

CASE STUDY

BUSINESS ENTERPRISE CHALLENGE, WALKER RIVERSIDE ACADEMY



WARD HADAWAY SUPPORTS YEAR 7'S TO BECOME INNOVATIVE & CONFIDENT

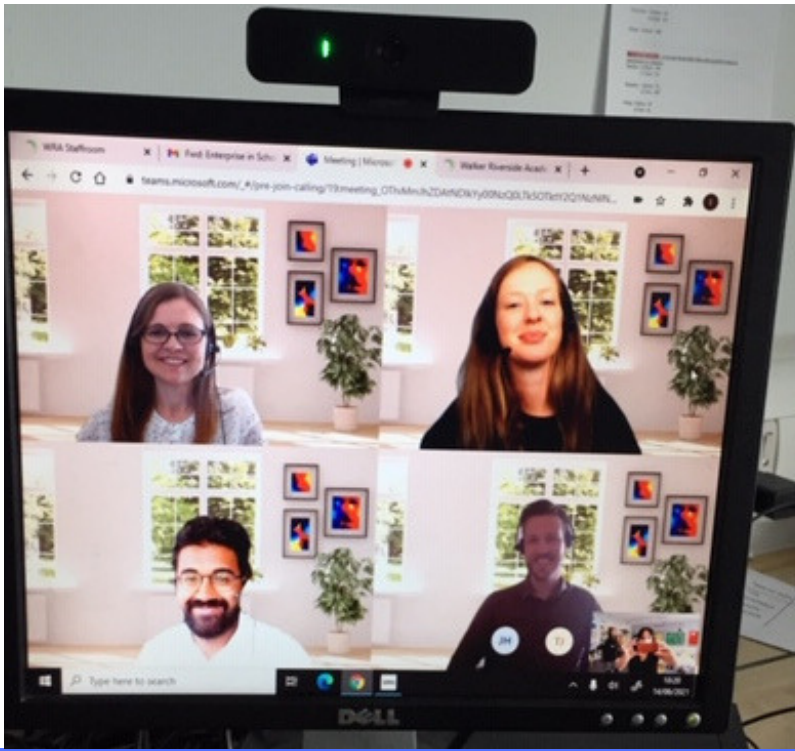
How can you use technology to adapt a tin opener, toothbrush, scourer, a pair of rubber gloves, sunglasses or some chopsticks?

The friendly, positive (and challenging) Ward Hadaway team of trainee solicitors enabled the year 7 class to thrive and inspire in their recent business enterprise challenge. This involved teams selecting a household object out of a bag and adapting their objects into new products and business ideas.

Seven weeks of modules saw the children's teams develop their item into a product, branding, company structures, storyboards, advertising and pitch perfect sales pitches. Congratulations to the girls in team S.C.O who won the challenge - an innovative smart tin opener that reduces food waste and encourages healthy eating.



Easy to buy, Easy to use



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Our team of Trainees and Apprentices really enjoyed supporting Upstart Enterprise, and it was a great learning experience for our people, taking them out of their day to day comfort zone and developing their team work and soft skills. At Ward Hadaway we are keen to support our local communities through programmes like Upstart Enterprise which give young people a chance to gain confidence and hopefully aspire to become tomorrow's future entrepreneurs and business leaders.

- Matthew Cornack,
Partner, Ward Hadaway

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GIVING BACK IS GOOD

As well as the children having an awesome time and doing something fun and challenging, we asked one of our Ward Hadaway judges what it was like to take part.

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This was a fantastic project to be part of. We were so impressed by the ingenuity of the teams in creating really imaginative business ideas from ordinary objects, and then by the enthusiasm with which they carried their projects through. We hope that in some small way we helped to inspire some or all of them for a future career as a lawyer, business leader, or entrepreneur. That would be a double success.

- Jacqueline Knight,
Trainee Solicitor, Ward Hadaway

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VIRTUAL VIDEO RESOURCES & PITCHES



Would your organisation like to sponsor an enterprise challenge in a school in a disadvantaged area? Please get in touch vicki@upstartenterprise.com

