



FOR PETER JONES FOUNDATION
ENTERPRISE



Prospectus 2019/20

Programme Overview

www.peterjonesfoundation.org

The Foundation for Enterprise is a
division of the Peter Jones Foundation



**PETER JONES
FOUNDATION**



"The Peter Jones Foundation plays a key role in supporting the development of entrepreneurial and enterprise skills which are crucial to the future growth of our economy and I am proud to be their Patron." HRH The Duke of York KG



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WELCOME

from our Founder and CEO

I am delighted that you are interested in finding out more about the school and college programmes of the Peter Jones Foundation for Enterprise (FFE).

The FFE is the largest division of the Peter Jones Foundation. We believe that with the right mix of support and opportunity, every young person has the potential to achieve great things and the right to a brighter future. We run a range of successful programmes that support young people around the world, but we set up the FFE as we know that good enterprise education can significantly improve the life outcomes of a young person, whatever path they choose.

From primary to further education, the FFE offers a broad range of opportunities for students across the United Kingdom. We give every young person we support the experience of setting up and running a business through the FFE's flagship enterprise competition, Tycoon. Recently relaunched on an innovative digital platform, Tycoon now provides teachers with more resources and flexibility than ever before and provides students with a solid foundation to progress to an FFE vocational course and attain a globally recognised qualification.

We start the 2018/19 academic year with 21 Peter Jones Enterprise Academies (PJEAs) across the UK, offering our extended programmes of Level 3 BTEC or A Level study in Business and Enterprise and including the most comprehensive package of resources and support that we have ever put together. It is our goal to establish a network of 50 PJEAs, which will act as centres of excellence for Enterprise and Entrepreneurship education, by 2021/22.

Graduates from our courses have access to our Enterprise Alumni programme, that links students

to a broader network and exclusive suite of resources. Through this scheme, we are working to offer all our graduates support into work, to start a business or an offer of a place at university.

Through these three strands the FFE encourages, educates and empowers the entrepreneurs and business leaders of tomorrow. Never is the impact of the FFE's work more apparent than at our annual celebration of enterprise, EntFest. The Foundation's free one day festival brings FFE beneficiaries of all ages together with our supporters and a broad network of entrepreneurs, investors, business leaders and educationalists. It is a special day of learning, networking and a showcase for enterprise in all forms.

I hope to meet you and your students at EntFest or one of our other events before too long and I am delighted that you are considering our offer.

Best wishes,



Peter Jones

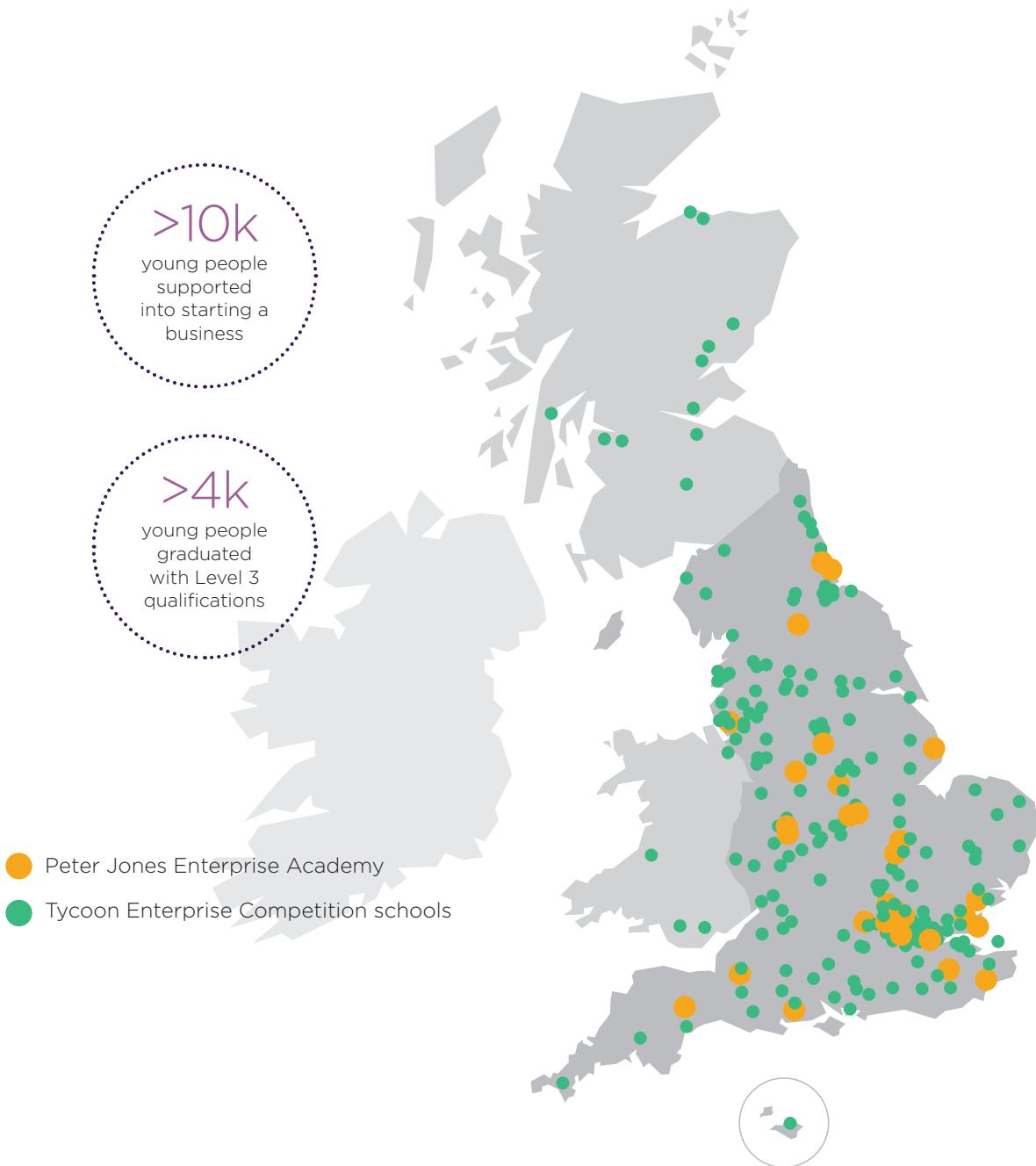
Peter Jones CBE

Founder and Chairman
Peter Jones Foundation



Jonathan Sobczyk Boddington

CEO
Peter Jones Foundation



About The Peter Jones Foundation

The Peter Jones Foundation was founded in 2005 by successful entrepreneur and star of Dragons' Den, Peter Jones CBE. We believe that with the right mix of support and opportunity, every young person has the potential to achieve great things and the right to a brighter future. To achieve this we structure our activities through two charity divisions, the Foundation for Enterprise (FFE) and the Foundation for Children (FFC). The FFE delivers a suite of world-class enterprise education initiatives and the FFC philanthropically supports some of the most disadvantaged young people within the UK and across the world. This brochure relates to the work of the FFE. For more information on our other activities please visit our website.



