



## **Dragons' Apprentice Challenge**

**Awards criteria and writing your final report**

**A student's guide for reflection**



## **Dragons' Apprentice Challenge**

Congratulations on choosing to participate in the 2019/20 Dragons' Apprentice Challenge. The Dragons' Apprentice Challenge is a unique challenge which has been running in St Albans since 2009. It brings together partners in business (the Dragon mentors), local schools (the Apprentices) and local community groups.

This booklet is intended to provide a detailed schedule of the awards and the judging criteria for each award. It also aims to assist all participants in reflecting and preparing the completion of your final report.

**Good luck to all Apprentices!**

## **1. Criteria for the different awards**

### **The Challenge**

Between October 2019 and March 2020 teams of young people (the Apprentices) take up the challenge to turn £100 into as much profit as they can for a local charity or community group. The teams may do this in any way they choose as long as they prepare a clear plan stating what their business idea is, and how they aim to reach their target. Sponsorship is only acceptable if it's part of an overall event organised by the team. All profits made by the teams go directly to their community group.

Each team has a business mentor, their Dragon). Each Dragon mentor provides support in the form of advice and resources to help their team achieve their business goal and funding target.

### **The Awards**

A range of awards will be presented at the Awards Evening taking place in March 2020. These include the Overall Winner of the Dragons' Apprentice Challenge.

- Most money earned
- Most innovative product/service or business idea
- Best example of close co-operation with your charity
- Best managed project
- Best presentation – judged at the awards event
- Best poster/display – judged at the awards event

Teams will be asked to make a presentation at the final Awards Evening. Any teams that do not submit their final report and meeting logs may not be eligible for certain awards.

### **Overall Winner - the judging process**

You will be judged not simply on what you achieved, but also on the way you managed yourself and your colleagues throughout the challenge. This will be identified from the feedback you, your Dragon mentor and community group provide in your final report and meeting logs. Having reviewed these documents, the SuperDragons may short list a number of teams to deliver a presentation at the Awards Evening. Each short listed team will give a 5-minute presentation and answer a number of questions by the SuperDragon in a bid to become the Overall Winner of the Dragons' Apprentice Challenge.

The Challenge is about **entrepreneurship** so the *Overall Winner will not necessarily be the team which raises the most money* for their community group. The Overall Winner will be judged by the SuperDragons as being the best all round team, based on the following criteria.

<b>Overall Winner - best all round team</b>	<b>Max score</b>
Innovative product/service or business idea (see criteria below)	30
Close co-operation with community group (see criteria below)	30
How the project was managed (see criteria below)	30
Presentation at the Awards Evening (creative use of visuals, structure, team member participation, presentation delivery and the impact of the presentation).	30
<b>Total</b>	<b>120</b>

### Criteria for other awards

**Most money raised:** The team which raises the most money for their charity as set out in the team's final report.

<b>Most innovative product/service or business idea</b>	<b>Max score</b>
Clarity of the business idea	5
Does it fulfil the criteria of the brief	5
Does the plan demonstrate an understanding of the difference between fundraising by collecting money and raising funds by producing and/or selling something	5
Degree of novelty, originality, potential value of the idea	5
Does the plan illustrate an understanding of the target market/potential customers	5
Is the business plan credible with regard to targeting the market/raising the charity/community groups profile	5
<b>Total</b>	<b>30</b>

<b>Best example of close co-operation with your community group</b>	<b>Max score</b>
Self-reflection/evidence/examples of co-operation/raising awareness in the final report	15
Does the charity's feedback in the final report provide evidence of close co-operation?	15
<b>Total</b>	<b>30</b>

<b>Best managed project</b>	<b>Max score</b>
Regular meetings, communication between team members, team work (as recorded in the meeting logs) and *quality of reflection (in the final report).	15
Utilising their Dragon mentor (evidenced in Dragon's feedback in the final report) and communicating with charity (evidenced in the community group's feedback in the final report)	15
<b>Total</b>	<b>30</b>

\*Please see 'Guide for Reflection' in Section 2

### **Best Poster/display at the Awards Evening**

The SuperDragons will be joined by a wider panel of judges who will evaluate your poster/display by taking into account several points, all of which are based on communication:

- How well does the poster/display convey your project
- Are your achievements clearly presented
- Overall impression

The judges won't allocate points, but will be asked to decide which team is, in their opinion, the winner in this category. The votes will be counted and the team achieving the majority of the votes will be declared the winner during the final ceremony.

Now, that you know what it takes to win, we prepared some simple tips for completing the final report and writing your reflections.

## 2. Completing the final report

### What did you learn from this challenge?

The final report together with a record of the various meetings you held during the course of the Challenge form the key part of the evaluation of the different teams taking part in the Challenge. They contribute to selecting the winners of the different awards which will be presented at the Awards Evening taking place in March 2020.

In the final report you will be required to provide details of how much money you raised, and how you raised the money for your community group, what you learnt from the Challenge (your reflection), and what skills you acquired or developed. Your Dragon mentor and community group will also provide a short summary of how the project went from their perspective.

A key part of the final report is for each team to reflect on what you learnt as an individual and as a team from the Challenge. Reflecting on how things went is a very important skill you will need in future studies and employment. Although we require a group reflection, it may be useful for each one of you to write individual reflections, discuss them with your team members, and then compile a group response for the final report.

So, what do we expect from you when we ask for a reflection?

### What are we looking for?

We will want to know:

- What you did or what happened and what your part in it was;
- What you thought was good/went well, what was good about it, why it was good, and what you achieved;
- What could have been better, why, how it could have been improved, what you did not achieve, what you could have done differently;
- Honest opinions. We are interested in how well you can interpret the situation rather than how well it went. Identifying what went wrong and what you could do differently indicates that you have learned, not that you made a mistake;
- What you learnt and would do differently in future.

We will **not** want:

- Just a straight description of what you did with no analysis;
- A lack of honesty, making everything sound fine or terrible (there are few situations when everything goes perfectly or where something positive doesn't happen);
- Excuses (explanations are OK) or blaming others. We will want you to acknowledge what you are responsible for.
- Pages and pages of explanation – 250 words max please!







