



PETER JONES FOUNDATION
FOR ENTERPRISE



Prospectus 2021/2022

Programme Overview

www.peterjonesfoundation.org

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



**PETER JONES
FOUNDATION**



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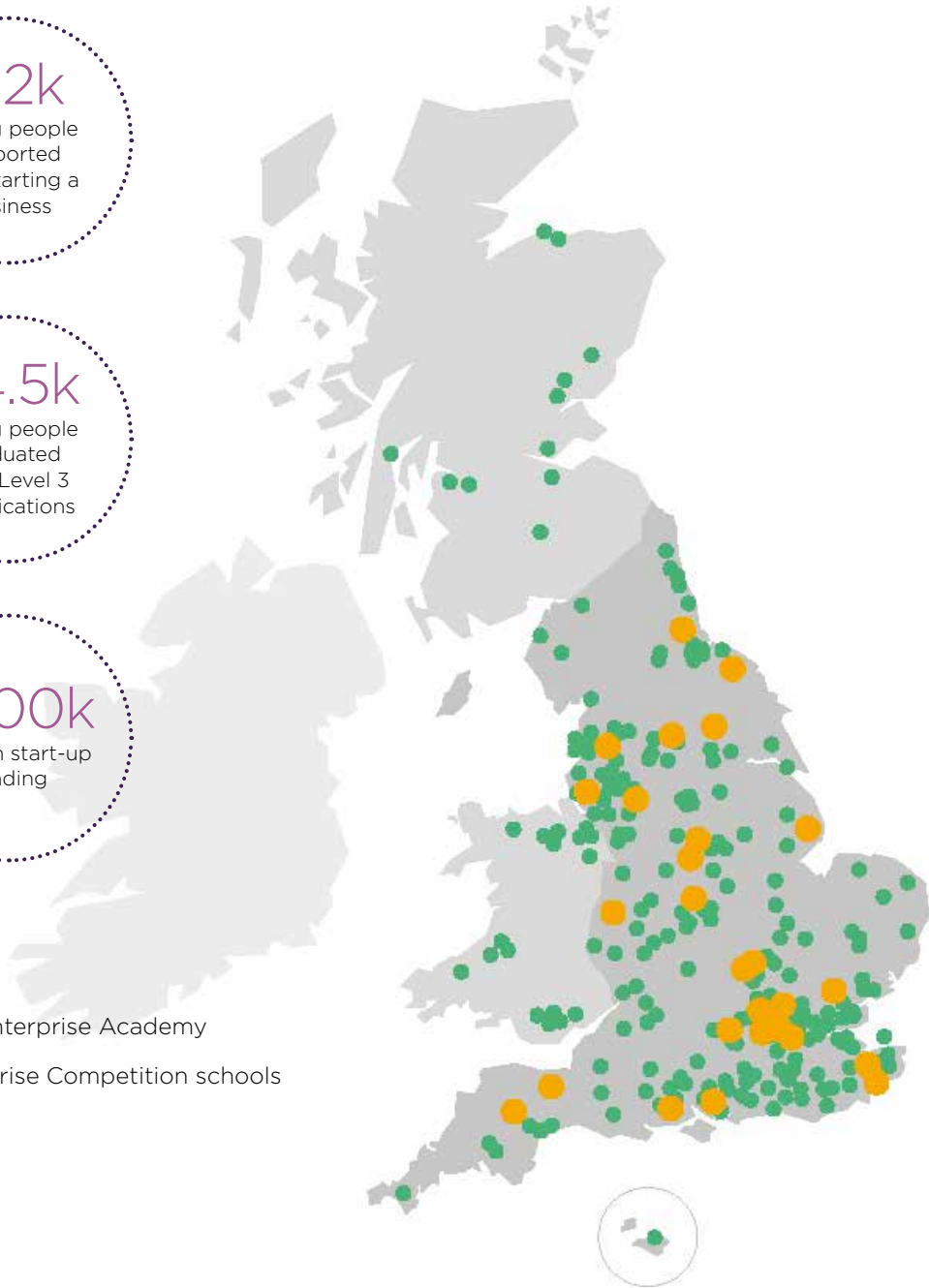


>12k
young people supported into starting a business

>4.5k
young people graduated with Level 3 qualifications

>500k
given in start-up funding

- Peter Jones Enterprise Academy
- Tycoon Enterprise Competition schools



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.

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 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 2021/22 academic year with 28 Peter Jones Enterprise Academies (PJEAs) across the UK, offering our fully resourced programmes of Level 2 and Level 3 study in Business and Enterprise and including the most comprehensive package of 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.

Graduates from our courses have access to our Enterprise Alumni programme, the 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 of enterprise in all forms.

