

# 2022



Young Enterprise

# YES HANDBOOK

Name:

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# WELCOME

## to YES 2022!

Kia Ora, YES whānau. I couldn't be more excited for the YES 2022 programme! After two years of incredible challenges, I have no doubt that this year's young entrepreneurs are starting with an increased level of creativity, resilience, and determination. We're ready to tackle whatever 2022 throws at us!



I've heard countless tales about the impact of YES on students, teachers, alumni, and entrepreneurs. Students talk about the problem-solving, communication, and leadership skills they develop over the year; teachers enthuse about the power of experiential learning and student engagement; alumni rave about how YES gave them the motivation and belief to start their own businesses; while the New Zealand entrepreneurial ecosystem is excited about the authenticity and connectivity that the programme delivers.

Students, get stuck in from day one, try new things and don't be afraid to make mistakes. YES is all about taking chances and thinking outside of the box. There is a whole network of support and inspiration that is waiting for you as part of YES, and I cannot wait to see what you do with this opportunity!

Have fun!

**Elizabeth Pittman** // *Head of YES, Young Enterprise*

### A word from our principal funder

Kia Ora.

The Lion Foundation is privileged to support thousands of good causes throughout New Zealand each year and since 1988, we have returned almost \$1 billion back into the community.

The Lion Foundation Young Enterprise Scheme (YES) is one of our flagship programmes and the team at the Lion Foundation are proud to have supported and partnered with Young Enterprise since 2002.

One of our core values is "Courage" which is about taking responsibility and fronting up to the challenges we face. We know this will resonate with many YES students as you look to become NZ's future leaders and innovators. Congratulations on taking up a challenge that I know will reward you for the rest of your life.

**Tony Goldfinch** // *CEO, The Lion Foundation*



 **THE LION FOUNDATION**  
*Here for good*

# WHAT IS YES?

Our vision at Young Enterprise is to inspire the next generation of business leaders, disruptors, and changemakers, helping to create a generation of business savvy and financially competent Kiwis. Our flagship programme is The Lion Foundation Young Enterprise Scheme (YES), where senior secondary students set up and run their own business, operating with real profit and loss.

## AN AUTHENTIC LEARNING EXPERIENCE



### Get work-ready and world-ready

By setting up and running a business, students develop a whole new set of skills: problem solving, resilience, teamwork, leadership, public speaking, and decision-making. Students, if you want employers to sit up and take notice of you, then do YES. Plus, most of our YES companies will make a profit over the course of the year – some even make thousands of dollars!

## A NATIONAL COMPETITION

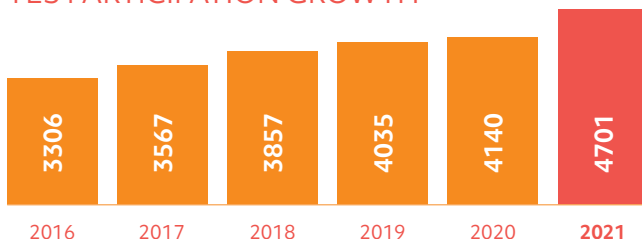


### Win money, scholarships, and awards

YES companies complete challenges throughout the year in their quest to become regional champion and compete at nationals in December. We have over \$20k to hand out in national prize money and tertiary scholarships, while there are plenty of other prizes available in each region. Plus, companies can apply for National Excellence Awards that come with cash prizes too!



### YES PARTICIPATION GROWTH



**91% OF STUDENTS** said **YES** increased their **RESILIENCE**



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**“YES gave me an introduction to the tools that I can apply to my life once I leave school. It’s an opportunity I will always be grateful for.”**

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## **Extreme experiences**

### **ENTREPRENEURS-IN-ACTION (EIA) WEEKEND**

EIA is an intensive business challenge that will run in Wellington at the end of Term 2. We lovingly refer to it as “YES meets Startup Weekend on Steroids!” Students are placed into teams, partnered with a corporate host, and complete two business challenges over the three days. Even better, all flights, accommodation and meals are on us! YES students apply individually to be one of the 60 students selected – applications go live in March.

### **CAPE DOMESTIC PROGRAMMES**

We’re excited to partner with our friends at the Latin America and North Asia Centres of Asia-Pacific Excellence to offer international business experiences from here in New Zealand! If you’re interested in international business focused on the Asia-Pacific region, then these are the programmes for you! Keep an eye out for more information about the two domestic business trips and the BizVenture Japan weekend challenge.



## Check out what some of our 2021 teams got up to

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### **SKY'S SURF SCHOOL** **Kerikeri High School**

With a lifelong passion for surfing, Sky Gundry wanted to share this passion with others. Studies have found that surfing builds confidence, something which young women often struggle with. So, Sky created Sky's Surf School, which aims to build confidence and empowerment among women in Northland, na roto i te moana nui.

Sky's Surf School teaches students the skill of surfing, understanding of ocean conditions, environmental knowledge and develops growth through risk taking. Designed for tamariki, classes are conducted in the shallow waters of the beautiful beaches in Northland.

Sky has also launched an apparel brand and is expanding to adult classes.



## WAI HUARERE Tokoroa High School

After noticing a lack of mātauranga Māori (Māori knowledge) in the marketing of New Zealand bottled water and lack of interest from bottling companies to incorporate it, sole trader Tamatea Ngāpō-Lipscombe has taken things into his own hands.

Tamatea created a unique reusable water bottle called Wai Huarere (The Water that Flows) sharing the story of Putāruru's Te Waihou River in both te reo Māori and English. The river is home to the famous Blue Spring, a place of great cultural significance to Māori, as well as being the source of 70 per cent of New Zealand's bottled water.



## UNDER THE DOOR ENTERPRISES Kavanagh College

Under the Door Enterprises wanted to create a product that encapsulated the beauty of premium wool while solving the problem of traditional door wedges sliding out, often causing doors to slam. So, by combining their passion for New Zealand wool and an age-old problem, they created the Woolly Wedge. The Woolly Wedge is a door wedge with a woollen layer to keep the door in place with friction.

Under the Door Enterprises are proud to be featured on the national "The Campaign for Wool" website, finding new, innovative, and sustainable uses for the premium product, such as the Woolly Wedge.