"We are passionate about developing the critical soft skills and business experiences that young people need to succeed, so our partnership with the FFE holds great synergy." Anthony Cowen, Sales Manager, Softcat



Peter Jones CBE, Dean Richmond (Founder and CEO, Pets Corner), Paul Lindley (Founder, Ella's Kitchen), Adam Ali (PJF National Entrepreneur of the Year 2018), Renée Elliot (Founder, Planet Organic), Elaine McCulloch (Sage Foundation Manager)

OUR MISSION

A brighter future

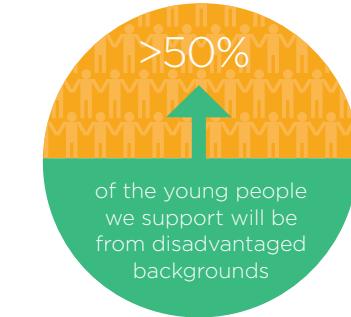
The Peter Jones Foundation for Enterprise (FFE) exists to improve the socio-economic outcomes for young people by equipping them with enterprise skills that will improve their life chances, whatever path they choose. We do this through encouraging, educating and empowering the young people we serve.

2022 strategic goals

Supporting more than 50,000 people



We will support over **50,000** young people to start and run a business, making over £2.5m of start-up funding available to schools and colleges



>90% of students completing our courses will be in employment, higher education or starting a business within a year of graduating

Our Programmes

Encourage

We encourage learners from 6 to 19 to become the most enterprising version of themselves through:

- > Our flagship Tycoon Enterprise Competition
- > Taster enterprise challenges available for all ages
- > EntFest, our annual festival of enterprise



Educate

We educate learners from 14 to 18 through world-class courses in business, enterprise and entrepreneurship including:

- > BTEC Level 2 and 3 qualifications
- > A Level Business
- > A Level Economics
- > GCSE Business



Empower

We empower learners who have completed our courses supporting them as "Peter Jones Enterprise Alumni" into one of 3 successful outcomes:

- > University
- > Employment or Apprenticeship
- > Starting their own business

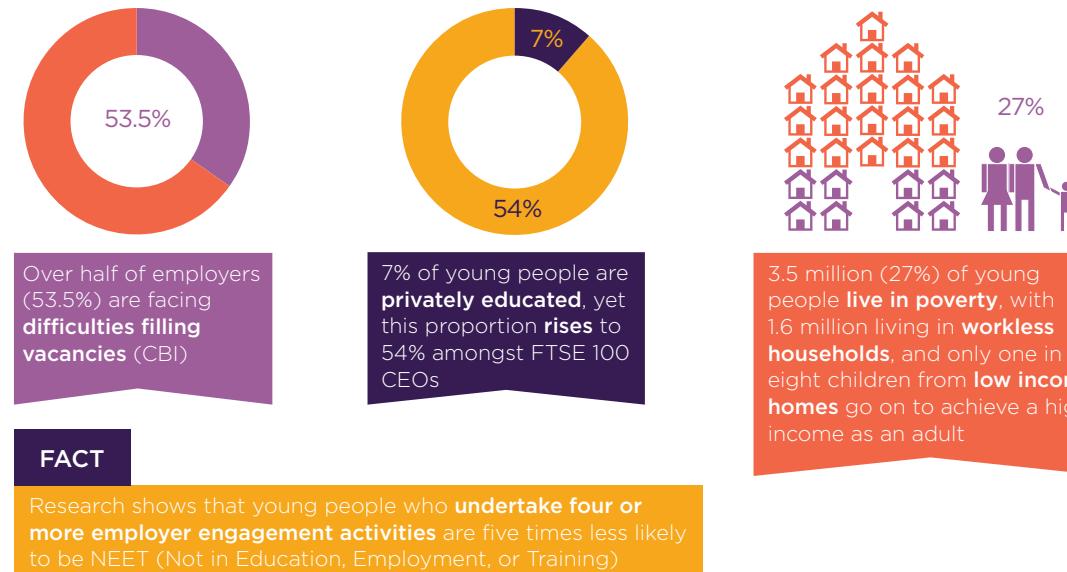


OUR THEORY OF CHANGE

Young people are suffering the “worst economic prospects for several generations.” Equality and Human Rights Commission, 2015

The Problem

Research has shown that young people need to be more enterprising to succeed in a world of fast-changing jobs and skills needs.



Our Solution

The FFE delivers meaningful enterprise experiences from primary school through to sixth form and beyond. We believe all young people deserve a brighter future and the FFE helps them reach their potential through a range of pioneering educational activities that champion entrepreneurship.

We do this through our three programme strands which work to increase the economic, social and educational outcomes for young people using defined impact metrics to monitor success. The FFE ensures that the students we serve will develop enterprise capabilities, experience and knowledge which will help improve their life chances.

“Only 36% of millennials predict they will be financially better off than their parents and 31% say they’ll be happier.” Deloitte Millennial Survey 2017

Deloitte.

Outcomes Framework

We have designed a competency framework that details how we will support students to develop the capabilities, experiences and knowledge needed to progress towards one of our long-term outcomes. This framework is built upon a series of cognitive and non-cognitive skills that the literature shows as having a positive impact on student outcomes, alongside a suite of experiences and learning opportunities that we build into our programmes.

Outcomes Framework Overview and Definitions

Young People: 6-25 year-olds

Enterprise Skills: Enterprise education develops the skills which help young people to help themselves, and which can significantly improve their life chances. Enterprise education is made up of three areas that we track our learning outcomes against:

Learning Outcomes		
Enterprising Capabilities	Enterprising Experiences	Enterprising Knowledge
<ul style="list-style-type: none">> Being creative> Problem solving> Aiming high> Staying positive (and being resilient)> Listening and understanding> Presenting> Working in a team> Leading	<ul style="list-style-type: none">> Market research> Business planning> Launching an enterprise> Pitching> Trading (buying and selling)> Project management> Budgeting> Evaluating business performance	<ul style="list-style-type: none">> Financial awareness> Digital aptitude> Economic and business understanding> Understanding pathways and world of work> Being employable / backable> Understanding the enterprising mindset

Qualifications

Level 2 and Level 3 BTECs in Enterprise and Entrepreneurship
A Levels in Business and Economics
GCSE in Business

