

# YOUNG ENTERPRISE **COMPANY** PROGRAMME

AN INTRODUCTION FOR EDUCATORS

**ye** *company*  
programme

**ye** **YOUNG**  
enterprise  
A Member of JA Worldwide



# WELCOME TO COMPANY PROGRAMME



**Company Programme provides a real-life learning opportunity that introduces young people aged 13-19 to the realities of the world of work.**

Young people work in teams to set up and run their own Young Enterprise student company under the guidance of a Business Volunteer. With access to our **YE Online platform** with extensive resources, videos and step-by-step guidance, teams make all the decisions about their business, from deciding on the company name, managing company finances as well as selling to the public through pop up shops and our unique e-commerce platform **Trading Station**.

Young people gain the practical business experience, enterprising mindset and employability skills needed to help them build successful futures. By completing an online self-assessment, young people can receive a personalised certificate to evidence the skills they have developed from taking part in Company Programme.



# THE 8 STEPS OF COMPANY PROGRAMME

Company Programme can be run flexibly from 12 weeks up to a full academic year. Over the course of the programme students complete eight key milestones...

## 1 STARTING UP

Meet their Business Volunteer and decide if they will set up a company or a social enterprise.

The **Planning the Journey** guide is a useful resource to share with students at the start of the programme...

## 2 CREATING THE BOARD

Decide the structure of their company, allocate director roles and set up their bank account.

## 3 GENERATING THE IDEA

Brainstorm and evaluate ideas for their product or service.

## 4 BUSINESS PLANNING

Conduct market research, develop a business plan and start to raise capital.

## 5 LAUNCHING

Launch their products and services.

## 6 RUNNING THE ENTERPRISE

Start selling their products or services and have opportunities to participate in competitions.

## 7 WINDING UP

Host an AGM and decided how to distribute the profits of their company.

## 8 NEXT STEPS & LOOKING BACK

Develop a personal action plan, update their CV with their skills and join the YE Alumni network. By completing an online self assessment, young people can receive a certificate to evidence the skills they have developed from taking part in Company Programme.



# COMPETITIONS



The Company of the Year 2019/20 winner, **EnviroTent** created an innovative, sustainable product that is the only cardboard tent in the UK. The team from King Edward VI School went on to represent the UK at the JA Europe Company of the Year Competition 2020.

Student companies will have opportunities to compete in competitions at a local, county, regional and national level, offering a variety of learning development opportunities including public speaking, interview skills and a chance to network with other companies locally, regionally and across the UK.

The first event to take place is usually a local showcase in March or April.

Students showcase their student companies at the event. This includes:



Preparing  
a report



An interview  
with judges



Delivering a short  
presentation

Up to two student companies will be selected from each showcase to progress on to the next round of the **Company of The Year Competition**, moving through a series of competitions at County, Regional, National and ultimately European level.

## ONLINE COMPETITIONS

Throughout the academic year student companies will also have the opportunity to compete in monthly online competitions with the chance to win prize money to help kickstart their enterprises. These are hosted on the social media platforms **Twitter** and **Instagram**.

Please encourage your students to take a look at the **Competitions page** on **YE Online** so they are aware of upcoming competitions.

Do also encourage them to set up social media pages for their companies and to follow...

🐦 [@youngenterprise](https://twitter.com/youngenterprise)

📷 [@companyprogramme.ye](https://www.instagram.com/companyprogramme.ye)







# HOW CAN COMPANY PROGRAMME **SUPPORT** YOUR SCHOOL?



## SUPPORTING THE CURRICULUM

In 2019/20 almost a third of educators used Company Programme to support the delivery of GCSEs, A-Levels, T Levels or BTECs (or in Scotland, achieving the equivalent of a Scottish Higher), highlighting how it can be embedded and can contribute towards a broad and balanced curriculum.

The programme supports Ofsted success by contributing to judgements on the effectiveness of quality of education, leadership, and personal development by preparing students for the next stage of their education, training, or employment. Company programme can also be used to complete an EPQ with Pearson Edexcel.



## DUKE OF EDINBURGH AWARD

Company Programme can be used by students to fulfil the skills element of the Duke of Edinburgh Award



## GATSBY BENCHMARKS

Company Programme can support schools to achieve a number of the Gatsby benchmarks by providing young people with meaningful employer encounters, personalised advice and guidance and a valuable insight into the world of work.



## FINANCIAL CAPABILITY

Company Programme develops the financial capability of young people by helping them understand the important role money plays in business and our everyday lives.



## DIGITAL SKILLS

With the growth of digital and the increase of artificial intelligence, employers are increasingly looking for people who are innovative, creative and adaptable, and who have the ability to apply these skills and attitudes, irrespective of the role. Company Programme provides the perfect opportunity for young people to develop and evidence these skills in an engaging and challenging way.

# GETTING STARTED

Using your expertise to empower and inspire young people couldn't be easier...

1

## Recruiting students to Company Programme

Company Programme is appropriate for between 2 and 32 students. We would recommend larger cohorts are split into smaller teams so they have an opportunity to take on a specific role.

We'd also encourage schools to identify students that would benefit the most from the personal and skills development opportunities provided by Company Programme.

### When recruiting students:

1. Ask students to volunteer
2. Highlight the key skills students will gain and how these can be used as evidence in future applications
3. Explain there is a high level of personal commitment and responsibility required
4. Emphasise the fun students can have by taking part!

