



# WELSH BACCALAUREATE Advanced

Enterprise and  
Employability Challenge  
Hope House Children Hospices  
Investment and Enterprise –  
Taming the Dragon



**Available for assessment from May 2017**

## Investment & Enterprise – Taming the Dragon

### PURPOSE

The purpose of the Enterprise and Employability Challenge is to develop learners' skills, whilst providing opportunities for learners to develop enterprising skills and attributes and enhance employability. During the Enterprise and Employability Challenge learners will explicitly develop skills in **Digital Literacy, Creativity and Innovation** and **Personal Effectiveness** and apply them in an appropriate manner.

### BRIEF

Deciding on your future can be a daunting prospect. The world of work is extremely competitive so it is vital that you choose a career pathway that utilises your strengths. You need to consider what you really want to achieve in a career without being influenced by others. When it comes to identifying the right pathway to a career, there is much preparation to do and many decisions to be made. The job market can be a competitive place and you need to stand out from other candidates. In preparation to apply and secure a job, you will need to gain a clear understanding of what is involved and know how to promote yourself so that you impress potential employers. You will learn the important of networking and the power of social media when it comes to building a professional profile.



Hope House are a regional charity providing support to children who are affected by conditions so serious they are not expected to live longer than early adulthood. They need to raise over £6 million each year to fund their services and to do this rely heavily on good working relationships with local businesses, individuals, schools and community groups. Networking, marketing, budgeting and recognising donors' motivations for giving are an essential part of their day to day work.

In teams of 3-6 you will create an **Innovation Proposal that will support the creation of a pop up shop to sell a product/service to raise funds for Hope House**. You will present your Innovation Proposal to an **investment panel** (made up of local business representatives) with an attractive business plan, marketing both your skills and the appeal of your company as a worthwhile investment venture. Selected Innovation Proposals will be chosen to receive a **£50 investment stake**. As a face of Hope House, the pop up shop should promote the work of Hope House and to maximise profits it should be well marketed to guarantee a high volume of customers.

### CONTACT

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For school's wishing to sign up please email [dragonslair@hopehouse.org.uk](mailto:dragonslair@hopehouse.org.uk) or call Hope House Fundraising on 01691 671671 / Ty Gobaith Fundraising 01492 596581.