## EZSOIL New Plymouth Boys' High School

Sick of your plants dying? So was EzSoil, which is why they created Sprout, an all-in-one monitor that lets you track your plant's health. EzSoil manufacture and develop pot plant monitoring devices that allow you to keep track of your plants. They integrate seamlessly with a website to display the vitals of your plants, delivering real time reports.

Sprout measures sunlight, moisture, temperature and humidity, allowing you to build a network of Sprouts to develop a flourishing environment in your home. The hardware design is simple, elegant, and distinctive, enabling users to get better outcomes when growing plants.





## GREENKIWI SUPPLEMENTS

### Kerikeri High School

Sole trader Max Donaldson is passionate about the humble olive leaf. An industry biproduct in New Zealand, Max saw olive leaf being used as a premium dietary supplement overseas. So, when the opportunity presented itself to work with Cawthron Institute in Nelson, Max developed and produced a first-to-market, New Zealand grown olive leaf supplement which can support immune and cardiovascular health.

In 2021, GreenKiwi (alongside YES 2021 company of the year Abalro Health) won the Global Kaitiakitanga Project. The teams represented young New Zealand entrepreneurial talent in Dubai at the World Expo, showcasing their products to a global audience in early 2022.



## TESTLI

### Wellington East Girls' College

With a team made up of five girls, Testli's mission is to create products that aid in the prevention of drug-facilitated sexual assault, providing a safety net when you cannot be confident in the safety of your drink.

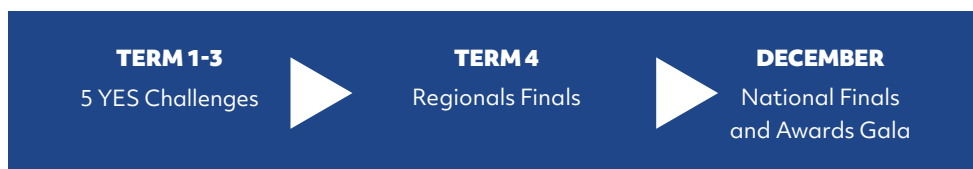
Working with Callaghan Innovation, the team have produced a discreet drug detection stick. This stick changes colour when dipped into a drink containing rohypnol, a commonly used date-rape drug, as well as other benzodiazepines. Testli have focused on bringing awareness to drug-facilitated sexual assaults, producing stickers with symptoms of drink spiking such as "Unusually Tipsy, Tell Someone Quickly".





# HOW DOES THE YES COMPETITION WORK?

In addition to starting a business, YES companies are also part of a regional and national competition. There are 21 YES regions across the country with teams competing to become Company of the Year or applying to win National Excellence Awards.



## WANT TO BECOME COMPANY OF THE YEAR?

There are 5 YES Challenges, each worth a certain number of points that add up to 100 total points. After 5 Challenges, the top teams in a region will be invited to the Regional Final where they pitch to a panel of judges to be selected as the Regional Champion.

Each Regional Champion is then invited to the National Final in December, with up to two company members being flown to Wellington to pitch to judges. In the evening, teams attend the Awards Gala Dinner where we find out who is crowned the overall 1st, 2nd, and 3rd place Company of the Year!

## WANT TO WIN A NATIONAL EXCELLENCE AWARD?

Our fabulous family of sponsors is offering over a dozen National Excellence Awards for 2022. YES companies can apply for one or more of these National Excellence Awards in September when they submit their Annual Review. To be eligible, teams must have completed all 5 YES Challenges. Sponsors will review each team's application and Annual Review to select the winner. Winners each receive \$1,000 cash prize for the team.

Please see the YES Online Resources for more information about the criteria for each National Excellence Award.



## WANT TO WIN CASH PRIZES?

There are three national cash prize competitions – for Challenge 1, Challenge 3, and a team photo competition. For Challenge 1 and 3, each Regional Coordinator will select a regional winner from the challenges submitted by the original due date and submit those to YES HQ. 1st, 2nd, and 3rd place national winners each receive a cash prize to kickstart their business!

The third cash prize competition is for the best team photo. Stay tuned for more details in Term 1 on how your YES company can score some cash for being creative and fun!

CHALLENGE	POINTS	CRITERIA	DEADLINE
1. Validation	5, 10, or 15 points	Submit evidence that you have validated your product or service by taking a prototype or an MVP to your target market	4pm, Thursday 14 April
2. The Pitch	Up to 25 points	Present a five-minute business pitch to judges from the local business community	May – June
3. Promotion	5 or 10 points	Submit evidence of at least two promotional strategies that you have used to promote your product or service	4pm, Friday 5 August
4. Sales	5 or 10 points	Submit evidence of at least two different ways that you have sold your product or service	4pm, Friday 9 September
5. Annual Review	Up to 40 points	Submit an Annual Review reflecting on your achievements during the year	4pm, Thursday 29 September
Regional Final		Companies pitch to a panel of judges who decide which team best meets the criteria to become the Regional Champion	Early Term 4
National Final		All Regional Champions are invited to pitch at the National Final in Wellington	6 December 2022 (tbc)

\*Note – See the YES Online Resources for challenge criteria.

# Check out our 2021 Companies of the Year

## 1ST PLACE

THE LION FOUNDATION YOUNG ENTERPRISE SCHEME COMPANY OF THE YEAR



### ABALRO HEALTH Bayfield High School

Founded in 2020, Abalro Health began importing barberries into the New Zealand market to create their natural supplement powder. High in antioxidants and vitamins, the Iranian superfood has been found to reduce acne by up to 43% a month when taken daily. Abalro are the only company selling a barberry-based product in New Zealand.

The barberries are sourced from Iran, and once imported to Dunedin are dehydrated and crushed into a powder form. Consumers can then

easily add the powder to drinks and food such as muesli and smoothies.

2021 saw an expansion of the Abalro Health product line to introduce a barberry based kombucha. After recognising there was a lack of knowledge to the benefits of barberries in New Zealand, Abalro set out to create a new product marketed for the general public to boost awareness. The team are currently in the process of patenting their kombucha before it is released for sale.



## 2ND PLACE

THE SIR JOHN TODD MEMORIAL AWARD



### VOLTA TECH UCOL Manawatu

Seeing old office computers going to waste, Volta Tech came up with a solution to build and sell a range of custom computers for all price ranges and tasks. Sole trader Ryan Clark takes old office computers rebuilding and refurbishing them with his team of technicians, creating beautiful gaming PCs to meet the needs of New Zealanders.