Destinations

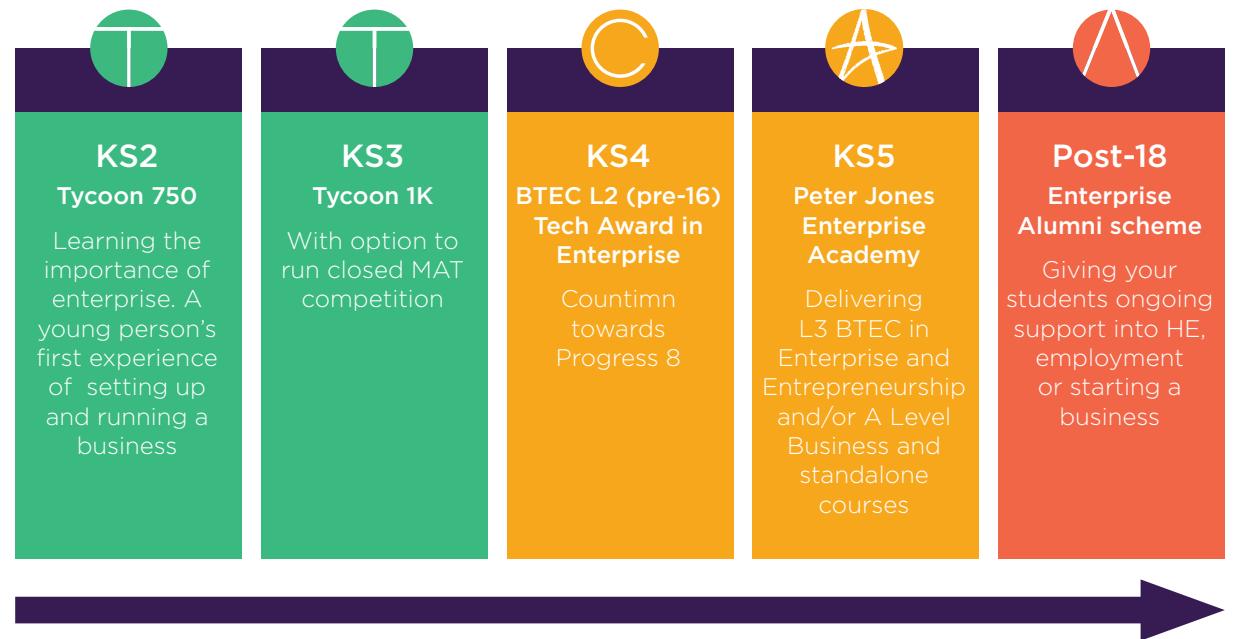
Higher Education
Employment and Apprenticeships
Business start-up

WORKING IN PARTNERSHIP

At the FFE we believe passionately that the best results come from collaborating with providers who share our belief in the importance of enterprise education at all levels.

We want as many young people as possible to have the experience of setting up and running a business in schools through our Tycoon platform. Where this sparks an interest in business and entrepreneurship, we provide the courses for students to go one stage further and gain a Level 2 or Level 3 qualification, graduating with the ongoing support of our Foundation through our Enterprise Alumni scheme. We work with schools, provider partnerships and Multi-Academy Trusts (MATs) to develop bespoke Enterprise pathways (with an example below that can take a student on journey from the age of 6 through to post-18 with the support of the FFE throughout).

An Example Enterprise Pathway



Working with Multi Academy Trusts (MATs) and school partnership groups, we have begun to see the impact our Enterprise Pathway can have. Through our Tycoon platform MATs or partnership groups can set up their own Tycoon leader board, creating an exciting local league for student teams to take part in, alongside the main national competition.

Where this is done well, older students from the local PSEA can be challenged with mentoring younger students doing Tycoon at a lower key stage, developing core leadership and project management skills in the process. In this way our programmes can support collaboration between primaries and secondaries and increase opportunity for enterprise education.

ENCOURAGE PROGRAMME

Tycoon Enterprise Competition

Tycoon: Learning by doing

Tycoon is the Foundation's flagship school and college based competition and was developed in response to the Prime Minister's pledge to support every school in England to run its own business at the launch of StartUp Britain in March 2011.



Tycoon is a free national enterprise competition, which aims to encourage the nation's budding entrepreneurs to get involved in business by giving them a start-up loan of up to £3,000 per team to set up and run a business at school or in college. Teams from across the UK compete and the top student businesses are invited to a prestigious, annual celebration event at Buckingham Palace.

The programme is delivered through the innovative Tycoon platform, powered by Sage, that allows students to submit business plans and trading updates as well as access exclusive

content and learning opportunities provided by the FFE. At its most advanced level Tycoon can underpin and count towards FFE vocational qualifications.

Schools and colleges sign up to be part of the programme online and we provide teachers with educational resources and lesson plans to work through with their students. The students work in teams to come up with a business idea and write a plan for how to launch and run their activity. We then lend students the money to run their business and they trade over a seven-week competition within their Key Stage.

The loan we make them is a 'goodwill' loan, and if they lose money they aren't responsible for any shortfall. However, with our support the vast majority of teams are able to make a profit and able to pay back the loan. Teams donate 1/3 of their profits back to the Tycoon fund, and can invest the rest in their business or a school or charitable project. At the end of the seven week period students write an evaluation of their activity, reflecting on the skills they have developed along the way.

The evaluation students complete, along with their business plan and trading record is submitted as an entry into our national competition. The ability to run a successful business is an important factor in the competition, however, judges also look at teamwork, social impact, planning and originality in the judging criteria. After all entries have been reviewed, the winners are announced at a special ceremony that we are fortunate to host at Buckingham Palace.

The table below gives an overview of the programme requirements for the four different versions of the Tycoon competition.

Tycoon Enterprise Competition			
Tycoon 750	Tycoon 1K	Tycoon 2K	Tycoon 3K
> Basic business plan > Cost and profit outline > Up to 7 weeks trading > Report on results and learning outcomes	> Detailed business plan > Detailed costings and profit projections > Up to 7 weeks trading > Pitch video > Report on results, growth strategy and learning outcomes	> Can act as sole-traders > Detailed business plan > Detailed costings, profit projections and performance indicators > Up to 7 weeks trading > Pitch video > Report on results, growth strategy and learning outcomes	> Exclusive to Peter Jones Enterprise Academies > Can act as sole-traders > Detailed business plan > Detailed costings, profit projections and performance indicators > Up to 7 weeks trading > Pitch video > Report on results, growth strategy and learning outcomes
Key Stage			
1/2	3/4	5	4/5 (BTEC L2 or L3)
Maximum Goodwill Loan			
£750	£1,000	£2,000	£3,000
Recommended Team Size			
No limit	Up to 10/Max 5 teams	Up to 3/Max 5 teams	Up to 2/no limit on number of teams
Time frame			
Competition can be run in autumn and/or spring terms			
Cost			
Free			

To find out more, please visit www.tycoon.com or get in touch by emailing tycoon@pjfoundation.org

Tycoon Impact

Since we started the competition in 2012 we have partnered with 600 schools, lending over half a million pounds to enable over 10,000 students to start a business whilst in education.