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

Best wishes,



Peter Jones

Peter Jones CBE
Founder and Chairman
Peter Jones Foundation



Jonathan Sobczyk Boddington

Jonathan Sobczyk Boddington
CEO
Peter Jones Foundation



"It has been a pleasure to work with smart, determined young entrepreneurs, who have clearly benefitted hugely from their time at the PJEA and have the commitment and grit needed to ride the entrepreneurial rollercoaster."

Dean Richmond, Founder and CEO, Pets Corner



OUR MISSION

A brighter future

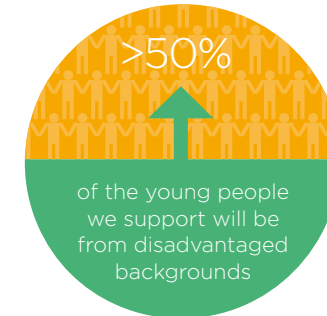
Our mission is to provide young people and disadvantaged groups with the enterprise skills and experiences to better prepare them for successful employment or self-employment. We do this through encouraging, educating and empowering the young people we serve.

2022 strategic goals

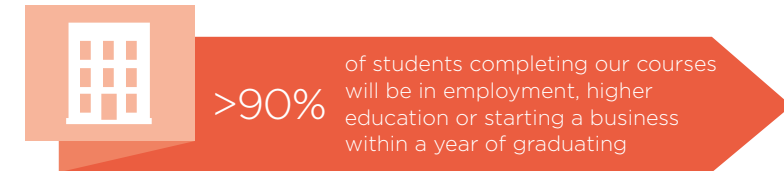
Supporting more than 50,000 people



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



We will support **50** Peter Jones Enterprise Academies across the UK, establishing a network of centres of excellence for Enterprise and Entrepreneurship education



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:

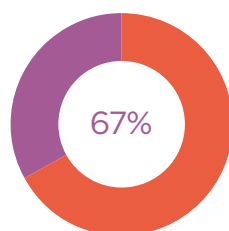
- > University
- > Employment or Apprenticeship
- > Starting their own business



OUR THEORY OF CHANGE

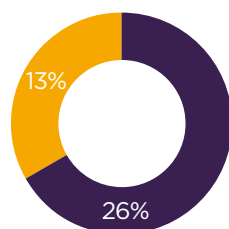
The Problem

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



67% of hard-to-fill vacancies are caused, at least in part, by a **lack of skills, qualifications and experience** among applicants.

(Source: UK Employer Skills Survey (ESS), DfE, August 2018)



26% of disadvantaged young people were NEET, **compared to 13%** of their better-off peers.

(Source: Establishing the Employment Gap, Impetus April 2019)

68%

16-year olds have never undertaken an enterprise activity

(Source: Youth Voice Census Report 2019, Youth Employment, May 2019)



60% of employers value broader skills, such as **listening and problem-solving**, as one of their three most important considerations when recruiting school and college leavers

(Source: Educating for the Modern World, CBI/Pearson Education and Skills Annual Report, November 2018)

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.

“Experimenting with entrepreneurship may help individuals to develop skills that are applicable if and when they transition back into the workforce.”

Source: Future Founders Report, Octopus Group, August 2019

“UK policymakers and businesses need to take decisive action to build future skills, accelerate digital transformation, improve access to finance and business collaborations, and encourage investment and exports.”

Source: The Alison Rose Review of Female Entrepreneurship, March 2019

Outcomes Framework

Our programmes are designed to help young people develop as enterprising, entrepreneurial individuals, developing skills to realise their full potential and significantly improve their life chances. These core enterprise skills are outlined below along with the experiences that young people on our core programmes, Tycoon and the Peter Jones Enterprise Academy, benefit from.