Once Company Programme has finished students will also have access to a range of opportunities through the Young Enterprise Alumni Network including employability and skills events, volunteering opportunities and mentoring, as well as opportunities to network with potential employers.

### You may find the following resources helpful for recruiting students:

- [Letter to Parents \(English\)](#)
- [Letter to Parents \(Welsh\)](#)
- [Skills Poster](#)
- [Roles Poster](#)
- [Personal Statement Poster](#)
- [Student Recruitment PowerPoint](#)

Here's a short recruitment video that can be shown to your students in an assembly or at the start of a lesson...

**DO YOU NEED SOMETHING ON YOUR CV, UCAS OR JOB APPLICATION FORM TO HELP YOU STAND OUT FROM THE CROWD?**



2

## Registering on YE Online

You will launch your students' journey by registering on [YE Online](#), enabling access for your students to the online resources required to ensure they make the most of their Company Programme experience.

### This is broken down into two key steps:

1. Go to the [payment page](#) on our website and pay for Company Programme by card or request an invoice.
2. Once you have paid or requested an invoice you will receive a welcome email with a URL link to YE Online registration. You will need to click on this link and complete your registration which should take around 10 minutes.

To complete registration you will need the details of at least 2 students participating in the programme so we recommend you have their name, date of birth, email address and year of study to hand. Additional students can be added later via YE Online, however we'd encourage you to add all the students in one go if possible so every student receives their log in details at the same time.



3

## Meet your Business Volunteer

Your local Young Enterprise representative will introduce you to a Business Volunteer who will support your students with every step of their Company Programme journey.

We recommend that you take the time to introduce yourself to the volunteer and that you, or a suitable school representative, is present for all student company meetings.

### What is the role of the Business Volunteer?

- ✓ To facilitate the experiential learning opportunity
- ✓ To provide advice and guidance on setting up and running a student company
- ✓ To regularly attend weekly board meetings (face-to-face or remotely)
- ✓ To ensure students operate within the necessary legal parameters
- ✓ To support students to follow sensible financial management practices
- ✓ To support students to prepare for key events such as local sales events and competitions
- ✓ To support students to reflect on the skills they are developing



## 4

## Starting Company Programme

Once you have been introduced to the Business Volunteer we would recommend setting up weekly slots for students and their volunteer to meet.

If you haven't already registered all students on YE Online it will now be the time to do to ensure your students have access to all the resources they need.

You will be able to do this by logging into [YE Online](#) and clicking **view** next to your student company name then selecting **My Company** Info in the toolbar. You will be able to add students to the **Members** section.

All students will receive a login to [YE Online](#) via email if you have provided their details at registration. In advance of the first meeting please encourage students to read **Milestone One** on YE Online.

Students should also do the following on YE Online:

- |  |  |  |
|--|--|--|
| <b>1</b> Complete the Starting Up Survey | <b>2</b> Read the Meeting your Business Volunteer page | <b>3</b> Read the <a href="#">Planning the Journey Guide</a> and <a href="#">Operating Framework</a> |
|--|--|--|

In the first meeting students will start making their first decisions as a company such as if they want to be a profit-making company or a social enterprise. They will also need to sign some important documentation.

### NEXT STEPS...



Over the year the student company will regularly meet with their Business Volunteer who will support them to work through the key eight milestones outlined on YE Online and help them to prepare for the Company of the Year competitions and selling events.



**Doodle Bloom**, won the FedEx Europe Access Award for the international reach of their product - plantable coloured pencils, at the national finals in 2019.

# MAKING A DIFFERENCE

In 2019/20, 11,333 young people from 721 schools, colleges, youth groups and alternative education provisions took part in Company Programme.

## 91%

of young people had a greater understanding of the world of work after taking part in Company Programme

## 90%

of young people said Company Programme helped them to identify their strengths and weaknesses

## 96%

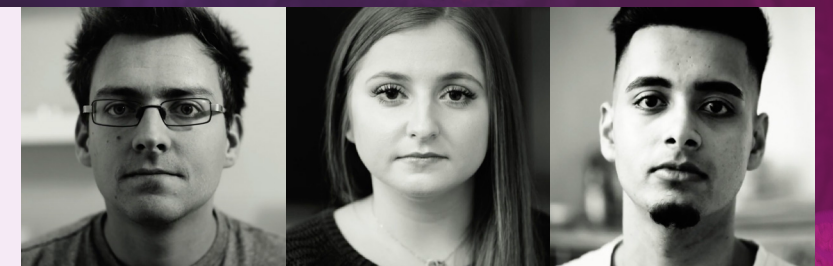
of educators said Company Programme raised young people's aspirations

YOU CAN READ THE FULL [IMPACT REPORT HERE](#)

Hear from three Company Programme alumni talking about the difference the programme made to their lives:



<https://www.youtube.com/watch?v=KMkn5Dcp0mQ&t=9s>





# CONTACT US

**Thank you for your interest in Company Programme. We hope your students enjoy the experience!**

If you have any questions about Company Programme please contact your local Area Manager for assistance. Contact details for your regional representative are available on our [website](#).

Alternatively, you can contact our Programmes Team on [info@y-e.org.uk](mailto:info@y-e.org.uk) or call **01865 776845**

To find out more about our full range of programmes and services visit:  
[www.young-enterprise.org.uk](http://www.young-enterprise.org.uk)

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