Volta Tech offers some of the most affordable gaming PCs in the market, catering to the needs of teenagers. Volta Tech have secured contacts

## VOLTA TECH CONTINUED

with wholesalers such as Dove Electronics, Ingram and PBTech, purchasing components, assembling computers, and undertaking a real-world gaming test before placing them for sale online. To diversify their income, Volta Tech also builds, develops, and sells cryptocurrency mining rigs, a computer used for gathering internet currency.

Volta Tech are committed to helping the digital divide internationally, donating 5% of their profits to children in Cambodia for learning technology.



## 3RD PLACE

### THE TODD FOUNDATION AWARD



## COFFEE DIRECT

### Rotorua Boys' High School

For teachers and students at Rotorua Boys' High School, a daily coffee is just a click away with Coffee Direct. With no coffee shops nearby, Coffee Direct decided to launch a café at their school. Their business saves time in the classroom while allowing students to upskill through barista training. Through app-based ordering, the team have made it incredibly easy for all customers to

purchase their desired and customised beverage at the click of a button. Customers then receive a fresh hot cup of coffee to their desk minutes later.

To further support their school, the team have started the Raukura Rangatahi Fund, a startup fund in which 10% of the profits from Coffee Direct will go into supporting new student ventures. They believe this will be a great incentive to uplift up-and-coming entrepreneurs within their school.

# Check out our 2021 National Excellence Awards and winners



MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT  
HĪKINA WHAKATUTUKI

## MINISTRY OF BUSINESS, INNOVATION AND EMPLOYMENT (MBIE) AWARD FOR INNOVATION

MBIE helps achieve this Government's ambition for a more productive, sustainable, and inclusive economy. They are key in enabling participation to increase living standards and improve the wellbeing of all New Zealanders.

### Award Criteria:

Awarded to a YES company that best displays innovation in their product/ service, their business model or both. The award is to celebrate creative disruption and inventiveness. New ideas and original thinking are must haves to win this award.



### ABALRO HEALTH Bayfield High School

Abalro discovered a unique superfood that had not been sold in the New Zealand market, becoming the only company worldwide to market and target barberries as an anti-acne solution.

MBIE were very impressed with the team's business idea, growth mind-set and sustainability focus.



## GALLAGHER AWARD FOR SMART TECHNOLOGY

Gallagher uses the practical genius that's in our kiwi DNA to create products and services that are completely user-friendly and totally intuitive. Today the company delivers innovative solutions that exceed expectations and add value for their customers.

### Award Criteria:

Awarded to a YES company that best solves a problem or creates value for a customer using one of the following:

- artificial intelligence, augmented or virtual reality, near-field communication (NFC), Internet of Things (IOT) or other technology
- an intelligent digital platform, for example an app or website, that uses existing and/or new data
- a smart digital platform that creates an innovative user experience

## FA'AMALOSI, SAY IT RIGHT

### Bishop Viard College

The Fa'amalosī, Say it Right team developed a platform and database to promote the correct pronunciation of Māori and Pasifika names.

Gallagher were impressed with the demonstration of digital technology and sleek brand design to fix a common day issue faced by many in Māori and Pasifika communities.



## BP AWARD FOR SOCIAL ENTERPRISE

bp is proud to have partnered with Young Enterprise for 28 years, believing that fostering the next generation of Kiwi business leaders is good for business and great for NZ. bp have operated in New Zealand since 1946 and are committed to the communities in which they operate, continuously evolving their offer to meet growing energy demand and changing customer needs.

### Award Criteria:

Awarded to a YES company that recognises social challenges and uses entrepreneurial principles to organise, manage and create a positive change in the community.



## PERIOD.

### Diocesan School for Girls

Period. repurposes sanitary pad wrappers turning them into fashionable earrings. A buy-one-give-two model means that for every sale Period. donates two packs of sanitary items to those in need.

bp felt that Period. achieved positive results while making a meaningful impact through reducing plastic waste, taking on period poverty and helping to de-stigmatize menstruation.



## NATIONAL EXCELLENCE AWARD FOR RANGATAHI ENTREPRENEURS

This award is sponsored by Te Tumu Paeroa and NZ Māori Tourism who are passionate about supporting Rangatahi to thrive in business and in life. Te Tumu Paeroa provide professional services that support Māori trustees to fulfill duties and responsibilities. NZ Māori Tourism works collaboratively with the Māori tourism sector to ensure visitors leave Aotearoa New Zealand as members of our whānau.

### Award Criteria:

Awarded to the best Māori YES company. A Māori company is defined as a company that reflects Māori cultural elements in its products or services, or has these elements reflected in its philosophy, vision, mission, and/or operating model.



### NGA TAPUWAE Ā-TARAİKA

#### TKKM o Ngā Mokopuna

Nga Tapuwae ā-Taraika (NTāT) stands strong in their tikanga and in sharing the history of Aotearoa. They hold the belief that all people should know the history of where they stand, and as such have developed an educational programme for schools and businesses across Te Upoko-o-te-ika a-Māui.

## NATIONAL EXCELLENCE AWARD FOR PASIFIKA BUSINESS

Awarded to the best Pasifika YES company. A Pasifika company is defined as a company that reflects Pacific cultural elements in its products or services, or has these elements reflected in its philosophy, vision, mission, and/or operating model.



### THE HUSTLE

#### Bishop Viard College

The Hustle's goal is to be agents of change for their community, readdressing racial profiling by sharing the positive and accurate histories and stories of their people. In 2021, The Hustle created a documentary film that celebrates their success, highlighting their faith and cultural traditions as Māori and Pasifika students.



MINISTRY OF  
YOUTH DEVELOPMENT  
TE MANATŪ WHAKAHIAO TAIOHI

## MINISTRY OF YOUTH DEVELOPMENT AWARD FOR RESILIENCE

MYD encourages and supports young people to develop and use knowledge, skills, and experiences to participate confidently in their communities. Challenges present opportunities to grow and develop, therefore MYD believes it is important to celebrate these achievements.

### Award Criteria:

Awarded to the company that has successfully completed the YES programme in the face of barriers, difficulties or hardships not faced by the average YES company to complete its product or service.



### TRIO TREAT

#### Flaxmere Teen Parent Unit

Ottyleah left school in 2020 with uncompleted qualifications, working to provide for her newborn daughter. During the COVID-19 lockdown, she was browsing the internet and became interested in recipes for natural cosmetics. Upon returning to school, she founded Trio Treat, which develops lip products.

