Tenner Challenge provides a highly interactive way for students to develop employability skills, personal knowledge and career readiness, using real money to take calculated risks in business.

Students are pledged £10 and have one month to set up a business - coming up with an idea of a product or service they can sell and gain first-hand experience of what it’s like to be an entrepreneur.

The challenge runs from: 12 February to 16 March 2018.
Tenner Challenge is designed to run over four weeks. It provides a high impact enterprise competition in a real-life context.

89% of teachers agree Tenner supports Ofsted requirements by providing contextual learning opportunities within Financial Mathematics and English.
on track...

The Challenge is available to every young person aged 11-19 years offering equality across all abilities as a career and work-related learning activity.

Easy to access online teaching and student resources to plan and run the challenge successfully.

Weekly and national competitions, fun to enter, keeping everyone on track from starting the challenge to selling to the public.

We learnt how to manage finances. Our finance manager has learnt how to track every cost and every penny of income. Every member has had to learn to consider each other’s ideas.

Teacher, YR7, London

Student aged 14 Oxford

The standard academic curriculum can be restrictive in allowing these entrepreneurial skills to flourish, as students focus on what is needed to answer exam questions etc. The Tenner challenge has given them an outlet to let their skills develop.

Teacher, YR7, London
Students have the opportunity to get involved with their local community and give back when choosing how to use their profits.

In 2017 the average profit was £93 per team. 62% of teams donated all or part of their profit to charity. As a national charity which supports young people to successfully earn and manage money, students may also choose to donate the profit they make to Young Enterprise to enable future young people to take part in Tenner Challenge.
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.

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.

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.

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 £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.

How it works...
Tenner Masterclass
Young Enterprise can also help kick start your Tenner Challenge by running a half day masterclass for your participants at your organisation for £300 for a typical class size and a half day session.

For further information and to sign up, go to: tenner.org.uk

Have a question? Call us on 07966 048074

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