Welcome to the Student Enterprise Awards 2012-2013

Welcome to another exciting year of business and innovation! 2011/2012 was a milestone year for the Student Enterprise Awards marking the 10th anniversary in its present format. During the previous 10 years, more than 8000 students from South Dublin schools participated in the programme putting our county in the top division when it comes to enterprising teenagers.

This year alone, 870 students from 21 schools in the county participated and 50 enterprise projects were showcased at the County Final proving that youth entrepreneurship is truly alive and well in South Dublin.

Coláiste Eanna, Ballyroan, Coláiste Phadraig Lucan and St Colmcille's Community School Knocklyon, represented South Dublin at the National Final in Croke Park. We congratulate all of the students and their teachers on their commitment and enterprising spirit. We also congratulate students and teachers in Coláiste de hÍde Tallaght, winner of the Enterprising School of the Year award.

We are fortunate to be in a position to offer our enhanced programme for another year thanks to the continuing generosity and support of our main sponsor, Institute of Technology Tallaght.

We urge you to use all the resources we offer, which, are once again available to participating schools in 2012/2013.

Wishing you enterprising success and looking forward to working with you again.

Eva Colmea
Enterprise Workshops for Students

The workshops are offered in school and are delivered by Sadie Wheatley of SW Design. Each one lasts approximately 80 minutes and teachers are welcome to attend if they wish. There are two types of workshop – Phase 1 Innovation & Phase 2 Development.

Phase 1: September / October - Introduction to SEA & Innovation Workshop:
Introduction to the programme and how to generate innovative business ideas and projects. Assists students use a variety of techniques to identify and select the best ideas.

Phase 2: October / November - Developing your Business Idea:
Developing your business idea by means of research, protection and product development. Assists students analyse and develop their idea into viable projects.

Workshops must be booked in advance.

To book a Workshop for your students, please contact Ena Coleman at South Dublin County Enterprise Board at 405-7073 or ena@sdenterprise.ie

2012-2013 TIMETABLE

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Decide on your business</td>
<td>September 2012</td>
</tr>
<tr>
<td>Start producing your product/service &amp; selling</td>
<td>October, November &amp; December 2012</td>
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<tr>
<td>Complete the Entry Form for the SEA &amp; return with the Materials Allowance form to South Dublin CEB</td>
<td>Before 26th October 2012</td>
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<tr>
<td>Finalise your Business Report</td>
<td>January 2013</td>
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<tr>
<td>Closing date for submitting completed business reports to South Dublin CEB</td>
<td>8th February 2013</td>
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<tr>
<td>South Dublin County Final Institute of Technology, Tallaght</td>
<td>1st March 2013</td>
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<tr>
<td>National Final* Croke Park, Dublin</td>
<td>April 2013</td>
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*to be confirmed

Important Contacts
- South Dublin County Enterprise Board – Contact Ena Coleman @ 01 405 7073 / 086 828 5324 or ena@sdenterprise.ie
- School Coordinator – Contact Lena Shaw @ 086 826 4820 or lena.shaw@corporate-vision.ie
Top Ten Tips From Other Teachers

1. **Use Resource DVD**
   “I found the case studies on the Exploring Enterprise DVD are a great way to kick start a discussion on enterprise among students at the start of the year.”

2. **Contact Your Local Enterprise Board**
   “I found my local Enterprise Board a great source of advice and support during the year. If you contact them to let them know you are doing the Enterprise Awards they will provide lots of extra information and expertise”.

3. **Don’t Delay!**
   “Make sure you set up the student enterprises and get all team members to see which responsibilities they are most comfortable taking on as soon as possible so students have maximum time to run their business”.

4. **Encourage Market Research**
   “I found that using the Market Research Questionnaire templates in the Exploring Enterprise Manual really kept my group focused on meeting their customers’ needs”.

5. **Past Student Advice**
   “Last year we asked a student who had been involved in the Programme the previous year to come in and talk to the current group of student enterprise students. This was a great idea as it meant that the new group could really benefit from the lessons learned and advice from students who had been there already”.