MYD recognised the challenges Ottyleah faced by being a CEO and young mum. Through perseverance and a commitment to create better opportunities for herself, Ottyleah has been able to overcome these challenges.



### TECH ANGEL Aparima College

Sam faced a challenging family situation when he moved to Christchurch and then back to Riverton a term later. Inspired by his grandad, the skills Sam learnt from his own struggles in accessing technology and financial support supported the development of his business idea and plan.

## HSBC AWARD FOR ENVIRONMENTAL SUSTAINABILITY

HSBC is one of the world's largest banking and financial services organisations serving customers worldwide from offices in 64 countries and territories around the globe. HSBC are a global leader in environmental sustainability, supporting customers to lower emissions by providing sustainable financing.

### Award Criteria:

Awarded to the YES company that best demonstrates environmental sustainability in the operations and/or outcomes of their enterprise.



### KIWI-KICK

#### Otumoetai College

Kiwi-Kick created a kiwifruit gel using waste kiwifruit that are unsuitable for national or international sales. The product can be eaten on its own, or it can be added to smoothies and porridge.

Kiwi-Kick created a useful product largely from waste materials by looking to increase the amount of waste produce used in products by introducing new flavours of gels and products.

## TE ARAHANGA PRIMARY INDUSTRIES AWARD

The Ministry for Primary Industries' (MPI) role is to seize export opportunities for our food and fibre sector, improve sector productivity, ensure the food we produce is safe, increase sustainable resource use, and protect New Zealand from biological risk.

### Award Criteria:

Awarded to the YES company with the best business product or service that relates to food or fibre, focuses on sustainability or protecting Aotearoa from harmful pests and diseases, and can make a positive impact on the primary sector. (Arahanga means leadership or forward thinking).

### FROSTEASE

#### Mackenzie College

The FrostEase Flexi-Mat is a bladder that floats on trough water, creating a layer of insulation and stopping trough water from freezing. It is designed and manufactured in Southland.

The team applied innovative engineering design to tackle a genuine problem for farmers nationwide to help with both animal and farmer welfare.



## NZ AID PROGRAMME AWARD FOR SOLVING A DEVELOPMENTAL PROBLEM

The purpose of New Zealand's Aid Programme is to contribute to a more peaceful world, in which all people live in dignity and safety, all countries can prosper, and our shared environment is protected.

### Award Criteria:

Awarded to the company that best shows how their product/service could be used to solve a development problem (e.g., environmental degradation, education (access and quality), clean water access, gender inequality, technology access and use, healthcare) or is being used in a developing country. This could include creating a product/service which uses suppliers in developing countries.



### AINC

#### Freyberg High School

AINC is on a mission to provide adequate source of income for women in Afghanistan. To achieve this, the company has begun importing hand-knotted Afghani rugs.

Through opening a supply chain for women artisans and paying a living wage, AINC has created impact for women in Afghanistan in the areas of livelihoods, gender equality, economic resilience, and peacebuilding.

## NATIONAL EXCELLENCE AWARD FOR SALES AND MARKETING

Awarded to the company that best executes a successful marketing strategy leading to sales.

### THE TOGETHER COLLECTIVE

#### Sacred Heart Girls' College

The Together Collective celebrates the work and journeys of young artists in Aotearoa by giving them an opportunity to commercialise their art through limited edition clothing designs, and supporting new artists to create sustainable creative careers.

The Together Collective undertook extensive and varied forms of validation to understand their target market. They used a wide range of marketing techniques and sales channels that went well beyond social media and ecommerce.



## GO WITH TOURISM AWARD FOR TOURISM

Go with Tourism is a government-funded initiative dedicated to building New Zealand's Tourism & Hospitality workforce. The online platform offers the creation of free job profiles, access to work experience and employment opportunities, online courses and more. Additionally, Go with Tourism actively engage with students and jobseekers nationwide, through their career expos and Education Programme, spreading the word about the only industry where fun equals success.

### Award Criteria:

Awarded to the YES company that creates an innovative tourism product, service or experience that enhances and promotes tourism in their local community or at a national level. Preference will be given to ideas that can create jobs, that are unique or that address a specific social or sustainable need.



### ORA CARDS

#### New Plymouth Girls' High School

Ora Cards have made a fun simple card game 'Tahi – the kiwiana card game' for people of all ages to learn Te Reo Māori. Valuing education equity, the team donated over 30 packs of cards to low decile kura in their community for Te Wiki o Te Reo Māori.

## CEO OF THE YEAR

The CEO of the Year award recognises exemplary leadership from a CEO of a YES company.

Awarded to the YES CEO who most effectively demonstrates leadership. Note, the YES company must have 2 or more directors.

- Empowering fellow directors, sharing the limelight, delegating and supporting.
- Keeping things together during difficulties and challenges.
- Creating a healthy working environment and business ethos.
- Resourcefulness and innovative thinking.
- Ably and consistently representing the company to external parties, stakeholders and media.



### MEG MACDONELL

#### New Plymouth Girls' High School

Meg empowers her team Ora Cards by sharing the limelight, delegating tasks and supporting each member. Meg is forward thinking and continues to be drawn towards change and productive development. All qualities of a great leader.

Under Meg's leadership, Ora Cards have sold 700 units and are used within 21 schools across the Taranaki region.

Ehara taku toa I te toa takitahu ēngari, he toa takitini. Success is not the work of an individual but the work of many.

## New awards for 2022

## \$idehustle

These are new awards that will be presented for the first time in 2022.

### MOST LOVED SIDEHUSTLE

Launched in 2021, Sidehustle is an ecommerce app where individuals can create brands and market products or services. Recognising that one in three Kiwis have a Sidehustle, their app helps the next generation of entrepreneurs to start their own business by providing them with a platform to build success.

This is awarded to the YES company whose posts on Sidehustle have received the most "loves" from the Sidehustle community. This will be measured by the number of "love" reactions their Sidehustle posts have received during the YES year.



## SIR JAMES FLETCHER AWARD FOR MOST INSPIRING TEACHER

The Fletcher Trust was Young Enterprise's first major supporter. The late Sir James Fletcher would personally open his office and spend time supporting and coaching our students. The Fletcher Trust continues to support YES and recognise dedicated YES teachers.