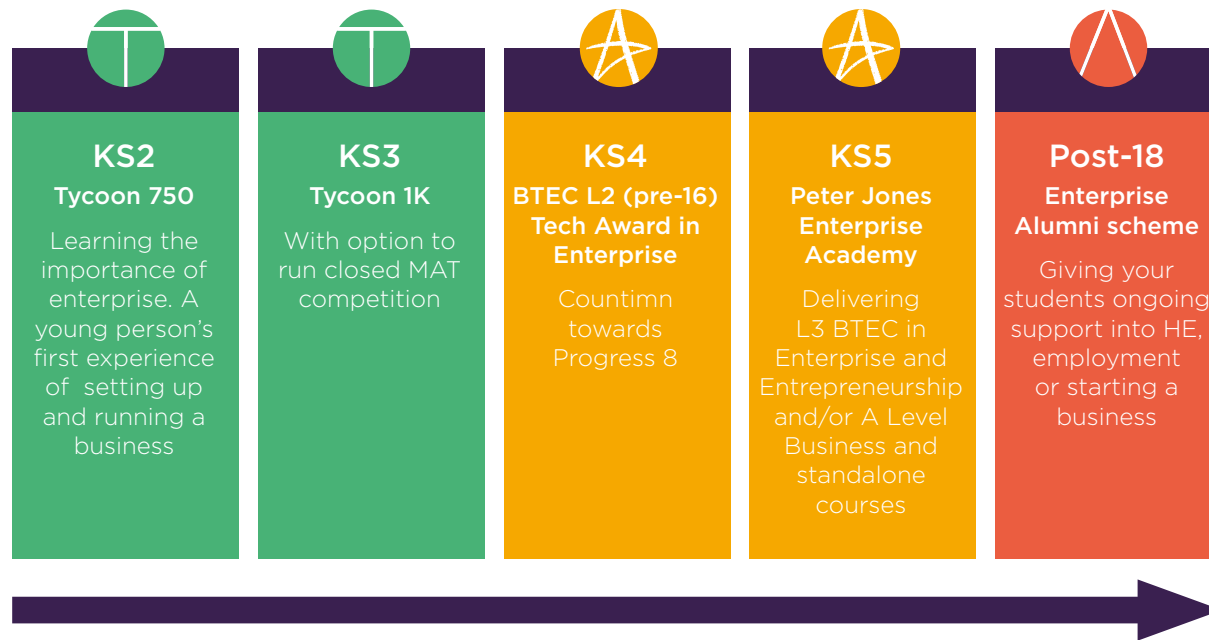
Enterprise Skills		
1. Communication	5. Leadership	
2. Creative and Innovative	6. Problem-solving	
3. Digital Skills	7. Self-Management & Resilience	
4. Financial Skills	8. Teamwork	
Experience	Programme	
	PJEA	Tycoon
Forming a team	●	●
Market research	●	●
Business planning	●	●
Brand creation	●	●
Budgeting	●	●
Launching an enterprise	●	●
Buying	●	●
Production and quality assurance	●	●
Selling	●	●
Project Management	●	●
Reporting	●	●
Evaluating Business Performance	●	●
Articulating self-development and growth	●	●
Managing people	●	
Pitching	●	
Employer interaction	●	
Developing Personal Brand	●	
Networking	●	
Gaining a L2 or L3 qualification	●	
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 PJEA 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.

What is Tycoon?

Tycoon is the Peter Jones Foundation's free enterprise competition, which enables students to start and run their own businesses. Students compete against other pupil-led start-ups from across the country, with the winners joining us at the Grand Finale, historically held at Buckingham Palace.

We provide a risk-free loan of up to £2,000 and access to an innovative digital platform which features an interactive leaderboard and e-learning materials developed in collaboration with some of the nation's most successful business leaders.





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	Level 2 Business Plan	Level 3 Business Plan	
<ul style="list-style-type: none"> > Cost and profit outline > Up to 22 weeks trading > Pitch video > My Tycoon Journey video > Opportunity to blog 	<ul style="list-style-type: none"> > Individual student log ins > Opportunity to have digital mentor > Up to 22 weeks trading > Pitch video > My Tycoon Journey video > Opportunity to blog 	<ul style="list-style-type: none"> > Individual student log ins > Opportunity to have digital mentor > Up to 22 weeks trading > Pitch video > My Tycoon Journey video > Opportunity to blog 	<ul style="list-style-type: none"> > Up to £3K goodwill loan - exclusive to Peter Jones Enterprise Academies > Individual student log ins > Opportunity to have digital mentor > Up to 22 weeks trading > Pitch video > My Tycoon Journey video > Opportunity to blog
Key Stage			
1/2	3/4	5	4/5 (BTEC L2 or L3)
Maximum Goodwill Loan			
£750	£1,000	£2,000	£3,000
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 over 700 schools, lending over half a million pounds to enable 12,000 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 communication skills. 90% of students would recommend Tycoon to a friend and 9 in 10 students indicate that they feel more employable as a result of taking part in the programme.