We are very proud that over 90% of Tycoon businesses are profitable whilst evaluation of our programme highlights that students show significant development of their skills in a number of areas including: communication and teamwork skills, financial awareness and self-awareness. 96% of teachers would recommend running Tycoon to a colleague and nearly ¾ of students taking part indicate that the programme has encouraged them to consider starting their own business in the future.

Whilst there are a handful of other charities supporting young people to start a business, our Tycoon competition is unique in that we provide this programme and resources free of charge as well as the money to run it (through our goodwill loans). This means that we can work with disadvantaged students and special needs children, including several deaf schools, that might not otherwise be able to run the programme.



MEET OUR TEAMS

Successful Tycoon graduates

Tycoon 750

Business Name: Sketch Kids
School Name: Wyvil Primary School, Lambeth
Original loan: £90
Profit Made: £1,229

We are a team of kids who love drawing and would to do anything to help the school. We think we can make an excellent profit on tea towels by selling them to restaurants and cafes in London. We never thought we'd get such big orders, so we reinvested the profits to order more stock from our printer. We were nervous about our first sales trip to the little cafes but we sold so many that we went on two more trips.



Tycoon 1K

Business Name: KnitterNatters
School Name: Imberhorne School, West Sussex
Original loan: £750
Profit Made: £127

Two sisters from Imberhorne School, West Sussex created KnitterNatters, a special gift experience bringing people together in the local community.

We are a team of kids who love drawing and would to do anything to help the school. We think we can make an excellent profit on tea towels by selling them to restaurants and cafes in London. We never thought we'd get such big orders, so we reinvested the profits to order more stock from our printer. We were nervous about our first sales trip to the little cafes but we sold so many that we went on two more trips.



Tycoon 2K

Business Name: Lease 2 Learn
School Name: Westborough High School, West Yorkshire
Original loan: £280
Profit Made: £5,149

Launched by six students from Westborough High School, Lease 2 Learn conducted market research in their school to help them come up with a business idea.

Our community has significant deprivation and under achievement with very few role models. This project has raised the aspiration of students wanting to be future entrepreneurs.



Tycoon with special educational needs and disability

Business Name: We Cann Do Gifts
School Name: Cann Bridge School, Plymouth
Original loan: £380
Profit Made: £2,794

We Cann Do Gifts, a team of eight young people aged fourteen to sixteen, attend Cann Bridge School for young people with severe and complex learning needs.

We have improved links with the wider community and encouraged a greater awareness of what our young people can achieve. On a personal level students have developed higher self-esteem and worked as a team, increasing their learning and functional skills while developing work skills. This will hopefully equip them with skills to increase opportunities in later life.



EDUCATE PROGRAMME

Peter Jones Enterprise courses and qualifications



"Choosing the PJE Academy was the best decision I've made in life so far. I chose the Academy because of the hands on experience it allows you to have along with all the opportunities and doors it opens." Hassan Iqbal, PJE Academy Alumni



The Educate Programme includes our full suite of sector leading vocational courses and qualifications in Enterprise and Entrepreneurship. This offer includes the flagship Peter Jones Enterprise Academy (PJE Academy) package, where colleges and schools can host and run their own Enterprise Academy and have full access to our resources, competitions and employer links. We also run standalone qualifications that are available at Level 2 and 3.

All of our pioneering courses have been developed in conjunction with education and industry experts and alongside a Pearson (Edexcel) Level 3 BTEC qualifications, we now offer an A Level in Business (across all main exam boards). Our courses ensure that our students not only achieve an accredited qualification, but also the necessary experience and skills that are vital to progress to university, gain employment or to run their own business.

Through running one of our programmes, centres have access to our exclusive schemes of work,

"The nature of the course isn't purely academic so PJE Academy students are doing things that other students don't ordinarily do, which in turn gives them self confidence, self belief and good communication skills." Victoria Greaves, PJE Academy Tutor, Dudley College



OVERVIEW

Courses and qualifications

Prices from £175 per student. Full pricing available on request.

Peter Jones Enterprise Academy

Peter Jones Enterprise Academy Programmes	GLH	UCAS Points	Perf Tables	First Teaching
BTEC Level 3 Enterprise and Entrepreneurship including: Foundation Diploma (FD), Diploma (D), Extended Diploma (ED)	FD: 510 D: 710 ED: 1080	Yes	Yes	Sep 2017
A Level Business Studies	360	Yes	Yes	Sep 2017
A Level Economic B	360	Yes	Yes	Sep 2017

"With employers crying out for skilled employees, I have no doubt that the practical and unique nature of the enterprise qualifications offered by the Peter Jones Foundation provide a valuable experience for the students who study on it as well as the employers who benefit from highly motivated young professionals who possess a vast array of transferrable business skills." Steven Newman, Programme Leader for Business and Enterprise, South Essex College



Standalone Courses and Qualifications*

Peter Jones Enterprise Courses and Qualifications	GLH	UCAS Points	Perf Tables	First Teaching
BTEC Level 3 Enterprise and Entrepreneurship including: National Certificate (NC) and National Extended Certificate (NEC)	NC: 180 NEC: 360	Yes	Yes	Sep 2017
BTEC Level 2 (Post-16) Technical Certificate in Business Enterprise	240	NA	Yes	Sep 2017
BTEC Level 1/2 (Pre-16) Tech Award in Enterprise	120	NA	Yes	Sep 2017
GCSE Business Studies	120	NA	Yes	Sep 2017

* Specialist providers (e.g. for vulnerable adults, disadvantaged communities) can request access to PJE Academy resources.

PETER JONES ENTERPRISE ACADEMY

Programme benefits, overview, and costs



The Peter Jones Enterprise Academy (PJE) is our flagship programme for schools and colleges.

Running a PJE involves offering our extended programmes of Level 3 BTEC or A Level study for your students, and includes the most comprehensive package of resources and support that we have ever put together, all at the lowest price we have ever offered. Through committing to our school and college partners, and working hard at our own fundraising efforts, we are able to subsidise the PJE programme, offer centres dedicated members of staff and have worked hard to add value and maximize the learning experience for students, including the addition of our range of exciting flash challenges.

