

# CASE STUDY

BUSINESS ENTERPRISE CHALLENGE, WALKER RIVERSIDE ACADEMY

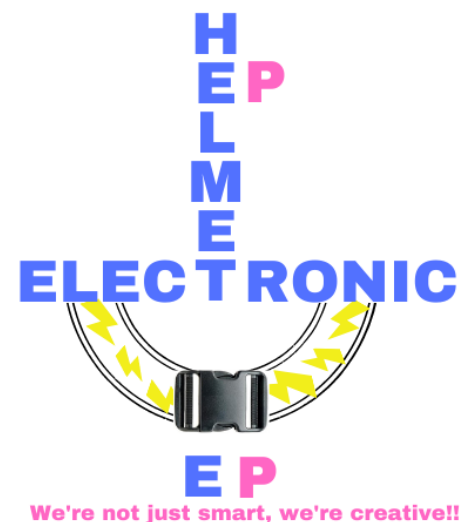
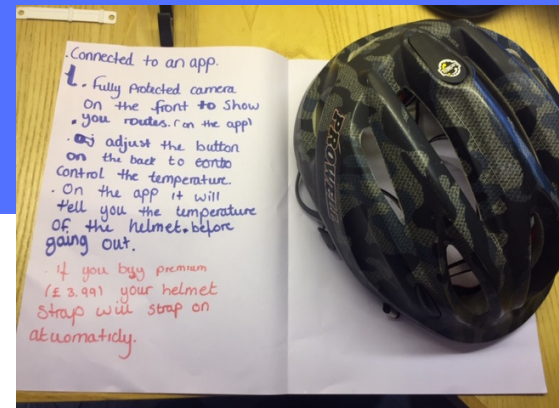


## BAKER HUGHES - THE PERFECT VIRTUAL JUDGES DURING A GLOBAL PANDEMIC

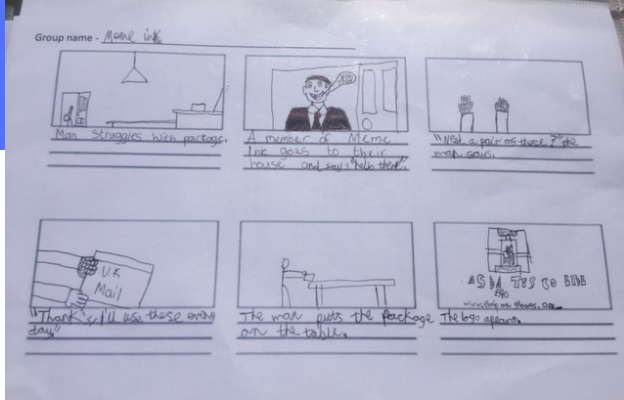
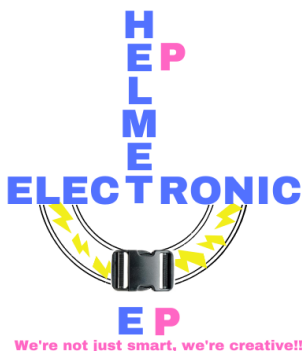
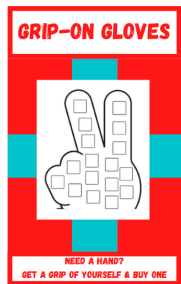
Baker Hughes were one of our first in-school business enterprise supporters. Even through a Global pandemic, the Baker Hughes team added value by recording useful video resources we could use in the classroom at Walker Riverside Academy.

It was great to see the children in Year 7 looking forward to their 7 week business enterprise challenge.

Week 1 saw the children choose a random object from a bag; from rubber gloves, to a plant pot, window cleaner, shower mat, scrubber to a bike helmet. Each team then developed their ideas using technology and considering the environment. By the end of week 7 they pitched their business ideas back to the Baker Hughes judges who picked a winner. Well done to team EP who created the Electronic Helmet. Not only did their deliver an awesome pitch but worked together as a team throughout the whole process.



# BRANDS DESIGNED BY YEAR 7



## STORYBOARDING & VIDEO PRODUCTION



## FACING THE CHALLENGE HEAD ON

As well as positive feedback from teachers and children, we asked one of our Baker Hughes judges what it was like to take part. We also asked how important it is for careers development for future generations.



“Like a real Dragons Den episode, Year 7 faced the challenge head on and pitched to perfection. Such amazing product ideas all round; very innovative and unique. The young entrepreneurs showcased their talents and should consider an engineering career journey! We could see how much the pupils enjoyed this process and we also found this project very rewarding, look forward to taking part in more projects in the future”

Michelle Mason  
Continuous Improvement – Quality  
Baker Hughes



## PRE-RECORDED CLASSROOM RESOURCES & LIVE SALES PITCHES



Would your organisation like to sponsor an enterprise challenge in a school in a disadvantaged area? Please get in touch [vicki@upstartenterprise.com](mailto:vicki@upstartenterprise.com)