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.



of start-up funding available to schools and colleges



700 schools supporting over 12,000 students



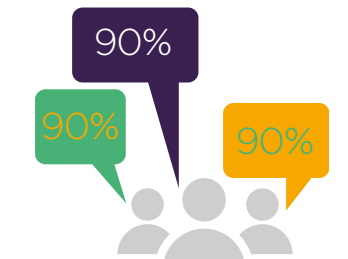
of school students said the competition had encouraged them to **set up their own business** in the future



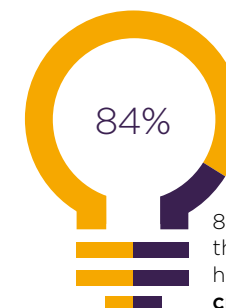
of students felt that Tycoon had made them **more employable**



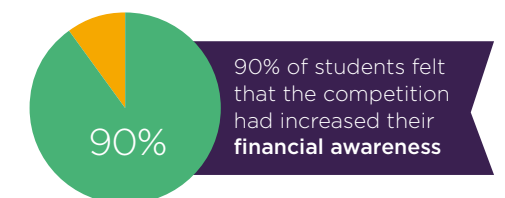
85% of students felt that the competition had helped them develop their **teamwork skills**



90% of students **would recommend Tycoon** to a friend



84% of students felt that the competition had helped them develop their **creative skills**



90% of students felt that the competition had increased their **financial awareness**

MEET OUR TEAMS

Successful Tycoon graduates

Tycoon 750

Business Name: Little Prickles
School Name: Robert Arkenstall Primary School
Original loan: £117
Profit Made: £1569.28

The children developed so many important skills during the course of the competition, not just relating to creating, implementing and adapting plans, but also more holistic life skills: effective teamwork, delegation, diffusing confrontation, problem solving, supporting and encouraging one another.



Tycoon 1K

Business Name: Control ID
School Name: New Mills School & Sixth Form
Original loan: £246
Profit Made: £640.10

Control ID from New Mills School and Sixth Form in Derbyshire made personalised skins for computer game controllers and reached out to local businesses and invited them to use the skins as a promotional tool.

This opportunity had been truly life changing. We strongly believe that this competition will change other young people's lives as well.



Tycoon 3K

Business Name: That Purpose
School Name: Queen Anne's School
Original loan: £555
Profit Made: £787.85

After recognising the need for sustainable and practical alternatives to the plastic lunch-bag, That Purpose, a team of two from Queen Anne's School, created a re-usable lunch-bag that could be personalised and could fold down to fit inside a wallet.

Tycoon was an amazing opportunity and I learnt so much that will help me in all aspects of my future career. I improved my communication skills and my resilience in particular; the product development and production were especially challenging, but well worth the effort.



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 PJEA 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, PJEA 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 (PJEA) package, where colleges and schools can host and run their own Enterprise Academy and have full access to our resources, competitions and employer links, delivering either level two or level three qualification.

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, lesson plans, and PowerPoints for the course they are delivering and associated marketing materials. Our Tycoon Enterprise Competition has been mapped to all our courses and so students can run a business whilst working towards their qualifications. PJEA’s can access up to £3,000 as a goodwill start-up loan for the their students and Level 3 students can also take part in the National Entrepreneur of the Year competition.

“The nature of the course isn’t purely academic so PJEA 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, PJEA Tutor, Dudley College



OVERVIEW

Courses and qualifications

Full pricing available on request.

“I have been involved in a vast array of enterprise challenges and activities over the years but always hoped that there would be full-time courses which truly prepared our young people for the world of work. In my opinion that is what the Peter Jones Foundation provide with their range of BTEC courses. The students I teach enjoy the course as much as I do. There are the natural entrepreneurs in the group but also academic students who have taken Business Studies at GCSE. The transferable skills and entrepreneurial characteristics that they develop are invaluable! ”

Kathryn Loughnan, Director of Sixth Form, Avonbourne College



Peter Jones Enterprise Academy

Peter Jones Enterprise Academy Programmes	GLH	UCAS Points	Perf Tables
BTEC Level 3 Enterprise & Entrepreneurship including: National Certificate (NC), National Extended Certificate (NEC), Foundation Diploma (FD), Diploma (D) and Extended Diploma (ED)	NC: 180 NEC: 360 FD: 510 D: 720 ED: 1080	Yes	Yes
A Level Business Studies	360	Yes	Yes
A Level Economics B	360	Yes	Yes
BTEC Level 2 Technical Certificate in Business Enterprise	240	NA	Yes
BTEC Level 1/2 (Pre-16) Tech Award in Enterprise	120	NA	Yes (Progress 8)
GCSE Business Studies	120	NA	Yes (Progress 8)

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

PETER JONES ENTERPRISE ACADEMY

Programme benefits, overview, and costs



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

Running a PJEA involves delivering our extended programme of Level 2 or Level 3 study to 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 PJEA programme offer. We have worked hard to add value and maximise the learning experience for students, including the addition of our range of exciting flash challenges.