When students submit their Annual Review, they have the opportunity to nominate their teacher for the Sir James Fletcher Award for Most Inspiring Teacher.



### BRENDAN LAMBERT

#### Manurewa High School

Brendan Lambert has been teaching YES through his role as Business Studies teacher at Manurewa High School for the last four years. He is passionate about entrepreneurship and enjoys the buzz of students succeeding selling at markets and putting themselves in unfamiliar positions that lead to personal & professional growth.

*"I wouldn't have applied and got accepted into all three YES Extreme Experiences if Mr Lambert hadn't noticed the potential in me to achieve well in business. This was really encouraging to someone who likes to stay in their shell"*



THE FLETCHER TRUST



CHARTERED ACCOUNTANTS  
AUSTRALIA • NEW ZEALAND

## CHARTERED ACCOUNTANTS AUSTRALIA AND NEW ZEALAND AWARD FOR THE BEST ANNUAL REVIEW

Chartered Accountants Australia & New Zealand has 130,000 members globally, who use their skills to make a difference for businesses and communities. CA ANZ's vision is to support Chartered Accountants to be leaders in finance and business in Aotearoa, Australia, and around the world.

This is awarded to the YES company that submits the best Annual Review as selected by Chartered Accountants Australia and New Zealand.

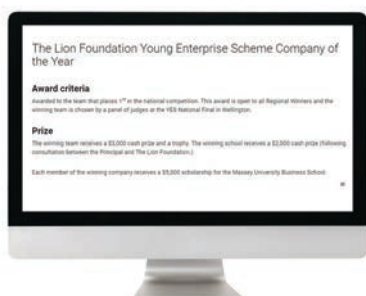
\*Annual Reviews must be submitted by the Round 1 deadline to be eligible for this award.

# WHAT RESOURCES ARE THERE TO HELP?

## YES Online Course

Our YES online course guides students (and teachers) through the YES year from the very start through to wrapping up your business. You'll find examples, tips, and useful videos to support you every step of the way in your business and the YES competition.

### COMPETITION



### VIDEOS



### EXAMPLES



### FEEDBACK AND TOP TIPS



# YES Lean Canvas

A Lean Canvas is a quick way to map out your product idea and business model on one page. It gets you thinking about your product and your business model. By giving this a go, you can start developing some ideas of what your company will do and look like.

<b>Problem</b> List 1-3 problems that your product/ service will solve.	<b>Target Market</b> Identify who is most likely to buy your product/service.	<b>Solution</b> Outline a possible solution for each problem.	<b>Existing Alternatives</b> List your main competitors.	<b>Sales Channels</b> List the different ways your customer will be able to buy your product/service.
			<b>Unique Value Proposition</b> Give a single, clear, compelling message that states why you are different and why the customer should buy your product.	<b>Competitive Advantage</b> Identify what resources, skills, knowledge or other factors you have access to that cannot easily be copied by your competitors.
<b>Costs</b> List the main variable costs (cost of making the product or offering the service) and fixed costs (other costs involved in running the business).			<b>Revenue Streams</b> List your main source(s) of revenue: How will you make money during the year?	

## Problem

What is the problem(s) that your product or service solves?

## Target Market

Which group of people are most likely to buy your product? Try to include demographic factors e.g. a specific gender, age group, income level and psychographic factors e.g. what are their interests and values, why will they buy?

## Solution

What are the key features of your solution that solve each of the problems?

## Existing alternatives

Who are your main competitors that your customers may consider using instead of you? What else might customers buy to solve this problem for them?

## Unique Value Proposition

This is the benefit of your product or service.

## Sales channels

Where will your customers be able to buy the product or service?

## Competitive Advantage

What is your competitive advantage? What is it about your product or way of running your business that is unique to your team and can't be copied by others?

## Costs

List the main costs of running your business. This should include the main variable costs of producing the product or delivering the service e.g. materials, resources, packaging and the main fixed costs e.g. equipment, marketing costs, website development.

## Revenue Streams

Identify how you will make money from your product or service, e.g. sale of books, subscription service, app download, etc.



# Raising money to get started



## University of Waikato Equity Seed Funding

Young Enterprise and the University of Waikato are excited to support YES companies with \$10,000 worth of equity seed funding. This funding will provide start-up capital to selected YES companies to help get their business going.

Any YES company can apply for seed funding, but priority will be given to the following groups:

- Māori Seed Funding – for YES companies where one or more members identify as Māori.
- Pasifika Seed Funding – for YES companies where one or more members identify as Pasifika.
- Decile 1 – 3 Seed Funding - for YES companies who attend a Decile 1, 2 or 3 school.

YES companies must submit a 60-second video to apply for seed funding in Round 1 (Term 1) or Round 2 (Term 2). See the YES Online Resources for information about the video requirements.

Some regions also offer regional seed funding, so be sure to check with your Regional Coordinator about this opportunity.

## Fundraising

Successful fundraising ideas used by YES companies include selling food, raffles, car wash, garage sale, sponsored events, quiz nights, and many more! Check out the YES Online Resources for more examples.

## Heads up: Profit and Tax

You'll be dealing with real money and real profit or loss in your business. You're lucky - YES companies are exempt from the usual NZ company tax (PAYE, ACC charges, GST etc.) Instead, YES companies are responsible for a YES tax of 25% on reported profit in your Annual Review at the end of Term 3. It's not common, but if your company does end up generating sales income of more than \$60,000, you will need to register for GST and pay GST tax.

All of the tax money received from a region will go straight back to the region to help with running YES the following year.



Screenshot of a Seed Funding video

# Enjoy awesome free resources

We have some pretty amazing friends, and they are all keen to join the party: Xero, MYOB, Sidehustle and Storbie... they are all offering our students access to some incredible resources – for free!



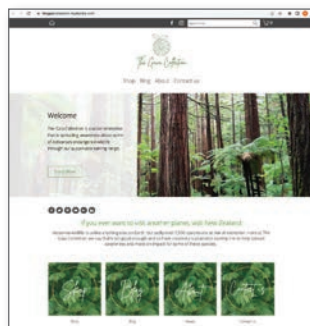
## Xero / MYOB

Digital accounting software to keep track of all your financials



## Storbie

An e-commerce website to sell your product or service



## Sidehustle

A social marketplace where you can buy and sell items and services, form groups, follow friends and your favourite businesses



Check out the YES Online Resources for information on how to access these free resources!