6. **Get Organised!**
   “Try to encourage students to be as organised as possible with their student enterprise material. For example, get them to set up a folder for filing all material such as promotional material, finances, correspondence. It’s also a good idea to encourage students to keep a weekly diary – logging problems they come across, how they deal with them etc… This can be a really useful tool to look back over when writing the business plan”.

7. **Participate in a Trade Fair**
   “Encouraging students to partake in a trade fair, particularly at Christmas, is a great way of getting them to learn more about the importance of interacting with customers and stand display in advance of the County and National finals”.

8. **Set Deadlines**
   “Give students definite time periods by which to have their tasks completed by – encourage them to put aside a certain amount of time each week as it all adds up”.

9. **Mix Up Your Teams**
   “It’s not always the best idea to put groups of friends together in the same student enterprise. Running a business can be stressful thing and cause conflict. I find a better approach is to mix children together with skills that will complement each other”.

10. **Focus On Innovation**
    “I always spend plenty of time at the start of the year talking to the students about innovation and getting them to participate in lots of brainstorming exercises. I find that the more work they do on trying to understand innovation the better the quality of ideas that they come up with and the more focused they are during the year”.

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**Attention Teachers!**

Don’t miss out on all the available resources to help you run the SEA in your school:

- **Materials Allowance & SEA entry** – don’t forget to complete and return the forms before **26th October 2012** at the latest. You can enter online at www.studententerprise.ie or by submitting the entry form to South Dublin County Enterprise Board.

- **Posters, Newsletters, Teachers Manual** and Student Workbooks are available from our school coordinator Lena Shaw (086 8264820)

- **Enterprise Workshops** – sign up for these as soon as possible

- **A Business Report template will be circulated to all participating schools once the programme is underway. This may facilitate the submission of Student business reports for the County Final for those who wish to use it.**

- **Access to panel of Enterprise Mentors to assist students develop their projects – contact Ena Coleman for details.**
What are the Student Enterprise Awards?

The Student Enterprise Awards (SEA) is an exciting and rewarding programme that gives second level students in Ireland the chance to set up and run their own business while at school.

Organised by the County and City Enterprise Boards, the programme is run in schools all over Ireland for first year right up to leaving cert students.

Many Thanks to Our Generous Sponsors

Institute of Technology, Tallaght
The Echo Newspaper
Partas Tallaght – sponsors of the Maurice O’Connell Award for Enterprising School of the Year

Why Enter the SEA’s This Year?

- Great Fun all along the way
- Chance to set up your own business and make some money
- Over €2500 in Prize Money at County level alone & much more at National level
- A chance for your Enterprising School to win the coveted Maurice O’Connell Award
- Teachers Network Dinner in I.T Catering Training Restaurant Scholars & Teachers Prizes
- Access to an expert panel of mentors
- An opportunity for County winners to take part in real life Dragons Den with the South Dublin County Enterprise Board
- Trip abroad for Senior Winners at National level
- National Final in Croke Park with a chance to win the prestigious Sean Lemass Award

Don’t forget to visit www.studententerprise.ie for up to date news and resources!

What are the Student Enterprise Awards?

Top Tips For Writing Your Business Report

1. Presentation is paramount:
Remember, your business report is your chance to make a really good first impression on the judges. Make sure you make the layout as attractive as possible. Try some of the following -
- Including product photos and photos of your team
- Include sketches, graphs and charts
- Ensure your report is neat and legible and free from spelling mistakes – it’s a good idea to get someone else to proofread your report before you submit it.

2. Don’t leave out anything:
It’s very important to cover all aspects of your business in your report. Make sure you fill out all headings under the report. If the judges don’t know about something then they can’t give you marks for it.

3. Be clear & to the point:
You may know your business inside out at this stage but don’t assume the judges will. When reading over your report at the end ask yourself the following question – does the report make it clear to an outsider exactly what my business is about?

4. Don’t forget your mistakes:
Some students think they shouldn’t include details of mistakes they made in their report as it will reflect badly on them. In fact the opposite is true! By showing the judges what mistakes you made and more importantly how you learned from them, you will gain extra points.

Remember
- Your report can only be a maximum of 10 DOUBLE SIDED or 20 SINGLE SIDED PAGES.
- You must submit 4 COPIES of your report to the South Dublin County Enterprise Board by the deadline (see timetable)