The main benefits of becoming of becoming a PJEA are as follows:

Peter Jones Enterprise Academy	
Level 2	Level 3
Teaching any of our L2 courses	Teaching any of our L3 courses
All PJEA Marketing Assets including: <ul style="list-style-type: none"> > Exclusive branding and marketing materials to use in your college > Local press and PR support from our in-house PJEA team > A school/college video message from Peter Jones to use for your marketing purposes > Exclusive PJEA Merchandise 	
Resources and Opportunities	
All teaching resources – schemes of work, lesson plans, hot topics etc.	
6 L2 Flash Challenges 15 Microlearns 3K Goodwill loan for Tycoon PJEA Alumni Scheme PJEA Newsletter PJEA Business Blast Graduation at EntFest with class graduation photo with Peter Jones CBE Tycoon Mentor Encounters with Employers	20 L3 Flash Challenges 30 Microlearns 3K Goodwill loan for Tycoon PJEA Alumni Scheme PJEA Newsletter PJEA Business Blast Graduation at EntFest with individual graduation photo with Peter Jones CBE Tycoon Mentor Encounters with Employers PJEA NEOY Competition PJEA Enterprise Skills Award Discount on L2 PJF course fees Opportunity to extend to post-18 learners

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

BTEC Level 3 Nationals in Enterprise and Entrepreneurship								
Unit	Title	GLH	Assessment	National Certificate (180)	National Extended Certificate (360)	Foundation (510)	Diploma (720)	Extended Diploma (1080)
				Equivalence				
				0.5 A Levels	1 A Level	1.5 A Levels	2 A Levels	3 A Levels
1	Enterprise and Entrepreneurs	90	Internal	M	M	M	M	M
2	Developing a Marketing Campaign	90	External	M	M	M	M	M
3	Personal and Business Finance	120	External		M	M	M	M
4	Launch and Run an Enterprise*	90	Internal			M	M	M
5	Survival and Growth*	90	Internal				M	M
6	Business and Decision Making	120	External				M	M
7	Social Enterprise	60	Internal		O	O	O	O
8	Enterprise and Intrapreneurship in Practice	60	Internal		O	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 *Tycoon Programme can support delivery of these units

BTEC Level 2 Technical Certificate in Business Enterprise

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

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

Unit	Title	GLH	Assessment
1	Exploring Enterprises*	36	Internal
2	Planning for and pitching an enterprise activity*	36	Internal
3	Promotion and finance for business	48	External and Synoptic

GCSE Business Studies

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

A Level Business Studies

Pearson 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 and GCSE Business Studies can also be delivered through FFE resources and Tycoon programme

A Level Economics B

Pearson Edexcel A Level in Economics B

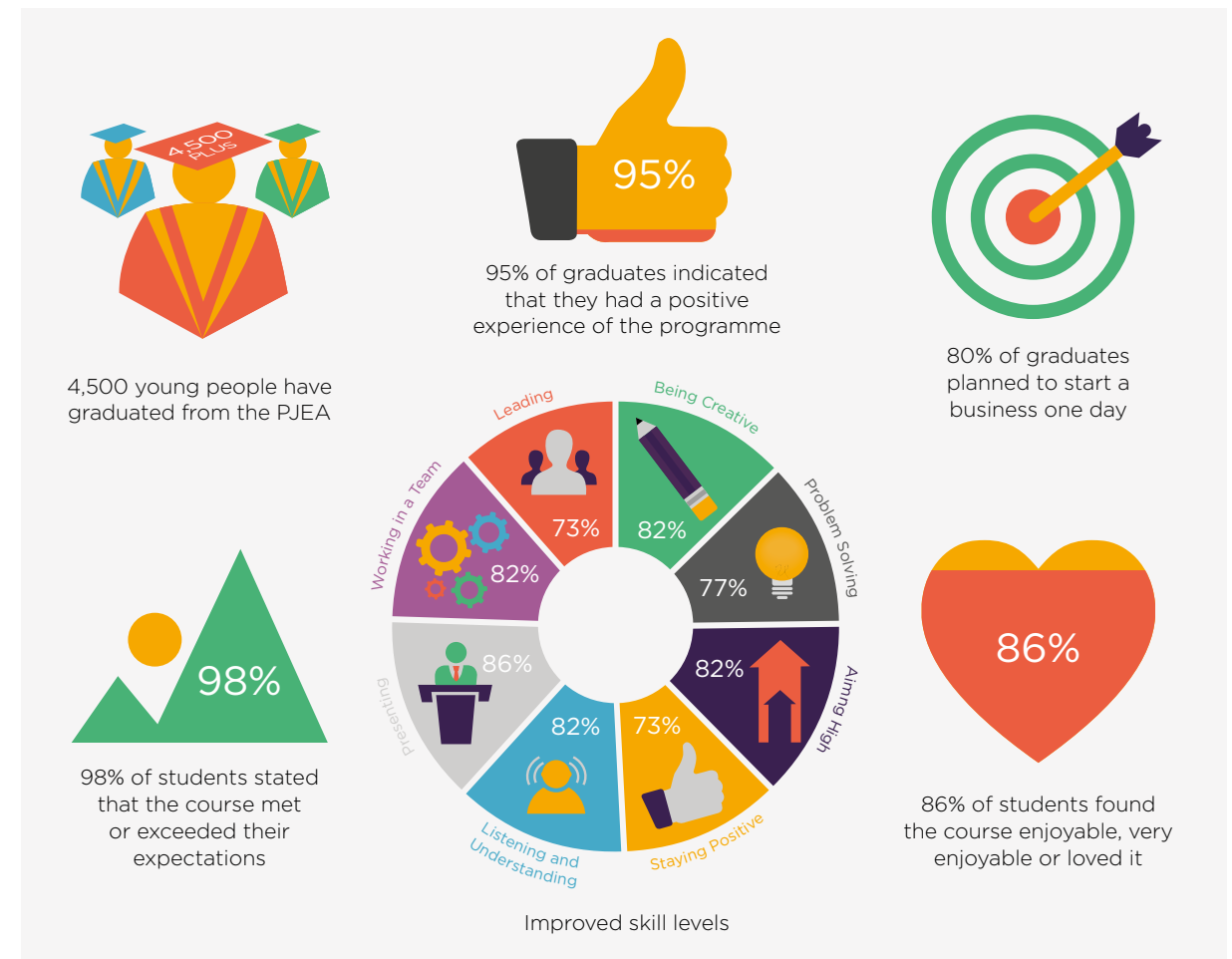
Unit	Title	GLH	Assessment
1	Markets, Consumers and Firms	90	External - Paper 1 & 3
2	The wider economic environment	90	External - Paper 2 & 3
3	The global economy	90	External - Paper 2 & 3
4	Making markets work	90	External - Paper 1 & 3

