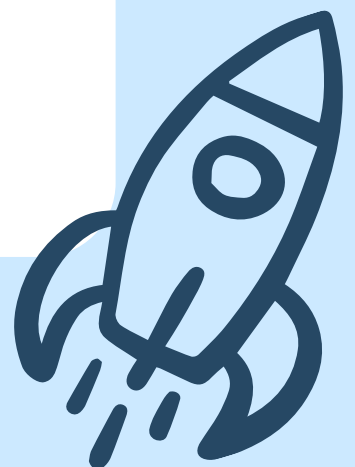


EXPLORING: ENTREPRENEURSHIP

Week 1 Innovation & Creating a Business Plan

Welcome to the exciting world of entrepreneurship! In Week 1 we'll explore the basics of innovation and creative problem-solving, and dive into the fascinating realm of turning ideas into reality.

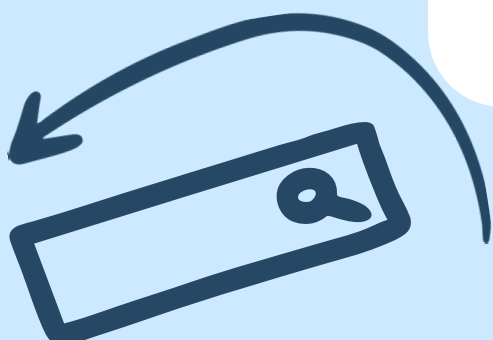
You'll be tasked with identifying a problem in your local community, working collaboratively to generate a solution, and developing a business plan to bring your vision to life.



Week 2 Marketing, Advertising & Branding

Get ready to unleash your creativity in Week 2, where we will learn the art of marketing, advertising, and branding!

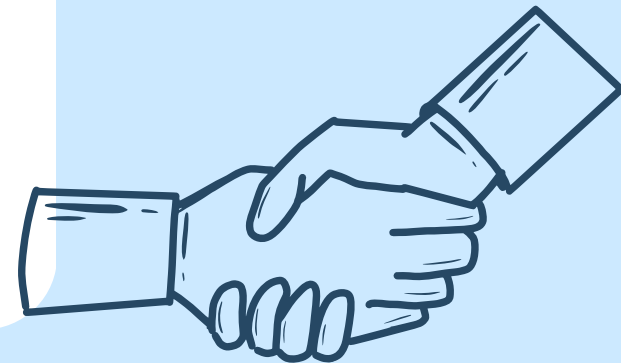
We'll explore how to captivate a target audience, collaborate to create a memorable brand identity, and consider how media and networking can be used to create a buzz around a business.



Week 3 Leadership & Building a Team

In Week 3 we'll embark on a journey of teamwork and leadership. We'll discover the importance of effective collaboration, clear communication, and critical thinking to achieve shared goals.

Through fun activities and engaging discussions, we'll explore and analyse a variety of leadership styles, learn about the inner workings of a business, and gain valuable insights into building successful teams.



Week 4 Budgeting & Financial Management

Get ready to become a financial whiz in Week 4, where we will dive into the exciting realm of money management, equipping you with essential skills for life. Discover the art of budget creation, navigate the intricacies of start-up costs and operating expenses, and unravel the mystery behind revenue and profit.

Through interactive games and hands-on exercises, we'll explore the role of investment in growing a business and the significance of financial planning in achieving long-term success.



Week 5 Pitching to Investors

The highlight of the course is a captivating challenge where our young minds pitch their well-crafted business plans to a panel of investors, honing their presentation skills and receiving valuable feedback. Get ready to unleash your entrepreneurial spirit, perfect your pitch, and embark on an exciting journey of innovation and investment!

