

# Africa Now's £1 Challenge



## Challenging Young Entrepreneurs to Raise Money for Africa Now

### Background

2.7 billion people around the world are living on less than £1 a day - that is 45 times the population of the UK! Many of these people live in Africa. In Rwanda one kilogram of cassava flour, part of the population's staple diet, costs 30p which is equivalent to one day's wages. Africa Now enables people in Africa to trade their way out of poverty by promoting enterprising opportunities.

Africa Now is challenging students to develop an enterprise in a week, starting with just £1. Students will learn how hard it is to develop an enterprise from nothing, whilst also raising valuable funds to enable Africa Now to give more opportunities to struggling families in Africa.

### The Brief

Each student provides £1 to invest in a new enterprise. The challenge is to make as much profit from their £1 as possible. Students can work as individuals or can pool their resources, skills and imagination by forming a team. At the end of the week, any profit made will be donated to Africa Now and all the young business moguls will be entered into Africa Now's Enterprise Award 2010.

### Examples

Enterprise	Where your £1 could be invested	Where you would make money
Cake Sale	Ingredients	From sale of cakes
Auction your Skills/Favours	Marketing	From bids at auction
Treasure Hunt	Pool with others to buy prizes	Entrance fee
Games Night	Prizes	Entrance fee
Ethical Fashion Show	Market event	Entrance fee
Car Wash	Cleaning products	Fee received for washing car
5-a-side Football Tournament	Footballs	Entrance fee
Personalised Calendars	Materials	From sale of calendars

### Rules

- Keep it clean. Keep it Legal. Keep it Ethical. Keep it Safe!!
- If you need more than £1 to invest you will have to join forces with others!
- Your only other resource is your imagination and entrepreneurial skills!

### How to deliver the Challenge

Lesson 1 – Get students thinking about a small business idea, they could even link their business to one of the official Global Entrepreneurship Week days if they wanted to. E.g. Social Enterprise Day.

At the end of the class they could share their proposal and see if anyone has any suggestions.

\*\*\*\*You could even get students to prepare a presentation for the following week for their business proposal to get them thinking; what is their enterprise all about? How will they set it up? Why are they creating it? What is their estimated profit?\*\*\*\*

Lesson 2 – Now its time to start turning their ideas into reality, this is where the real fun begins! Get students thinking about the real stuff; where their event will be held? How will they advertise it and to who? Make posters, book venues, buy the required resources.

Lesson 3 – EVENT!!

Lesson 4 – Feedback, how did it go? Get students talking; how much profit did they make? Did they encounter any unexpected problems? What did they enjoy the most? Would they change anything?

\*\*\*\*Why not get the young 'dragons' to pitch their enterprise to a panel of judges, with a final vote for the best idea\*\*\*\*

This is an idea of how you can deliver the Challenge at your school. Feel free to adapt it to fit in with your schools resources and timetable; the plan can be stretched over a number of weeks, or even condensed into a few days.

### Prizes will be awarded

Africa Now will provide a template for a certificate which you can fill in for:

- ❖ The Most Profitable Enterprise
- ❖ The Most Innovative Enterprise

\*\*\*\*\*Africa Now's Enterprise Award\*\*\*\*\*

Tell us about your school's best enterprise and you will be entered into our national competition. The winner will be posted on the Africa Now website. **Deadline Friday 12<sup>th</sup> February 2010.**

### Resources

- Africa Now DVD
- [www.africanow.org](http://www.africanow.org)
- Africa Now leaflets and newsletters.
- Certificates
- Posters – a template that schools and students can use for advertising their events.
- Case studies – bringing farmers experiences to life.
- Students brief.