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 2019 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 (students indicated that they had improved their enterprise skills in all areas throughout the course 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 80% of graduates indicated that they would like to start a business in the future. As we look to the 2020/21 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.



ENTERPRISE AMBASSADORS

The Peter Jones Foundation aims to continually develop and nurture relationships with a broad network of supporters, from education providers and businesses, to philanthropic individuals or organisations, whose interest and passion for supporting young people aligns with ours.

Enterprise Ambassadors enable us to develop and deliver a programme that is rich in educational value, informed by the needs of the current job market and infused with the experiences and knowledge of successful business leaders and entrepreneurs.

What do our Partners say?



“As an entrepreneur myself, I know how much value should be placed on a supportive network that says ‘you can do it’. When panel judging FFE students, I have seen first-hand the benefits of real-life business experience and how that helps young people to think through problems and their career options. Being involved with the students at the Foundation for Enterprise in a great way to give back”. Dean Richmond, Founder and CEO, Pet’s Corner



We’re over the moon to be working with the Peter Jones Foundation as our Charity Partner in 2019/2020. The Foundation’s vision to empower the young people of Britain, particularly those from disadvantaged backgrounds, in achieving their potential is one we believe wholeheartedly in. We look forward to working with them to empower the next generation of business leaders. Gigi Foyle, Founder, Bag & Bones



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. Through this process there is improvement in self-esteem, group work, communication skills as well as English, Maths and ICT. 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.

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.

Kearnie Yates was named the 2019 PJEA Inspirational Student. Overcoming partial sight, she achieved her BTEC 2 Certificate in 2017 and found employment. Within months she was promoted to a supervisory position. Following an accident which left her paralysed, she returned to complete the BTEC 2 Diploma in 2019, regaining independence in her life, discovering and overcoming the myriads of obstacles that are now a normal part of her daily life. Travelling 20 miles each day just to get to the programme and always having a smile, taking an interest in others and helping them. on, making little of her own challenges, Kearnie inspires all around her to achieve that bit more.



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.

