

how it works...

Follow the four week plan below to complete your Tenner Challenge!

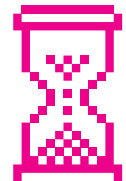


1 here's a tenner!



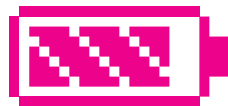
- Complete the student pre-questionnaire online
- Brainstorm possible products or services
- Carry out market research
- Agree final idea, business plan & team name – collect your Tenner!
- Enter first weekly competition, upload your logo

2 getting ready



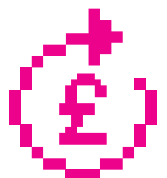
- Find support from your local community and opportunities to sell
- Source & buy materials/products
- Plan your selling event(s)
- Prepare your sales pitch – explain features and benefits of your product/service
- Enter second weekly competition, upload your sales pitch

3 keep it going



- Prepare your product/service ready to sell
- Keep track of your finances
- Research & decide how best to advertise your product/service
- Promote your selling event
- Enter third weekly competition, upload your marketing materials

4 payback and keep the profit



- Hold your selling event(s) and calculate your profits
- Enter final weekly competition, upload a photo of your pop-up shop
- Payback the Tenners including the £1 legacy contribution and decide how to spend or donate the profits
- Students & Teachers complete post-questionnaire
- Submit your entry to the National Tenner Challenge competition