

MORE!

Talentino 10th Annual SEND Careers Conference 2023

Windsor 1

The Peter Jones Foundation



Tycoon Enterprise Competition 2023-24



In collaboration with

TALENTINO® 



Our Mission

Our mission is to provide young people, underserved communities and under-represented groups with the enterprise skills and experiences to better prepare them for successful employment or self-employment.

We do this through encouraging, educating and empowering the people we serve.

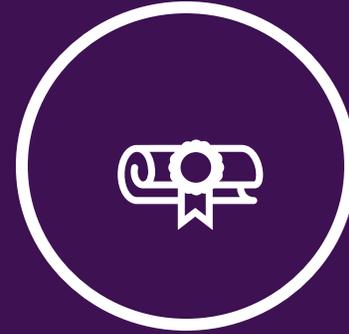
Some Context



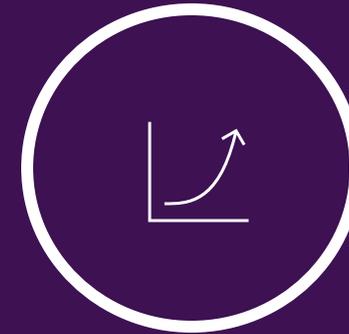
Some 45,797 young people either registered as self-employed or formed their own limited companies between 2018 and 2020¹



Over a quarter have said they would be more likely to start their own businesses if they had business or enterprise training or education²



Over half (52%) of young people have “never been taught about running [their] own business.”²



32% increase in side hustles in last 10 years³



Young entrepreneurs (under 35) twice as likely to say their business' primary aim is to solve a social or environmental problem (39% vs 18%)⁴



Young entrepreneurs (under 35) more likely to choose suppliers which do good for society, even if they cost more or they have to compromise in some other way (51% vs 36%)⁴



The total cost to the UK economy of low essential skills is estimated to be £22.2 billion⁵

1. UK Business Forums: Step-Change Needed to Support Britain's Youngest Business Owners (2022)
2. The Prince's Trust: Young Entrepreneurship Review (2021)
3. Side Hustle, A Way of Like not Work, Go Daddy (2018)
4. Tomorrow's Entrepreneurs, The Entrepreneurs Network and Youth Business International (2022)
5. Essential Skills Tracker Report, Skills Builder Partnership (2023)

