



## Dragons' Apprentice Challenge

Awards criteria and writing your final report

A guide for reflection



## **Dragons' Apprentice Challenge**

Congratulations on choosing to participate in the Dragons' Apprentice Challenge – Eden Pilot Project 2022. The Dragons' Apprentice Challenge is a unique project which has been running in St Albans since 2009. It brings together partners in business (the Dragon mentors), young people (the Apprentices) and local Good Causes.

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

During March and April 2022 teams of young people (the Apprentices) take up the challenge to turn £100 into as much profit as they can for a local Good Cause. 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 Good Cause.

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 decided at the Boardroom Event taking place in May 2022. These include the **Overall Winner of the Dragons' Apprentice Challenge**.

- **Most money earned**
- **Best poster/visual representation**
- **Outstanding Individual**
- **Most sustainable product/service**

Teams will be asked to make a presentation at the Boardroom event. 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 have 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 Good Cause provides in your final report and meeting logs. The next step will see each team delivering a 5-minute presentation to the SuperDragon judges at the Boardroom event. This will be your team's chance to win 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 Good Cause (see criteria below)	30
How the project was managed (see criteria below)	30
Presentation at the Boardroom Event (creative use of visuals, structure, team member participation, presentation delivery and the impact of the presentation).	30
<b>Total</b>	<b>120</b>

And this is how the first three elements listed above will be individually scored:

<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 Good Cause's profile	5
<b>Total</b>	<b>30</b>

<b>Best example of close co-operation with your Good Cause</b>	<b>Max score</b>
Self-reflection/evidence/examples of co-operation/raising awareness in the final report	15
Does feedback from the Good Cause 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 Good Cause (evidenced in feedback in the final report)	15
<b>Total</b>	<b>30</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.

### Best Poster / Visual Representation at the Boardroom Event

The SuperDragons 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

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 decided at the Boardroom Event in May 2022.

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 Good Cause, what you learnt from the Challenge (your reflection), and what skills you acquired or developed. Your Dragon mentor and Good cause 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!

### Things to consider in your reflection

You are asked to reflect on what you learnt from the Dragons' Apprentice Challenge as a whole, as a team in 250 words. There is no need to provide individual answers, **think** about how the project went.





**Your record:**

*Example: Found most of the articles needed in the end. Used computerised databases. Took good notes with details of articles for references. Tidied up notes at home and filed them. Produced a summary for the group project report, and my bit got a good mark.*

**Identifying negatives, or things which could have gone better**

Was there anything which made you unhappy, or didn't work well, or were there difficulties? You could identify: what you didn't achieve or do; what or who was unhelpful; what was the reason for any problems; what needs improvement. Also think about what might have been... what you would like to have happened. Consider alternative ways you could have behaved or things you could have done, however unusual or uncharacteristic of you;

**Your record:**

*Example: Couldn't find some books, out on loan. Wasted time in Learning Centre chatting. Had to break off to go to the bank. Didn't start work early or allow for others using the information or getting access to computers.*