The main benefits of becoming a PJE follow:

School/College benefits

- ★ All schemes of work, lesson plans, assessments and teaching resources
- ★ Access to our full range of 30 video-based microlearns
- ★ Exclusive branding and marketing materials to use in your college
- ★ Access to our full range of over 20 Flash Challenges in association with PJE partners

PLUS

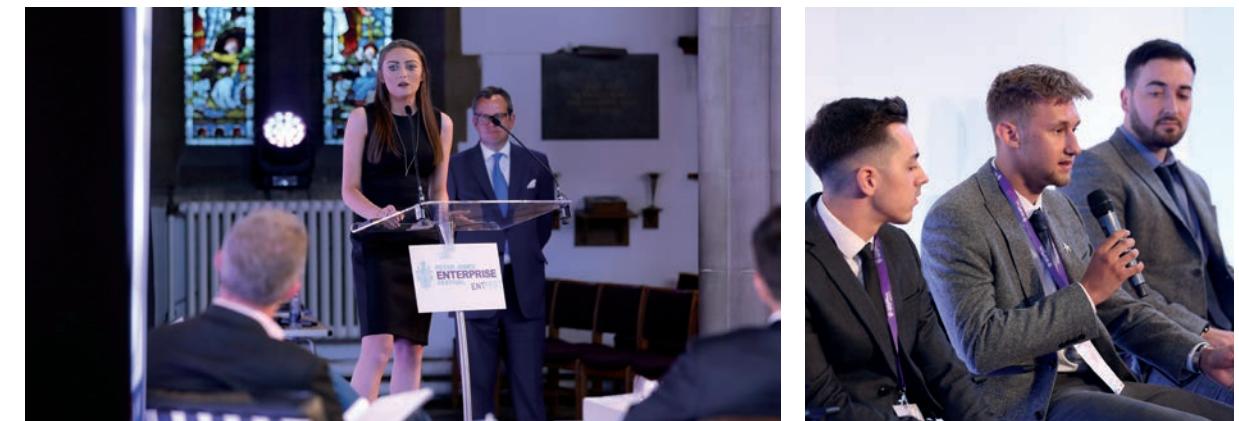
- > Local press and PR support from our in-house PJE team
- > A school/college video message from Peter Jones to use for your marketing purposes
- > Discounts on all other FFE courses (waiving of license fee and 10% off student fee)
- > Virtual Learning Environment (VLE) to access all resources and support pupil learning
- > Teacher/Tutor training
- > Chance to host a regional Tycoon final for KS2/3/4
- > Support for recruitment days
- > Impact Report at the end of each academic year
- > Access 30 exclusive micro-learns, co-created with the support of the FFE's network of businesses and business founders
- > Benefit from FFE delivered workshops to support business planning and teaching of specific unit

Student benefits

- ★ A good will loan of up to £3,000 per provider for students to set up a business (as part of Tycoon)
- ★ Opportunity to participate in Peter Jones' National Entrepreneur of the Year and pitch for £5,000
- ★ Peter Jones Enterprise Alumni Status and 3 years of continued support into higher education, employment or starting a business

PLUS

- > Peter Jones Enterprise Ambassador status for all graduates and continued support from alumni team
- > Opportunity to win fantastic prizes through our Flash Challenges
- > Opportunity to participate in our Tycoon competition
- > Free attendance at graduation where you will be presented with your certificate from Peter Jones CBE
- > Exclusive merchandise pack to use during your time at the PJE, including:
 - Mugs, pens and lanyards
 - Introduction letter from Peter Jones and completion certificate
- > Enterprise themed webinars linked to course content



"The PJE is an exciting and vibrant place to be as it provides unique opportunities for people to test their business skills in an enterprising environment and through practical experience." Rupinder Drew, Business Enterprise Manager, Leicester College

PJEA SPECIFICATIONS

BTEC and A Level programmes at a glance

The tables below give an overview of the course and contents of our PJEA programmes of study.

Level 3 Peter Jones Enterprise Academy specification

FFE BTEC Level 3 Nationals in Enterprise and Entrepreneurship						
Unit	Title	GLH	Assessment	Foundation (510)	Diploma (720)	Extended Diploma (1080)
1	Enterprise and Entrepreneurs	90	Internal	M	M	M
2	Developing a Marketing Campaign	90	External	M	M	M
3	Personal and Business Finance	120	External	M	M	M
4	Launch and Run an Enterprise*	90	Internal	M	M	M
5	Survival and Growth*	90	Internal		M	M
6	Business Decision Making	120	External		M	M
7	Social Enterprise	60	Internal	O	O	O
8	Enterprise and Intrapreneurship in Practice	60	Internal	O	O	O
9	Innovation and Enterprises	60	Internal	O	O	O
10	Recruitment and Selection Process	60	Internal			O
11	Marketing Communications	60	Internal			O
12	Principles of Management	120	External			M
13	Developing an Enterprise Strategy	120	Internal			M

M = Mandatory O = Optional *Unit content can be covered through taking part in Tycoon programme



A Level Business Studies

Edexcel Business A Level			
Unit	Title	GLH	Assessment
1	Marketing and people*	90	External – Paper 1 & 3
2	Managing business activities*	90	External – Paper 2 & 3
3	Business decisions and strategy*	90	External – Paper 2 & 3
4	Global business*	90	External – Paper 1 & 3

*Tycoon programme can support delivery of these units

Edexcel units are shown above; AQA and OCR A level Business Studies can also be delivered through FFE resources and Tycoon programme

A Level Economics B

Pearson Edexcel A Level in Economics B			
Unit	Title	GLH	Assessment
1	Markets, Consumers and Firms	90	External – Paper 1 & 3
2	The wider economic environment	90	External – Paper 2 & 3
3	The global economy	90	External – Paper 2 & 3
4	Making markets work	90	External – Paper 1 & 3

STANDALONE COURSES

L2 and L3 programme benefits

Whilst we would encourage all our partners to consider becoming Peter Jones Enterprise Academies, it is possible to run some of our smaller programmes on an individual basis. For each standalone course we are still able to provide a comprehensive package of support with clear benefits for the provider and the student, as detailed in the table below.

School/College benefits:

- > All schemes of work, lessons plans, assessments and teaching resources for each course
- > Access to up to four of our Flash Challenges associated with that course
- > Access to 15 video-based microlearns
- > Branding and marketing materials to use in your college, including:
 - Student recruitment document support
 - A marketing toolkit relevant to your course, including quotes and imagery
- > VLE to access all resources and support pupil learning
- > Teacher/Tutor training
- > Support for recruitment days
- > Impact Report at the end of each academic year

Student benefits:

- > A goodwill loan for each student to start their business (as part of Tycoon)
- > Peter Jones Enterprise Ambassador status for all graduates and continued support from alumni team
- > Opportunity to win fantastic prizes through our Flash Challenges
- > Opportunity to participate in our Tycoon competition



"My experience at the PJEA gave me self-direction, confidence, and the 'get up and go' that I needed. The Academy really encourages you to think outside of the box and feeds your entrepreneurial spirit." Adam Bradford, PJEA Alumni

STANDALONE COURSE SPECIFICATIONS

L2 and L3 programmes at a glance

FFE BTEC Level 3 Nationals in Enterprise and Entrepreneurship

Unit	Title	GLH	Assessment	National Certificate (180)	National Extended Certificate (360)
1	Enterprise and Entrepreneurs*	90	Internal	M	M
2	Developing a Marketing Campaign	90	External	M	M
3	Personal and Business Finance	120	External		M
7	Social Enterprise	60	Internal		O
8	Enterprise and Intrapreneurship in Practice	60	Internal		O