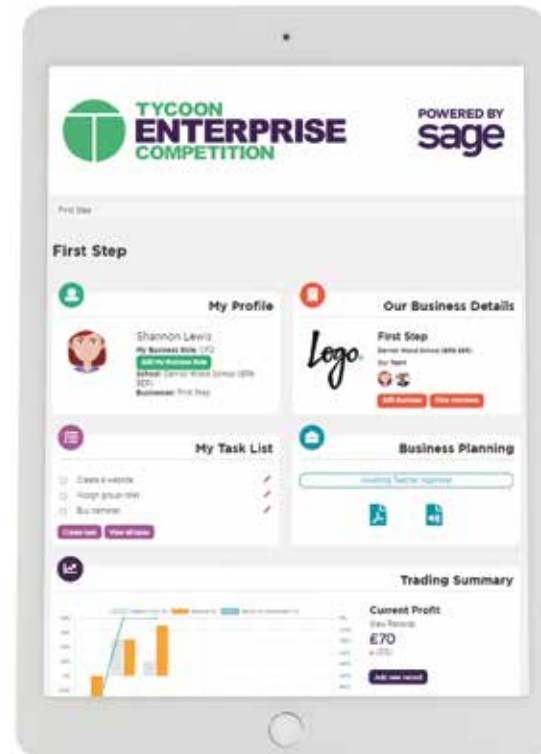
These include our unique Flash Challenges, our video-based micro-learns and all the schemes of work, lesson plans and teaching resources to support course delivery. Many of these have been co-created with our network of businesses and business founders, bringing their expertise and experience into the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

Digital Mentoring

As part of our partnership with the Sage Foundation, we are delighted to be able to provide an Ambition Mentor to student businesses within the Tycoon Enterprise Competition.

We believe that by having the support of real business men and women in developing their business plan and pitch video, getting support and guidance as they trade, and receiving feedback at the end of their journey, our students will develop an even broader, and deeper, set of enterprise capabilities.

The Tycoon Ambition Mentors will provide feedback on the students' business plans, comment on blog posts and financial updates, and the evaluation report at the end of the competition.



Flash Challenges

Each of our courses come with access to our unique set of Flash Challenges, with our Level 3 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.

L

FLASH CHALLENGE

Spread the Roots

Sponsored by

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 the full range of 30 microlearns whilst Level 2 providers can access 20.



"I've done mentoring most of my life and this has been one of the best experiences I have had. It's superb to work children of this age and see the ideas that they have come up with.."

Sabby Gill, Managing Director, UK & Ireland, Sage



ENTFEST



EntFest is The Peter Jones Foundation for Enterprise's inaugural festival of enterprise and entrepreneurship. Hosted by the University of Buckingham, the free one-day festival brings together students, emerging and established entrepreneurs, business leaders, investors and innovators to network, learn and champion enterprise in all its forms.

As well as the PJEA Graduation and the much anticipated Dragon's Den style final of our National Entrepreneur of the Year competition, the festival boasts an exciting agenda with opportunities for students to meet and learn from some of the UK's best known and emerging entrepreneurs and business leaders, alongside panel debates, competitions, future-tech activations and skills-based workshops.

Set against a festival backdrop, which includes music, entertainment, a youth market and

incredible food, the EntFest agenda builds up to the prize-giving and end of festival celebrations.

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



Networking



EntFest market



Panel debates



Live National Entrepreneur of the Year final



Ted Style talks



MEET OUR GRADUATES

Empower – Alumni

Katie Buckingham, PJEAlumni 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 PJEAl 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 PJEAl taught me that anything is possible. It gave me the confidence to pursue my passion and start a business.



Empower – Alumni

Emma Sivess, PJEAlumni 2016
Business Name: Vanity Decay

Since graduating from the PJEAl 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 PJEAl 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 – Alumni

Lorenzo Luiso, PJEAlumni 2013

Since graduating from the PJEAl, Lorenzo has seen the original business he started at the Academy morph many times. He is currently the Founder & Digital Marketing Specialist at Brick Digital, a company that specialises in helping small-medium sized businesses make waves online through SEO, Digital PR, and Pay-Per-Click advertising.

The PJEAl was the driving force behind me starting my own business, so it did more than impact my decision. The PJEAl exposed me to the fact that it was possible to start and run a business, and this exposure came from so many people who had done so and were at different stages. So that had a big impact on my own self-belief and the skills that I learnt whilst at the PJEAl gave me the confidence to know that I was as ready as anyone really could be at that age to start a business.



Empower – Alumni

Ross Bailey, PJEAlumni 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 PJEAl 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 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 PJEA, 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.

Empower – Alumni

Jacob Knowles, PJEA Alumni 2013

Jacob Knowles graduated from his PJEA with a Dual distinction * in BTEC Level 3 in 2013. After graduating, Jacob went straight into business and felt that his time in the PJEA had provided him with the practical enterprise skills required to do so. He is now the Business Director of Empine Print, a company that works with clients both within the UK and internationally, to deliver high quality print solutions across three main categories: Empine Educational Print, Empine Commercial Print and Empine Print Management.

When I came across the PJEA, I was attracted to the fact that the course was designed around setting up a business and regardless of whether you take that forward, the experience of doing it is invaluable.