# WHAT CONNECTIONS CAN I MAKE?

## YES Alumni Army

Did you know we have an incredible network of alumni who have participated in YES over the past 40 years? And soon that will include you!

The YES journey doesn't end at the conclusion of the YES programme. There are many benefits to being a YES alumni including exclusive events, networking opportunities, connections to the startup ecosystems, and ways to volunteer and give back to YES.

## Alumni Wall of Companies

Our Alumni have gone on to do some pretty epic stuff! Check out the below companies who were all founded by YES alumni. Unfortunately, we couldn't fit the whole Alumni Wall of Companies in the booklet (it would take up too many pages!), but you'll find the full version on our website. We hope to see your company up there one day soon!



## YES Whānau

And it's not just students that get connected to a network of incredible people. The YES whānau is made up of creative and passionate people from the startup world, NZ Inc, government, education, and many more! YES volunteers and supporters love to network with each other as they work together to support New Zealand's future leaders in the YES programme. Many YES alumni and volunteers have gone on to hire each other or start businesses together – how cool is that?!

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## Startup Ecosystem

New Zealand has an impressive startup community and it is easy to get plugged into the growing network of opportunities available, especially after you've made connections through YES. Many YES alums have continued their entrepreneurial journey in one of the following ways:

- **Young Founders Incubator:** A business accelerator programme for 16-24 year olds
- **Startup Weekend:** 54-hour events where entrepreneurs come together to find out if their ideas are viable
- **Hackathons:** Developers and creative thinkers get together to work on digital technology projects
- **CO.STARTERS:** A 9-week programme which equips entrepreneurs and business startups with tools and resources to support and grow their business
- **HATCH:** A programme for Pasifika aged 18-30 to transform innovative ideas into commercial reality
- **MANAAKI:** A social network for small business in Aotearoa that connects entrepreneurs with mentors <https://www.manaaki.io/>
- **KŌKIRI:** A startup accelerator for Māori entrepreneurs that provides seed funding and dedicated coaching <https://kokiri.nz>



## Māori @ YES

Ehara taku toa i te toa takitahi, engari he toa takitini.

I come not with my own strengths but bring with me the gifts, talents and strengths of my family, tribe and ancestors.

YES is one big whānau and rangatahi Māori are a significant part in that whānau, in fact so much so that each year more and more rangatahi Māori are joining YES! And as a result of greater rangatahi involvement, we continue to make changes to our programmes and invite you to embrace te reo Māori throughout your YES adventure (and beyond of course).

At YES we have a dedicated MANA-vator, or more formally Head of Māori Engagement, whose key focus is the success of our rangatahi and seeing you stretch far beyond your comfort zone and following in the footsteps of your entrepreneurial tupuna. In 2022, you will see a range of new initiatives, opportunities and resources that set out to improve the experiences of our young people, and which are designed to see our rangatahi thrive as rangatahi Māori.

**‘My 2021 was dramatically improved by being a part of this - it fills me with so much hope for the future seeing all of these young people with such passion. Keep doing all the amazing work you do! Roll on 2021 for a more normal EIA event!’**

– YES ALUMNI, EIA 2021 –

# How do I get involved?

## As a student

Most students do YES as a timetabled subject or extra-curricular through their school. If your school offers YES, check with the teacher in charge about participating.

If your school does not offer YES, or if you want to participate in YES outside of the school setting, we can help! Contact us at [support@youngenterprise.org.nz](mailto:support@youngenterprise.org.nz) so we can talk you through the options.

## As a teacher / school

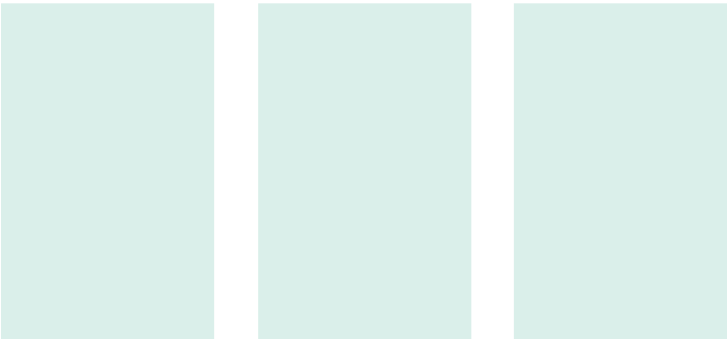
YES can be offered in your school as an extra-curricular programme or it can be offered in class and used to deliver Business Studies Achievement Standards at both Level 2 and Level 3.

The main Achievement Standards that align with YES are:

LEVEL	AS	TITLE	CREDITS
2	AS90846	Conduct market research for a new or existing product	3
2	AS90848	Carry out, review and refine a business activity within a community context with guidance	9
3	AS91832	Develop a marketing plan for a new or existing product	6
3	AS91834	Carry out, with consultation, an innovative and sustainable business activity	9

Use our free NCEA assessment resources available on our website to help you deliver YES with these achievement standards.

YES can also be integrated successfully with other curriculum areas such as Technology, Hospitality, AgriBusiness, Education for Sustainability, Agriculture and Horticulture, Visual Arts and Music.





*Product Design – FrostEase*



*Environmental Sustainability – West Coast Pest Control*

And all students that complete the 5 YES challenges will receive the YES micro-credential on their NZQA Record of Achievement. They may also be eligible to earn some credit equivalents as well.

## **Kaiārahi ako / Teaching mentor support**

We have a team of seven Kaiārahi ako / Teaching mentors around the country who are ready to support you as a teacher with YES and other enterprise/financial literacy programmes at your school.

**“She gave me the confidence to move the subject from being theory heavy to practical which was the turning point for student engagement. She put me in contact with practising teachers for support as well.”**

– YES TEACHER, NORTHLAND

**“She has provided resources, guidance and verification support that have meant I have survived. She has been the most beneficial person in teaching I have encountered, and I have been teaching 25 years”**

– YES TEACHER, HAWKES BAY

**“He has made me feel comfortable taking on YES and he has made himself completely accessible to tackle any of the questions and concerns I have had. As a first-year teacher, having his support and guidance has been incredibly advantageous. He has taught me that everything is within reach if you put your mind to it. This year has left me enthused about the future and excited for the opportunities.”**

– YES TEACHER, CANTERBURY

## What teachers say about the YES programme

The YES program prepares students to be thinkers and doers, not just thinkers and the students that have always been thinkers and doers get recognised for their hard work by making their business a reality. I have a lot of teachers that tell me that about students that have had success in YES and they never saw the same student have the same amount of success in their class as they did in the YES program. It definitely allows students to excel in a way that other subjects may not.

