

Welcome to the European LeTeEm Competition – My business

Introduction to the world of work

The Challenge

Can your team (of 4 or 5 students) create the best business or marketing plan in Europe? We will provide you with all the tools and the products you have to build your plan around. You will have to write your plans and present them in fun and engaging videos. Just like in the real world, you will be under time and resource pressure to complete your results.

Are you good enough to win the prizes?*

For competitors

Introduction

The LeTeEm European project integrates the workplace in to education by helping students, teachers and employers come together to get real experience of the workplace.

We are running a Europe-wide competition for students (13 to 18). You will need to make a business or marketing plan for a product. On the starting day of the competition we will announce what the product or service is, so all the teams have an equal chance as time is a major factor. You will find the product or service description at <https://app.box.com/s/86brg9iftmdw78g4qw77m2qgdr3g8mid>. The Teams can start after **Monday 22nd June 2015** but they must finish on the competition end date, **Friday 28th August 12.00 noon** Central European Time, they will not get more time.

You need to be innovative and communicative and show your ideas in a video and in a short document (maximum 3 pages).

About the competition

The competition asks you to make short (2.30 minute) videos about the plan you have made, it can be someone speaking (interview style) a group or graphical, the more creative you are, the better,

We decided on a short video so that the resulting examples will be very focused and stretch competitors to find the most useful and direct way to communicate.

There are prizes in the form of Amazon book vouchers and the overall winner will be announced at the LeTeEm European Conference in the Finland on **21 September 2015**.

There are also Logos that you can include on your websites, or blogs and all correct entries will receive a Certificate of Entry.

The video results of the competition will be added to the repository of resources of the LeTeEm project and also saved on YouTube.

Entries can be made until the deadline on **Friday 28th August 12.00 noon** Central European Time. The competition started on **Monday 22nd June 2015** when the tasks were posted on the internet.

PLEASE NOTE: no students under the age of 13 may be included in any video.

How to enter

To enter the competition you will need to go this link <http://leteem.uws.ac.uk/index.php/en/competition> read this guide and then register on the form, that is available at the bottom of the page or at this link <http://goo.gl/forms/mdo69HL2CW>. After registering you will receive an acknowledgement email with the User Name and password for your competition page. All your team members will also receive user names and passwords so they can access your page.

On the page you will find:

- A link to this document
- A pre-competition questionnaire (all team members should complete)
- A post-competition questionnaire (all team members should complete). Please note your competition entry cannot be accepted for judging unless the questionnaires are completed, we need them to evaluate the effectiveness of the project.
- Your mentor forum – each team will be assigned a mentor to help you complete the competition. The mentor cannot write your entry or provide answers but will help you if you get stuck.
- A submission area – here is where you add your entry document and video

By submitting the entry form you give permission that the video may be shown publicly in any way that the LeTeEm project requires.

The products you must produce

You will find the details of the product or service you will need to work with to produce your plans and video at: <https://app.box.com/s/86brg9iftmdw78g4qw77m2qdhr3q8mid>. All teams will have to choose one of the two tasks in the document.

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What you will produce

You will produce two items:

1. Either a business plan to develop and market a product or service OR a marketing plan to sell a product or service. You only produce one plan.
2. A video introduction to your plan, be as creative as you wish

The Business plan

A business plan describes how you will produce and market your product or service. You do not need to make a financial forecast for the competition. (Maximum 3 pages).

What do you need to include in your Business plan?

- A mission statement – what is your product, why is it great, who you will sell it to
- Why there is a need for the product/service
- Description of the product
- How you will make or develop your product/service
- What is the market for your product/service – who you can sell it to

A Marketing plan

A marketing plan is a detailed plan of how you will market your product or service. You will be given an imaginary budget when the competition is launched. You will need to use that budget carefully to maximize the potential for selling the product or service. (Maximum 3 pages).

What do you need to include in your Marketing plan?

- A mission statement – who you will sell your product/service to
- Why they need the product/service

- What channels will you use to get them to know about your product/service
- What alternative marketing strategies will you use
- What are the advantages/disadvantages of each channel
- How much of your budget will you invest in each channel

A video introduction

Parameter	Description
Length of video	2.30 minutes maximum
Language (any)	Better in English or with English captions
Title of video	Name of your group
Description	Should include the name of the competition. The name of your group and the brand name of the product you will describe
Privacy status	Video setting must be set to Public to allow everyone to view.
Tags	Please include 'LeTeEm' as a tag

Suggestions for the contents of video

- An introduction – possibly a voice over
- Show use by students (if there are permission issues with showing faces, it is fine without)
- Show results of use, screen shots, print outs

Be as innovative as you wish, we will not be judging the quality of the video (audio & video), but the use of the tools. Obviously we must be able to understand what you say and can see properly.

Rules

Each group can enter only one entry. Each student can only be in one group. A single school can have as many groups as they wish.

Each group must use the example products or service in the document <https://app.box.com/s/86brg9jftmdw78g4qw77m2qdhr3q8mid>.

All entries must be completed and uploaded on the Competition entry page by **Friday 28th August 12.00noon** Central European Time. Late entries will not be put forward for judging.

By submitting an entry you must agree that the video you submit and content you make is available with a Creative Commons license – <http://creativecommons.org/choose/> and can be used by the LeTeEm project as they require.

All entrants must agree that their videos are publically available for a period of 3 years at the link supplied in the entry form. If the holding repository changes the link, this clause is no longer operational.

Videos must not be longer than 2.30 minutes in total. Including opening and closing credits.

The results are final and no correspondence can be entered in to.

Winners will be announced at the LeTeEm final conference on **21 September 2015**. And prizes sent in the form of Amazon Gift vouchers.

Submitting your entry

You will find the submission area on your competition page.

Step 1 – Upload your video to YouTube

- Add a title (you will copy this in to the entry form)
- Add a description (you will copy this in to the entry form)
- Make sure your video privacy settings are public and add Tags including LeTeEm.

Step 2 - Go to the submission area. You will need to copy the video link, title and description in to the form. You will also need to upload the Business or Marketing plan you have created. Acceptable formats are MS Word and PDF.

Step 3 - Ensure that all team members have completed the pre and post competition questionnaires.

Judging

The judging will be in by partners of the project that have been involved and understand the requirements of a business or marketing plan.

The criteria for the judging will be kept as wide as possible.

The Video – the quality of the video (audio & video) will not be a primary issue, as long as it is intelligible.

- Length – must be under the limit
- Relevancy to the text in the document (as decided by the educator judges)
- Creative ideas
- Appropriate title and description

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The business or marketing plan – that it satisfies the requirements for a plan. Has been researched correctly, markets are realistic, the needs are correct, length is correct

Prizes

Amazon vouchers:

Winner: €250

Runner up: €150

The vouchers will be made to the school not individuals, as the EU does not permit funds from the project to be paid to an individual.

All entries will receive participation certificates (providing valid email addresses have been received)

All entries will receive, by email, Logos for display on websites/blogs.

The Winner will be announced at the final conference in Finland on **21 September 2015**.