BTEC Level 2 (Post-16) Technical Certificate in Business Enterprise

Unit	Title	GLH	Assessment	Certificate (240)
1	The Business Enterprise Environment	60	External	M
2	Researching a concept for a new or revised product or service	60	Internal	M
3	Promoting an enterprise idea*	60	Internal	M
4	Planning and pitching an enterprise idea	60	Internal Synoptic	M

FFE BTEC Level 2 Tech Award (Pre-16) in Enterprise

Unit	Title	GLH	Assessment	Technical Award
1	Exploring Enterprises*	36	Internal	M
2	Planning for and running a business*	36	Internal	M
3	Promotion and finance for business	48	External and Synoptic	M

M = Mandatory *Unit content can be covered through taking part in Tycoon programme

Pearson Edexcel Level 1/Level 2 GCSE (9-1) in Business

Unit	Title	GLH	Assessment
1	Investigating Small Business	60	External – Paper 1
2	Building a Business*	60	External – Paper 2

*Tycoon programme can support delivery of these units

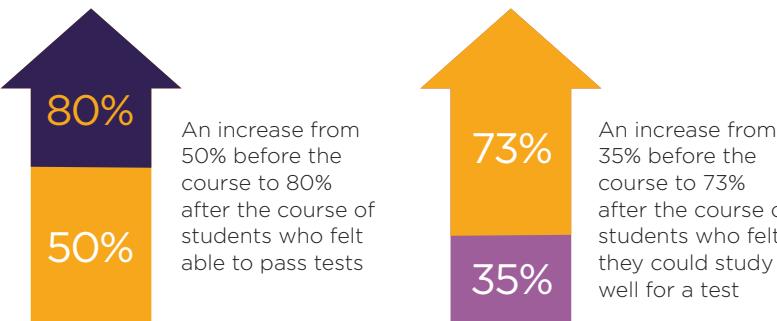
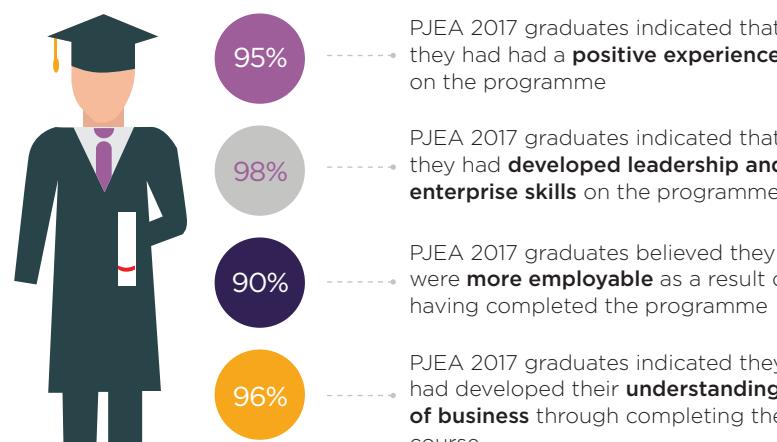
Edexcel units are shown above. AQA and OCR GCSEs in Business can also be delivered through FFE resources and Tycoon programme.

GRADUATE FEEDBACK

PJEA was set up with a mission to train and motivate young people, unleash entrepreneurial talent and create opportunities for young people to realise their potential.

Feedback from our 2017 graduates gives us the conviction that we are achieving this goal with over 98% indicating that they had developed enterprise and leadership skills whilst on the course. The PJEA programme equips young people with the capabilities, experiences and knowledge that businesses are looking for (over 90% graduates indicated that they felt more employable as a result of the programme) but, more than that, we believe that we are nurturing the wealth-creators that will generate jobs and

positively impact our economy in the years to come; over 40% of our graduates had already set up a business whilst on the programme and an impressive 80% indicated that they would like to start a business in the future. As we look to the 2019/20 academic year and giving every PJEA student a goodwill loan so they can experience setting up and running a business through the Tycoon platform, we believe that PJEA will go from strength to strength as a springboard for enterprise and entrepreneurship.



THE 'BE YOUR OWN BOSS' PROGRAMME

The Be Your Own Boss (BYOB) Programme sits in our Educate programme stream and has been developed in partnership with Malvern Business Academy. The aim of BYOB is to raise the confidence of young vulnerable adults, who are typically care-leavers or homeless, increasing their sense of self-worth and connection with the world of work and enterprise.



Being 18-24 years of age, with no qualifications, motivation or family support, is a tough and bleak place to be. Through a bespoke 14-week enterprise and entrepreneurship Level 2 BTEC Certificate programme, we aim to offer multiple opportunities to these young people until they find their preferred path to a positive future. We regularly see the transformational effect it can have. Outcomes for our BYOB graduates include full-time employment, apprenticeships, ICS volunteer overseas programme, further education at college, voluntary work and an improvement in mental health.



"The delivery of the qualification to young care leavers is life changing, and for those with mental health issues it has given self-esteem, without which they would never get a qualification to get a job." Beryl Cuckney, Founder and Managing Director, Malvern Business Academy

This programme is very practical, with participants coming up with ideas for their own business for which they create a model prototype. They consider the environment within which the business will operate, learn basic financial modelling, create promotional materials and pitch it all to local entrepreneurs. Through this process there is improvement in self-esteem, group work, communication skills as well as English, Maths and ICT.

After the programme, all BYOB graduates are invited alongside our mainstream graduates to our national graduation event and will meet our Founder, Peter Jones CBE, and receive a certificate from him. BYOB graduates will then have access to our mainstream alumni programme. In addition, BYOB graduates will get bespoke post programme mentoring over the next eight months, including facilitation in job seeking and networking. We aim to engage with all graduates until they have found further education or employment.

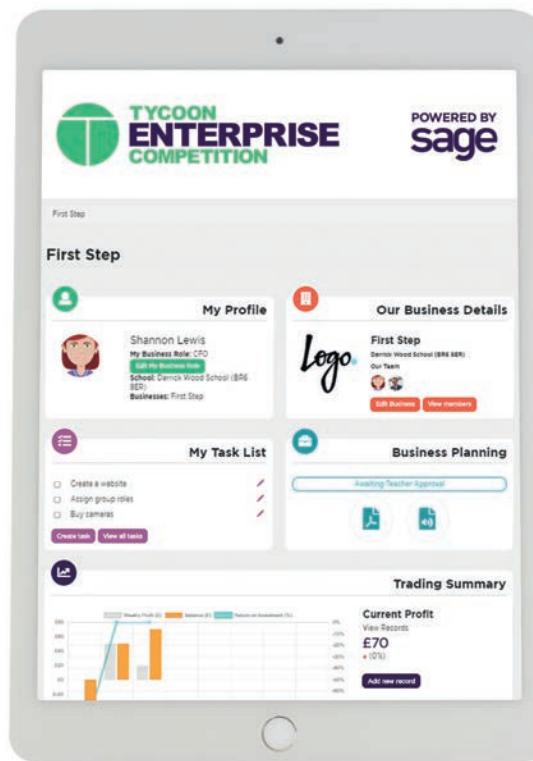
OUR RESOURCES

Bringing learning to life

Tycoon.com

As well as being the platform for our flagship enterprise competition, Tycoon.com is also the home for a wealth of resources exclusive to our course providers.

