

ENTERPRISE ADVENTURE



Information Pack

An initiative by:



TEACH
A MAN TO FISH



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WHAT IS THE ENTERPRISE ADVENTURE?

The Enterprise Adventure is a FREE mobile app developed by the education charity Teach A Man To Fish for young people everywhere aged 13-18. It takes them through 5 phases to complete 10 fun and practical missions to plan a social enterprise that solves a challenge faced by their community.

THE 5 PHASES

DISCOVER

PARTICIPANTS GET FAMILIAR WITH THE ENTERPRISE ADVENTURE, THEIR SUPERPOWERS AND THE THEMES FOR IMPROVING THE WORLD.

IDENTIFY

THEY EXPLORE THEIR ENVIRONMENT TO SEE AND UNDERSTAND HOW PEOPLE LIVE THEIR LIVES AND WHAT THEIR NEEDS ARE.

IDEATE

THEY COME UP WITH LOTS OF IDEAS, PICK THEIR FAVOURITE AND FIGURE OUT HOW TO STAND OUT FROM THE REST!

INNOVATE

THEY TURN THEIR IDEAS INTO REALITY BY CREATING QUICK PROTOTYPES AND GET FEEDBACK TO MAKE IMPROVEMENTS.

IGNITE

THEY BRING EVERYTHING TOGETHER AND START THINKING ABOUT MAKING A PROFIT!

THE 10 MISSIONS



MY DREAMS FOR THE FUTURE



THINKING ABOUT MY RESOURCES



MAKING MODELS AND TESTING MY IDEA



ATTRACTING CUSTOMERS



FINDING THE OPPORTUNITIES IN MY COMMUNITY



COMING UP WITH IDEAS



MAKING MY SOCIAL ENTERPRISE STAND OUT



MAKING IT FINANCIALLY SUSTAINABLE



ANALYSING MY RESULTS



CHOOSING MY BEST IDEA

WHY TAKE PART?

YOUNG PEOPLE DEVELOP SUPERPOWERS!

Throughout this exciting adventure young people will get to develop their superpowers. These are the abilities which they have and use every day: at home, in school, with their friends and family. And one day they'll be very useful in work!



YOUNG PEOPLE REFLECT ON WHAT THEY LEARN



Young people taking part in the Enterprise Adventure don't just develop superpowers; they are regularly encouraged to reflect on their learning experience in their Learning Journal. This reflective process means that learning becomes more engrained, giving it real value in the real world!

YOUNG PEOPLE GET REWARDS:



All young people who complete the 10 missions receive a Digital Certificate to recognise their achievements, and the best participants will win PRIZES!

THE WHOLE COMMUNITY BENEFITS!



The Enterprise Adventure is a great way for young people to learn about business and help their community at the same time!

HOW TO PARTICIPATE

Taking part in the Enterprise Adventure is easy and completely free! Using their mobile phone, young people can access the Enterprise Adventure app and sign up with their email or Google account. Once they've signed up, they'll be able to set up their profile and start completing the missions.

Access the app by clicking here:

★ <https://app.enterpriseadventure.org> ★

If they are under the age of 18, they need to get permission from their parent/guardian to take part.

**They will have to complete all missions by
13th December 2020 to be eligible for prizes!**

**IF THEY EVER GET STUCK,
THEY WILL HAVE ACCESS TO A
HELP TAB INSIDE THE APP!**



**...or our team will be just an
email or message away!**

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