

PUPILS PRESENTING

Pitching for Business: Attach



CASE STUDY: PITCHING FOR BUSINESS

Each year Mr Pearce, Business and Economics teacher, sets a challenge to pupils to generate a business plan, pitch to an investor and then run their own business with an ultimate goal of creating profits to donate to local charities. The Canford Ethics and Sustainability Challenge 2015-2016 involved two groups of pupils tasked with creating a profitable business which also has to meet ethical and sustainability guidelines. This year's start-up companies were a local organic fruit and vegetable delivery service and a beanie hat business.

The pupils' business pitches were heard by Adam Mowe, Marketing Manager for World First, who visited Canford to give feedback, suggestions and, depending on the quality and credibility of the business plans, investment on behalf of World First. Adam was so impressed with both of the business ideas and the quality of the presentations that he decided to give both teams a £500 investment.

One of the pupils involved wrote of their experience ...

"As part of the Canford School enterprise scheme, we set up a business that is ethical and sustainable and capable of increasing an initial investment from World First, in order to give High Mead Farm, a local charity, as much money as possible to help with their current and future projects. Initially we brainstormed a few good ideas and eventually decided to take our beanie hat business proposal forward. We then had to think of a name and a logo that suited our aims as a business. We came up with the idea of Attach as we felt this represented our connection with High Mead Farm.

We found suppliers, contacted them to ensure they were ethical and sustainable, and began our business plan which included assessing what the initial investment would be allocated to. We divided the proposed funds over the cost of running a website as well as the cost of the beanies and leather from our suppliers. This meant we had minimal overheads and therefore could maximise our profits.

So far the project has been very successful and has resulted in us gaining a £500 investment from World First. Since we began trading in January we have seen a return on investment of over 50% and still have beanies left to sell."

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There has been much talk recently of the benefits of so-called 'soft skills' developing confidence, ambition and leadership which, in turn, can greatly enhance success in university and job interviews. The ability to speak confidently in public, articulate a persuasive argument and perform in front of an audience are skills which can open doors, and Canfordians can develop these through a variety of groups and societies. These pages reveal a small selection of the current opportunities.

MODEL UN

For the past decade, Canford has been taking part in Model United Nations conferences. The idea of a Model United Nations is that delegations of six pupils from the same school represent a particular country and, together with pupils from other schools, discuss a variety of major international issues in the same way as the real United Nations. They have to write clauses for resolutions, persuade other countries to support them, then debate the issue in committee (such as the Security Council, the Human Rights Committee, the Disarmament Committee, etc). MUNs are exciting events giving pupils the opportunity to develop their skills in public speaking and networking, and to improve their understanding of international relations. In November at Clayesmore School, Canford represented China, Spain, Syria and Venezuela, and the number of awards was the best in our ten year history

attending these events. The team representing Spain was voted Best Delegation while four individual pupils were awarded Best Delegate prizes. In March, 17 Canfordians took part in the Queen's College Taunton MUN, representing Saudi Arabia, Senegal and Chile, with some 200 pupils from schools all over the south-west. Five of our pupils were judged to be Commended Delegates, while one, Lower Sixth Former, Maddy Diment, was judged Best Delegate in her committee.

Mark Rathbone
Head of Academic Administration