– YES TEACHER, CANTERBURY

The best thing in my teaching. Motivating. Students have reflected this is the best thing they have done while at school. Parents also see the amazing development with their children.

– YES TEACHER, WELLINGTON





## As a volunteer

We worked with over 4700 students last year, and we need all the help we can get. Not to mention your involvement as a mentor, judge, or speed coach is what takes this experience outside the classroom and makes it authentic for the students!

There are three main ways you can volunteer:

### Mentor

Advise, support and guide a YES company throughout the year. (Meet with the YES company regularly from February through October).

### Speed Coach

Speak with a variety of YES companies about their business concept at the start of their journey (Approx. 2-hour commitment in February/March).

### Judge

Judge and provide feedback for YES teams at events such as the mid-year pitch, EIA weekend, or Regional Finals (Half-day or full-day commitment in May/June or October).

To register your interest and check out videos about each role, go to <http://www.youngenterprise.org.nz/get-involved/> or contact the Regional Coordinator for your region.

### As a sponsor, donor or supporter

We couldn't do what we do without the help of our wider YES whānau. Our sponsors, donors, and supporters are our biggest enablers, and we can always use more help in changing the lives of thousands of students every year! There are plenty of ways that you can help out, ranging from one-off donations through to Platinum Sponsorship.

If you're interested in sponsoring YES nationally, check out <http://www.youngenterprise.org.nz/get-involved/> for more information on the opportunities available. If you're interested in sponsoring YES in your region, please contact the relevant YES Regional Coordinator.



# WHO IS THERE TO HELP?

There are three main contacts for the YES programme – YES HQ, the Regional Coordinator, and the Kaiārahi ako.

## **Young Enterprise (YES HQ):**

- Responsible for the national YES programme, competition, and events.
- Works with Regional Coordinator, Kaiārahi ako, and YES Teacher.
- Manages the YES social media accounts and YES Online Resources.

Contact YES HQ at: [support@youngenterprise.org.nz](mailto:support@youngenterprise.org.nz) or **04 570 0452**

## **Your Regional Coordinator:**

- Central point of contact for all YES companies in a region.
- Runs all YES regional events: Kickstart | Tīmata, workshops, mid-year pitch, Trade Fairs, Regional Final.
- Assists with finding mentors and volunteers.
- Marks YES Challenges 1, 3 & 4 and visits YES companies at school regularly.

## **Your Kaiārahi ako / Teaching mentor:**

- Supports the classroom teacher with curriculum and NCEA for YES.
- Helps the Regional Coordinator to support YES companies, including school visits.

# Kaiārahi ako/teaching mentor

REGION	CONTACT DETAILS
<b>Auckland</b> – Pasifika Schools*	<b>Andrea Lim</b> (Term 1-2) <b>Email:</b> andrea.lim@youngenterprise.org.nz <b>Mobile:</b> 027 284 8746 <b>Sian McMillan</b> (Term 3-4) <b>Email:</b> sian.mcmillan@youngenterprise.org.nz <b>Mobile:</b> 027 342 6274
<b>Auckland</b> – Other Schools	<b>Lucy Wymer</b> (Auckland North, Central & South) <b>Email:</b> lucy.wymer@youngenterprise.org.nz <b>Mobile:</b> 022 043 0142 <b>Suzanne Oliver</b> (Auckland East and West) <b>Email:</b> suzanne.oliver@youngenterprise.org.nz <b>Mobile:</b> 021 950 567
<b>Wellington &amp; Manawatū/Whanganui</b>	<b>Yolande Rosario</b> <b>Email:</b> yolande.rosario@youngenterprise.org.nz <b>Mobile:</b> 021 520 930
<b>Northland</b>	<b>Megan Prendergast</b> <b>Email:</b> megan.prendergast@youngenterprise.org.nz <b>Mobile:</b> 021 0811 6593
<b>Rotorua/Taupō &amp; Hawke's Bay/Gisborne</b>	<b>Jane Watson</b> <b>Email:</b> jane.watson@youngenterprise.org.nz <b>Mobile:</b> 022 657 9361
<b>Waikato</b>	<b>Suzanne Oliver</b> <b>Email:</b> suzanne.oliver@youngenterprise.org.nz <b>Mobile:</b> 021 950 567
<b>Canterbury, South Canterbury, Otago, Southland, &amp; West Coast</b>	<b>Regan Powell</b> <b>Email:</b> regan.powell@youngenterprise.org.nz <b>Mobile:</b> 027 414 4355
<b>Remote Kaiārahi ako for:</b> Western Bay of Plenty Nelson/Marlborough Taranaki	<b>Lucy Wymer</b> <b>Email:</b> lucy.wymer@youngenterprise.org.nz <b>Mobile:</b> 022 043 0142

# YES Regional Coordinators

REGION	CONTACT DETAILS
<b>Auckland</b> Sasha Kelly Sean Gibbs Auckland Business Chamber	<b>Email:</b> skelly@chamber.co.nz <b>Mobile:</b> 021 128 6246 <b>Email:</b> sgibbs@chamber.co.nz <b>Mobile:</b> 021 198 1722 <b>www.aucklandchamber.co.nz</b>
<b>Canterbury</b> Idoia Alday Gonzalez Ara Institute of Canterbury	<b>Email:</b> idoia.aldaygonzalez@ara.ac.nz <b>Mobile:</b> 021 549 280 <b>www.ara.ac.nz</b>
<b>Hawke's Bay/Gisborne</b> Grace Hogan Hawke's Bay Chamber of Commerce	<b>Email:</b> grace@hbchamber.nz <b>Mobile:</b> 027 439 8537 <b>www.hawkesbaychamber.co.nz</b>
<b>Manawatu/Whanganui</b> Emilee Watson The Factory	<b>Email:</b> emilee@thefactorynz.co.nz <b>Mobile:</b> 027 457 6554 <b>www.thefactorynz.co.nz</b>
<b>Nelson/Marlborough</b> Trina Zimmerman Nelson Tasman Chamber of Commerce	<b>Email:</b> trina@commerce.org.nz <b>Mobile:</b> 021 682 237 <b>www.commerce.org.nz</b>
<b>Northland</b> Gary Larkan Young Enterprise	<b>Email:</b> gary.larkan@youngenterprise.org.nz <b>Mobile:</b> 027 281 9981 <b>www.youngenterprise.org.nz</b>
<b>Otago</b> Cara Bradley Julie Cheyne Business South Inc.	<b>Email:</b> cara.bradley@business-south.org.nz <b>Mobile:</b> 027 253 8137 <b>Email:</b> julie.cheyne@business-south.org.nz <b>Mobile:</b> 027 412 3430 <b>www.business-south.org.nz</b>
<b>Rotorua/Taupō</b> Zack Bidois Toi Ohomai Institute of Technology	<b>Email:</b> zack.bidois@toiohomai.ac.nz <b>Mobile:</b> 027 206 5230 <b>www.toiohomai.ac.nz</b>

