline

The Annual Review can be submitted any time between 1 June and 9am, Friday 28 September 2018.

Details

Suggested steps to complete the Annual review challenge:

1. Chapter 12 of the Teacher Guide
2. Use the videos and other resources (ready in early 2018)
3. Refer to the marking criteria that will be distributed by the RC and the exemplars provided in the Teachers' Guide.
4. Seek further advice from the RT team

Instructions

- It must be no more than 10 single sided A4 pages (This doesn't include the title page).
- It can be written in any format, but the font must be no smaller than 10pt.
- Alternatively, it can be submitted as a video link (between 6 – 8 minutes in length).
- It can be submitted from Thursday 1 June 2018.
- Students can resubmit up to 9am, Friday 28 September 2018. It will be the students' decision to resubmit as the Annual Reviews will not be marked until after the deadline.
- After this time all Annual Reviews are given to Chartered Accountants Australia New Zealand (CAANZ) for independent marking and moderation.
- Each Annual Review can also be a submission for a National Excellence Award. See the 2018 Student Handbook for a list of these awards.

Achievement Standards

- **AS 90848 (2.6)** Carry out, review and refine a business activity within a community context with guidance (9 credits, internal) - Level Two teams will need to complete the annual review additionally to their AS 2.6 review.
- **AS 91384 (3.6)** Carry out, with consultation, an innovative and sustainable business activity (9 credits, internal) - Level Three teams can use their Annual Review as evidence for the evaluation section in AS 3.6.



Challenge Four.

Regional Finals - Early Term Four | potential 10 points

Overview

This showcase event celebrates the achievements of all teams in your region, with the top teams being eligible to do a competitive pitch to a panel of judges, as the last stage of competition. The overall winner and all other regional award winners, will be announced on the night.

Timeline

This event will take place at the beginning of Term Four. Your Regional Coordinator will inform the teams if they have qualified. Only teams that have completed all three previous challenges before 9am, Friday 28 September 2018 are eligible to compete in the Regional Finals.

Details

The top teams from the region (the number will depend on the size of the region) will be invited to pitch at the Regional Finals. These will be the teams with the highest combined scores from the 90 points across Challenges 1, 2 and 3.

Teams will get 5 minutes to pitch to a panel of judges, and then answer questions for a further two minutes. After all teams have presented, the judges will then individually decide on which teams they would hypothetically invest \$50k with. Each judge must invest in a minimum of three teams with a maximum single investment of \$30k. The team that receives the most investment will win the 10 points. If there is a tie, then the judges will collectively choose a winner.

The judges will focus on the content of the pitches. It is important that the students spend time on improving the quality of their story. Naturally a good story well told is more memorable, but when it comes to investing money the judges will want to see sound business practice.

Only the winning team on the night will receive the additional 10 points. The winning team (based on overall points) will then be invited to represent the region and attend the YES National Finals in Wellington in December.

2018 YES Calendar.



January	School YES Registrations open	Mon 1 Jan
	Term 1 begins	Jan/Feb
February	Students form YES companies and decide on company roles	Feb
	Regional KickStart Timata Sessions	Feb – Mar
March	Early Bird Company registration - prize draw	Fri 9 Mar
	Deadline for YES Company registrations	Fri 23 Mar
	Term 1 ends	Fri 13 April
April	Task 1: Product Competition deadline	9am, Fri 13 April
	Deadline for registration fee payment	Fri 13 April
	Term 2 begins	Mon 30 April
May	Massey University Entrepreneurs-in-Action Weekend applications due	Fri 4 May
	Seed Funding applications due	Fri 11 May
	Business Pitches	May/June
June	Massey University Entrepreneurs-in-Action Weekend, Wellington	29 Jun – 1 July
	Term 2 ends	Fri 6 July
July	Task 2: Promotion Competition deadline	9am, Fri 6 July
	Term 3 begins	Mon 23 Jul
August	Regional Trade Fairs (date advised by Regional Coordinator)	Aug – Sep
	Term 3 ends	Fri 28 Sept
September	Task 3: Sales Competition deadline	9am, Fri 28 Sept
	Annual Reviews due to Young Enterprise Trust	9am, Fri 28 Sept
	CBL Insurance Overseas Business Trip	tbc
October	Term 4 begins	Mon 15 Oct
	Regional Finals - date advised by Regional Coordinator	Mid – end Oct
November	“Tell us what you think” student survey – prize draw for \$50 vouchers	Fri 16 Nov
	Wind up company and submit YES tax return	Fri 16 Nov
December	National Awards Competition and Gala Dinner	Wed 5 Dec
	Term 4 ends	Dec