

Darlington College / Darlington Business Venture / Darlington Business Club/ Business Link

Description - Most Enterprising Student/s

Students will put the theory they have learnt at College into practice, while developing key skills such as brainstorming ideas, time-management, project management, sales & marketing, teamwork and financial planning.

Sometimes innovation takes on curious forms. Something so new or different, so out-of-the-ordinary, that it literally 'puts someone or somewhere on the map...'

It might be a statue or landmark, like the Brick Train, or a unique product like Champagne. It might be an event such as a rock festival at Darlington Football Club or a tennis tournament.

All of these are examples of *innovation*, *creativity* and *enterprise*. They might be disguised as art, or as tourist attractions, or products or food, but they all make money. And they've all made someone or somewhere famous...

Do you or your fellow students have an idea for a business? Simply get together with your fellow Darlington student colleagues and submit your idea as a proposal in the Darlington College - Darlington Business Venture Student Enterprise Award.

The objective of the competition is to provide the opportunity for Darlington Students to work either **alone (1)** or **with others (Maximum 4)** on a business enterprise project, while simultaneously strengthening student learning programs. Topics may be of a technical or non-technical nature ranging from research on state-of-the-art technology to community enterprise and service programs.

Prize

£300 First Prize. 2 second prizes of £100

There are virtually no restrictions on the type of business idea that a student may undertake and typical business ideas include:

- **To set up a new business**

Retail, Fashion, Health, Hair & Beauty businesses.
Designing and implementing e commerce and business websites.
Developing a business marketing plan for your own company.
Health and Safety consultancy, Human Resources consultancy etc
Researching and designing new products.

Electrical, Engineering and Woodworking Trades.
Plumbing and Heating, Bricklaying, Plastering Motor Vehicle mechanics & Refinishing.
Journalism, Media, Music and Performing Arts.
Hospitality and Restaurants.
Sports and Sports sciences.

In fact any viable business idea which reflects your studies and the College.

Basis for Judging

Your idea must be ***self-financing*** and must address each of the four following stages ***in equal measure***. You'll then need to complete stage 4 and pitch your ideas.

Stage 1.

Describe your idea on a single page. Tell us about your idea and what makes it innovative and unique. How can you be sure it will be successful? How will it make money? Do people really want 'it'...?

Stage 2.

Produce a two-page financial document. All things cost money – but good ideas pay for themselves. Put some thought to how your idea can become self-financing. What will it cost to 'get off the ground'? What will it cost to run day to day, month to month and year to year? Where is the money going to come from to pay for this? Come up with a balance sheet outlining cash-flow for a year.

Stage 3.

A one-page document that outlines your competitors. There are very few businesses that have the luxury of an exclusive marketplace. What will you do to set yourself apart from the competition?

Stage 4

For competitions with lots of teams, it is necessary to choose one overall winner. You should therefore be prepared to **sell your ideas** in an ***innovative, original*** and ***inspiring*** way. You could use models or mock-ups, computer programs, photographs, images, artwork, music, discussion or drama - just bring your ideas to life and make them stand out from the crowd...

Launching w/c 13th Nov' 2006 "Enterprise Week". Are you a Darlington College Student? Are you interested? Contact Alan Murray on 01325 351455 for Details.