Empower – Alumni

Hassan Iqbal, PJEA Alumni 2015

Hassan started his first business at 13 and now runs CreativePixels, a creative agency which specialises in helping businesses stand out through branding, design and web development with clients such as Unicef, University of Greenwich and Unltd. Hassan is also a key advocate for enterprise and entrepreneurship as an ambassador for the Institute of Directors and a PJEA and TEDx Alumni.

In the current climate we're in, young people's voices and young entrepreneurship is needed more than ever. I've been lucky to have received a lot of support from several organisations and I want to make sure that other young people get the same support I did, as I know first-hand how much of a positive impact it can have on their future.

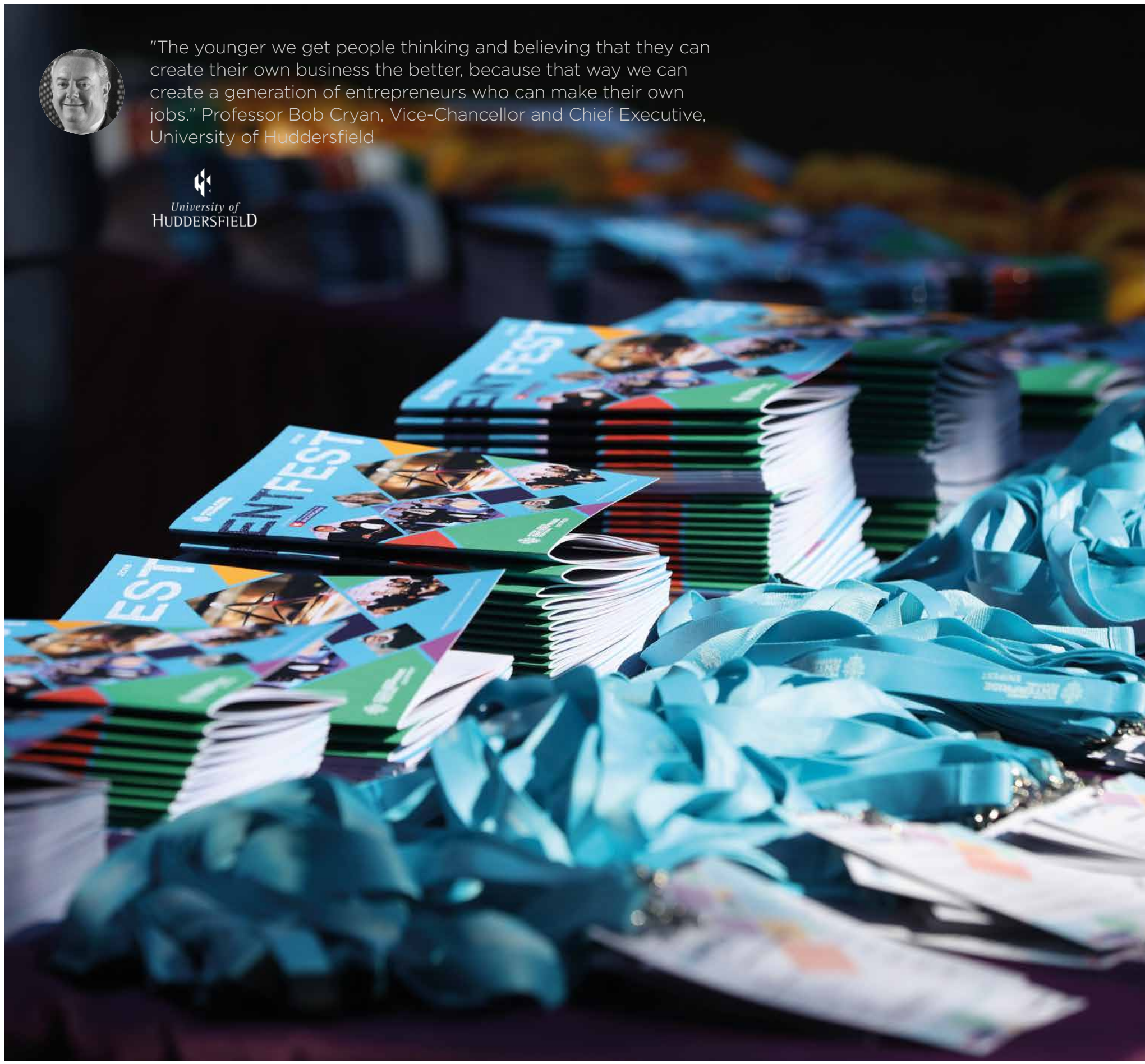


OUR PARTNERS





"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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