These include our unique Flash Challenges, our video-based micro-learns and all the schemes of work, lesson plans and teaching resources to support course delivery. Many of these have been co-created with our network of businesses and business founders, bringing their expertise and experience into the classroom.



"I am consistently impressed with the graduates from the PJEAs and consider the programme an innovative and necessary opportunity to create the business leaders of the future." Neil Campling, CEO, ICB Group



Flash Challenges

Each of our courses come with access to our unique set of Flash Challenges, with our PJEAs having access to the full suite of over 20 challenges, including a dedicated challenge for each of the 13 units in the extended diploma programme. Most challenges are for students on a certain course, however, a couple are available to all learners in a school or college, if centres choose to use them in that way.

FLASH CHALLENGE
Spread the Roots

Researching and understanding your target market is key to building a successful brand. For this task you need to look at Levi Roots' product portfolio and propose a brand new product concept that will complement his range, have synergy with the Levi Roots brand and appeal to a new demographic. The winner of this task will be the team or individual that can best spot a gap in the market, finding a USP and apply good market research to product development and design.

National Final: pitch
Prize: £250 vouchers

To do list:

- > Research
- > Discuss ideas and opportunities
- > Develop concept
- > Present your idea

Need to know:

- > Links to Unit 4 PJEAs L3
- > Team size: 1-3 students
- > Time: 1 week

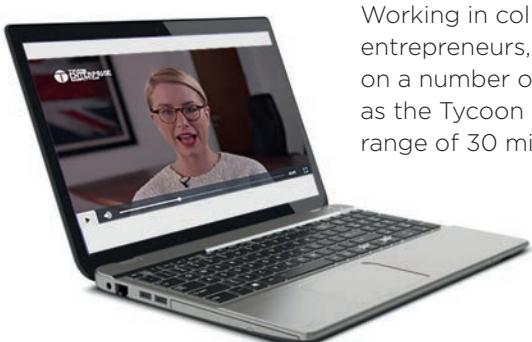
Teaching Resources

All our courses come with a full set of resources including schemes of work, lesson plans, assessments and editable PowerPoints giving teachers all they need to deliver the specification with the maximum degree of enterprise and learning by doing.



Microlearns

Working in collaboration with a broad range of businesses as well as entrepreneurs, we have developed a set of video-based micro learns on a number of topics that support the delivery of our courses as well as the Tycoon business journey. Our PJEAs benefit from the full range of 30 microlearns whilst standalone providers can access 20.



ENTFEST



EntFest is The Peter Jones Foundation for Enterprise's inaugural festival of enterprise and entrepreneurship. Hosted by the University of Buckingham, the one-day festival takes place in June and is a high energy, vibrant occasion with stalls, speakers, networking events and entertainment.

EntFest is an opportunity for students to meet and hear from business leaders and founders as well as enterprise education practitioners. It incorporates the graduation ceremony for our PJEA students as well as the final of our National Entrepreneur of the Year 2018 competition and is an opportunity for some of our Tycoon businesses to trade and showcase their products and services.



The event is more than a celebration of the success of our students and alumni; it brings together a broader community of businesses, entrepreneurs, investors and educationalists and ultimately, it is our vision that EntFest becomes a cornerstone in a movement towards a more enterprising culture.

PJEA Graduation



EntFest market



Panel debates



Live National Entrepreneur of the Year final



Networking



Ted Style talks

MEET OUR GRADUATES

Educate – Enterprise Courses and Qualifications

Jamie Gamble, PJEA Student

Since joining the PJE A I have achieved more than I ever thought possible whilst in education. With the support of the PJE A and my teachers I have set up and launched my business, pitched to investors, sold at local markets and worked at the BMW National Sales Company for four weeks.

The academy is hugely different to traditional business courses or A levels that are extremely textbook orientated. All of my classmates are of a similar mind-set, which is important as it allows ideas to thrive in an entrepreneurial atmosphere. As soon as I started I was able to use the resources and people available to me to help develop my business.



Educate – Enterprise Courses and Qualifications

Sonya Kumar, PJE A Student

I was clueless as to what to do after sixth form. University wasn't an option because I didn't want to go ahead with further education for another three years of my life.

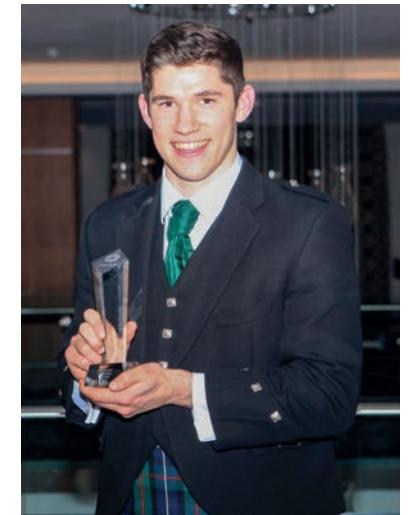
I wanted to be my own boss, an entrepreneur who could make my own choices and take my own risks. When I discovered the PJE A the course really stood out as it wasn't all about theory but about performing practically - setting up my own business in the real world really appealed to me.

Educate – Enterprise Courses and Qualifications

Gavin Bell, PJE A Student

I saw the Peter Jones Enterprise Academy as an ideal stepping stone from education to self-employment and that is exactly what it turned out to be.

Over the year I had some amazing experiences, such as pitching to a board at Grant Thornton HQ and being chosen as one of six to go to the Coronation Festival at Buckingham Palace following an invitation from HRH The Duke of York, KG, Patron of the Peter Jones Foundation. I learnt a great deal over the year and I know it has equipped me with key skills that I need for self-employment. The tutors were absolutely amazing and helped me through every step of my start-up.



Empower – Alumni

Ross Bailey, PJE A Alumni 2009

After graduating, Ross spotted an opportunity during the Queen's Diamond Jubilee to open a pop-up shop on Carnaby Street selling rebellious t-shirts of the Queen. Having had difficulties finding shop space he decided to create an online marketplace for listing and booking short-term space, making booking a shop as easy as booking a hotel room. Fast forward to today, Appear Here, has offices in three cities worldwide, has over 100,000 global brands, retailers and creative entrepreneurs signed up to use the service, and over 10,000,000 square foot of rental space. An impressive range of brands have used the spaces, including, Apple, Nike, Made and Spotify.