REGION	CONTACT DETAILS
<b>South Canterbury</b> Stacey Gallagher South Canterbury Chamber of Commerce	<b>Email:</b> <a href="mailto:stacey@scchamber.org.nz">stacey@scchamber.org.nz</a> <b>Mobile:</b> 027 223 7170 <b><a href="http://www.scchamber.org.nz">www.scchamber.org.nz</a></b>
<b>Southland</b> Leanne Humphrey Southland Chamber of Commerce	<b>Email:</b> <a href="mailto:yes@commercesouth.com">yes@commercesouth.com</a> <b>Mobile:</b> 03 218 7188 <b><a href="http://www.commercesouth.com">www.commercesouth.com</a></b>
<b>Taranaki</b> Megan Lepper Taranaki Chamber of Commerce	<b>Email:</b> <a href="mailto:megan@taranakichamber.co.nz">megan@taranakichamber.co.nz</a> <b>Mobile:</b> 027 586 6558 <b><a href="http://www.taranakichamber.co.nz">www.taranakichamber.co.nz</a></b>
<b>Waikato</b> Maddie Walker Smart Waikato Trust	<b>Email:</b> <a href="mailto:maddie@smartwaikato.co.nz">maddie@smartwaikato.co.nz</a> <b>Mobile:</b> 021 0839 1183 <b><a href="http://www.smartwaikato.co.nz">www.smartwaikato.co.nz</a></b>
<b>Wellington</b> Lambrini Phillips Young Enterprise	<b>Email:</b> <a href="mailto:lambrini.phillips@youngenterprise.org.nz">lambrini.phillips@youngenterprise.org.nz</a> <b>Mobile:</b> 021 165 2177 <b><a href="http://www.youngenterprise.org.nz">www.youngenterprise.org.nz</a></b>
<b>Western Bay of Plenty</b> Pascale Hyboud-Peron Emelie Verseput Venture Centre	<b>Email:</b> <a href="mailto:pascale@venturecentre.nz">pascale@venturecentre.nz</a> <b>Mobile:</b> 021 116 9087 <b>Email:</b> <a href="mailto:emelie@venturecentre.nz">emelie@venturecentre.nz</a> <b>Mobile:</b> 021 384 387 <b><a href="http://www.venturecentre.nz">www.venturecentre.nz</a></b>
<b>West Coast</b> Serena Moles Tai Poutini Polytechnic	<b>Email:</b> <a href="mailto:serenam@tpp.ac.nz">serenam@tpp.ac.nz</a> <b>Mobile:</b> 03 769 9664 <b><a href="http://www.tpp.ac.nz">www.tpp.ac.nz</a></b>

# STAY UP TO DATE AND CONNECTED WITH US!

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## Let's Get Social!

With over 4,700 students doing the programme, it isn't always easy to stay in touch, so we use the YES Class of 2022 Facebook group and Young Enterprise Instagram to post reminders, updates and competitions. Join and follow now!

But it's not all about students staying up to date with YES, we also love staying updated with their journey along the way, and so do our sponsors, supporters and followers. Tag us in social posts and always use the hashtag #YESCLASSOF2022 so we can reshare onto our platforms.



@YoungEnterpriseNZ



@youngentnz



@young-enterprise-trust



@YoungEnterpriseNZ



YESClassof2022

[youngenterprise.org.nz](https://youngenterprise.org.nz)



# YES 2022 Calendar

TERM 1		
February	YES Enrolments open	February
	Students form YES companies and decide on company roles	February
	Regional Kickstart   Timata Sessions (date advised by Regional Coordinator)	Feb/Mar
March	Seed Funding Round 1 applications open	Mon 14 March
	Deadline for YES enrolments and company formation	Fri 18 March
	Seed Funding Round 1 application deadline	4pm, Fri 25 March
	Entrepreneurs in Action weekend applications open	Mon 28 March
April	YES Company Photo Competition deadline	Fri 1 April
	Entrepreneurs in Action weekend application deadline	4pm, Fri 8 April
	<b>Challenge 1: Validation deadline</b>	4pm, Thurs 14 April
TERM 2		
May	Term 2 begins	Mon 2 May
	Seed Funding Round 2 application deadline	4pm, Fri 13 May
	YES enrolment fee deadline	Fri 28 May
	<b>Challenge 2: The Pitch (date advised by Regional Coordinator)</b>	May/ June
June	Entrepreneurs in Action Weekend, Wellington	30 June – 3 July
TERM 3		
July	Term 3 begins	Mon 25 July
August	<b>Challenge 3: Promotion deadline</b>	4pm, Fri 5 Aug
	Regional Trade Fairs (date advised by Regional Coordinator)	July/Aug/Sep
September	<b>Challenge 4: Sales deadline</b>	4pm, Fri 9 Sept
	<b>Challenge 5: Annual Review deadline (for competition)</b>	
	National Excellence Awards application deadline	4pm, Thurs 29 Sept
	Pay YES Tax	
	Term 3 ends	Fri 30 Sept
TERM 4		
October	Term 4 starts	Mon 17 Oct
	Challenge 5: Annual Review second deadline (*note, Challenges 1-4 due by 29 September)	4pm, Fri 28 Oct
	Regional Finals (date advised by Regional Coordinator)	Oct / Nov
November	YES Nationals Wildcard Pitch	November
	Wind up company	November
December	YES National Final and Gala Awards Dinner	Tues 6 Dec (tbc)





 Young Enterprise