The practical element of the PJE A was important to me. One thing I took from the Academy, which has impacted my life greatly, was how to spot an opportunity and then focus on it - staying true to what the brand is about and not overcomplicating things with diversions.

Empower - Alumni

Katie Buckingham, PJEAA Alumni 2012

Business Name: Altruist Enterprise

Katie has been campaigning to raise awareness of mental health since she was just 17. During her time at the PJEAA she set up Altruist Enterprises, a company that provides training courses to organisations and schools to help them prevent and identify stress in the workplace and offer the correct support to those affected.

Since graduating, Katie has won various awards from the New Entrepreneurs Foundation, Entrepreneurial Spark's and the Birmingham Mail and also worked closely with organisations such as Young Minds, Time to Change and NAHT.

My time at the PJEAA taught me that anything is possible. It gave me the confidence to pursue my passion and start a business.



Empower - Alumni

Emma Sivess, PJEAA Alumni 2016

Business Name: Vanity Decay



Since graduating from the PJEAA Emma has gone on to study Marketing and Management at the University of Sussex. Alongside her studies, Emma runs her business and blog, Vanity Decay, which she set up during her time on the course. The idea for Vanity Decay came to Emma when she spotted a gap in the market for makeup storage.

I've always had an entrepreneurial instinct and I chose the PJEAA to expand on this. It's definitely allowed me to pitch in situations that I wouldn't have been able to before and studying at the Academy has allowed me to bring so many aspects together - like accounting and marketing - to improve on the skills that I already had to actually start a business.

EMPOWER PROGRAMME

Peter Jones Enterprise Alumni Scheme

We are currently building our alumni programme for students who come through our Encourage and Educate streams: The Peter Jones Enterprise Alumni Scheme.



Our commitment is to support graduates of our programme into one of three specific pathways:

- > Starting a business
- > Securing a job or apprenticeship
- > Securing a place on an HE or FE programme of study

We will offer graduates support through our Alumni platform, where they will be able to stay in touch, access mentoring and advice as well as use our graduate-only resources. For graduates of our PJEAA, we offer a fantastic and unique package and if students perform well enough they will have the opportunity to be rewarded with one of the following:

- > A guaranteed place at university on an enterprise and/or business course
- > A guaranteed final round interview with an apprenticeship provider
- > A guaranteed chance to pitch for start-up money and office space

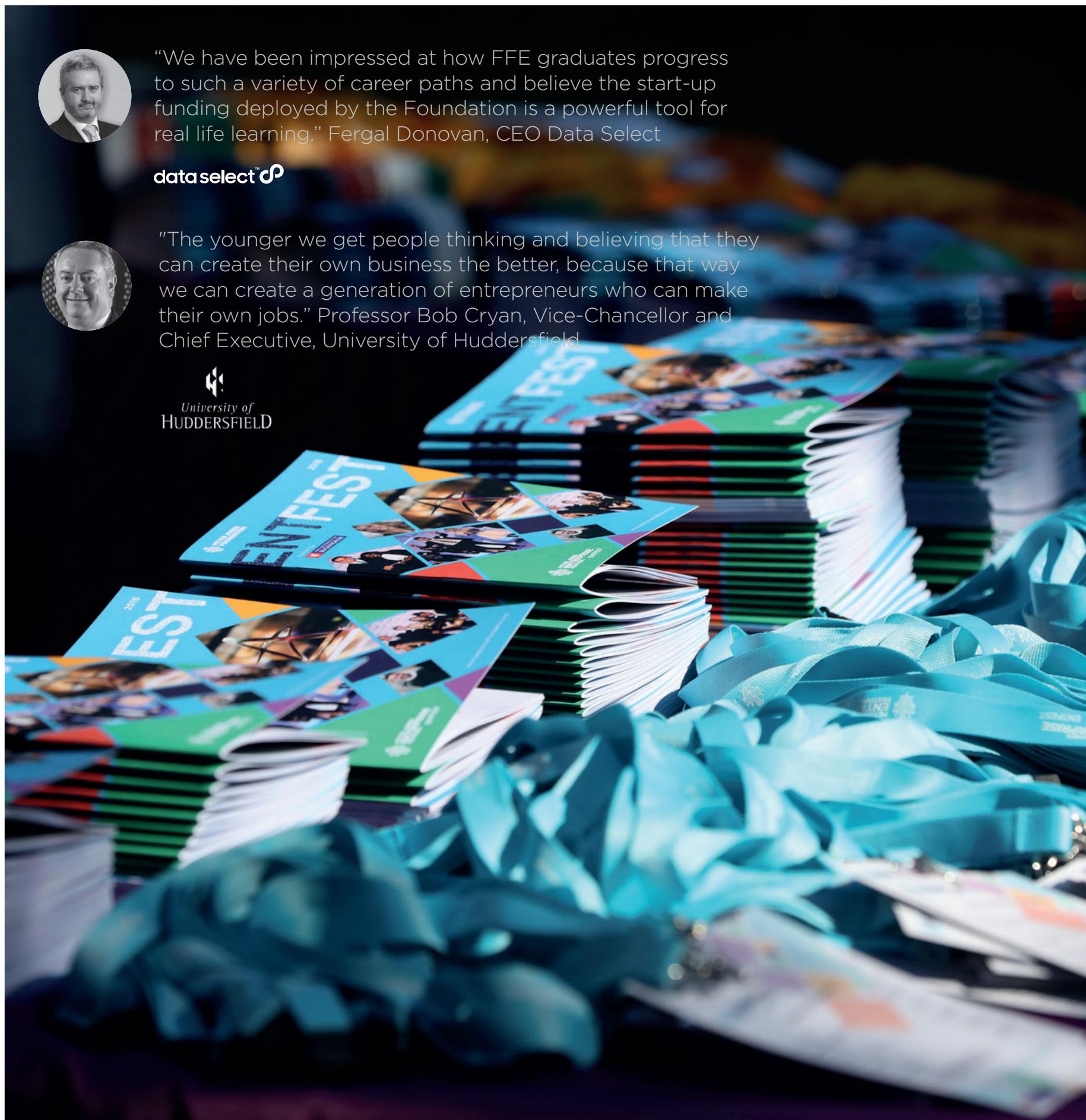
FFE Alumni already form a talented and motivated network of skilled young people that will support each other and the next generation of graduates. The Alumni will also offer a creative talent pool for our partner network, expanding opportunities for collaboration and innovation.



"We have been impressed at how FFE graduates progress to such a variety of career paths and believe the start-up funding deployed by the Foundation is a powerful tool for real life learning." Fergal Donovan, CEO Data Select



"The younger we get people thinking and believing that they can create their own business the better, because that way we can create a generation of entrepreneurs who can make their own jobs." Professor Bob Cryan, Vice-Chancellor and Chief Executive, University of Huddersfield



CONTACT DETAILS

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Peter Jones Foundation for Enterprise and
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