Our Enterprise Skills Framework

Communication

Creativity & Innovation

Digital Skills

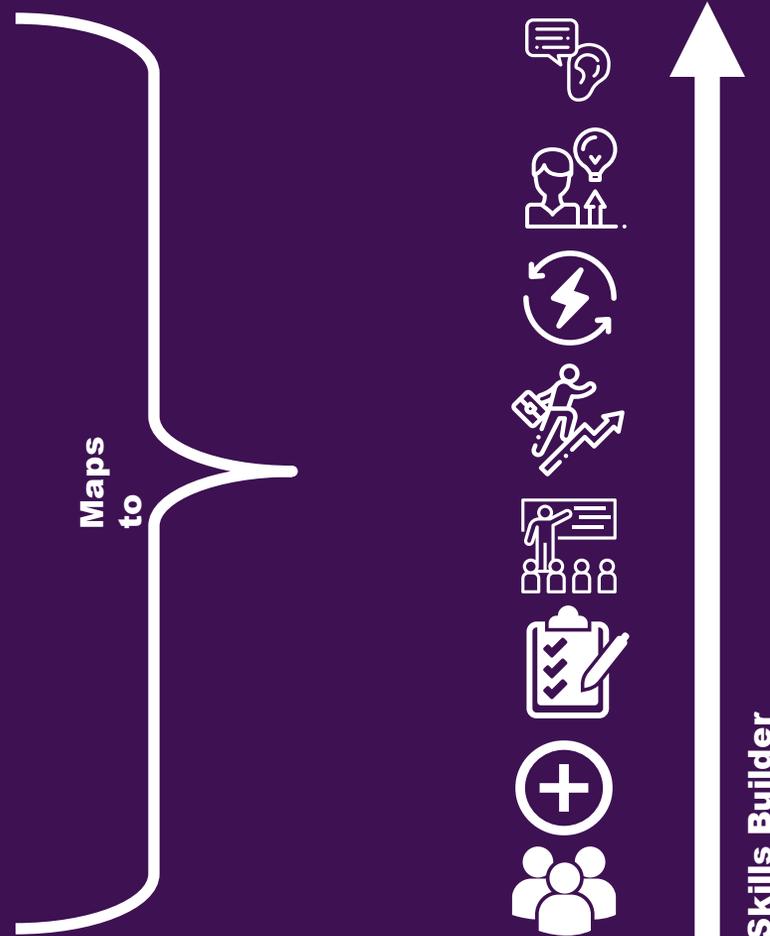
Financial Skills

Leadership

Problem-Solving

**Self-Management &
Resilience**

Teamwork



Strategic Goals



To support the enterprise and entrepreneurship education of 10,000 young people a year, offering them the opportunity to set up and run a business and demonstrating impact against our framework of 8 core enterprise skills



For over 60% of our beneficiaries to be from underserved communities or under-represented groups.



We will champion enterprise and entrepreneurship education and be a leading voice for creating a more enterprising culture, building a network of 500 enterprise ambassadors

Delivering our Goals



ENCOURAGE

We **encourage** students to start and run their first businesses through our free enterprise competition, Tycoon



EDUCATE

We **educate** students through our flagship PJEA programme delivering accredited courses and qualifications in Business, Enterprise and Entrepreneurship



EMPOWER

We **empower** all our graduates by supporting them to start a business, secure employment or secure a university place

Tycoon



2012

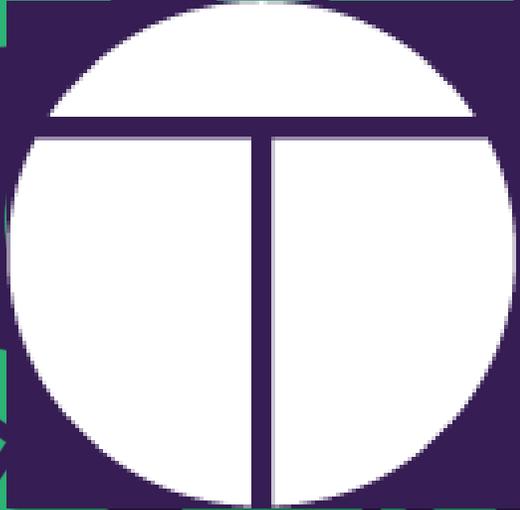
Peter Jones Foundation launches the Tycoon Enterprise Competition in response to StartUp Britain

2019

We have partnered with over 1000 schools, lending over half a million pounds to enable 8,000/year to start a business

2025

We will support over 10,000 young people a year to start and run a business with regional heats and regional champions



**TYCOON
ENTERPRISE
COMPETITION**

In partnership with Talentino

What is Tycoon?



- Unique national enterprise competition for students aged 6 to 18
- It is completely free to take part, and we offer good-will loans to support students in creating and running their first business.
- Participants write a business plan, are lent money, and start a business
- They do so through the Tycoon platform
- Tycoon Talentino open to **all** SEND students across the UK

Tycoon in 22-23



- £45k lent in goodwill loans
- 1,384 students from 90 schools started their Tycoon business journey
- 365 teams

The Tycoon Cycle



COMPETITION WINDOWS 23-24



Talentino League

Autumn

Spring

**Business Plan
Deadline**

**TBC by
Provider**

**Friday 20th
October**

**Friday 16th
February**

**Trading
Window**

**TBC by
Provider**

**Mon 30th Oct -
Mon 8th Jan**

**Mon 26th Feb -
Mon 15th Apr**

**Evaluation
Deadline**

**Monday 22nd
April**

**Monday 15th
January**

**Monday 22nd
April**

**Length of
Trading**

**TBC by
Provider**

**Up to 10
weeks**

**Up to 7
weeks**



**RESULTS
ANNOUNCED IN
MAY 2024**





COMPETITION CATEGORIES



**Tycoon Talentino
League**

Autumn

Spring

KS1-2

**Tycoon 750
£750
goodwill
loan**

KS3-4

**Tycoon 1K
£1,000
goodwill
loan**

KS5

**Tycoon 1K
£1,000
goodwill
loan**

The process

Step 1: The Lead Teacher:

- Submit a simple registration form and wait for your Tycoon account approval.

Step 2: The Tycoon platform

- Update your “Financial details” on your school dashboard.
- Complete a Finance Confirmation Form. Send it to our Tycoon Lead.

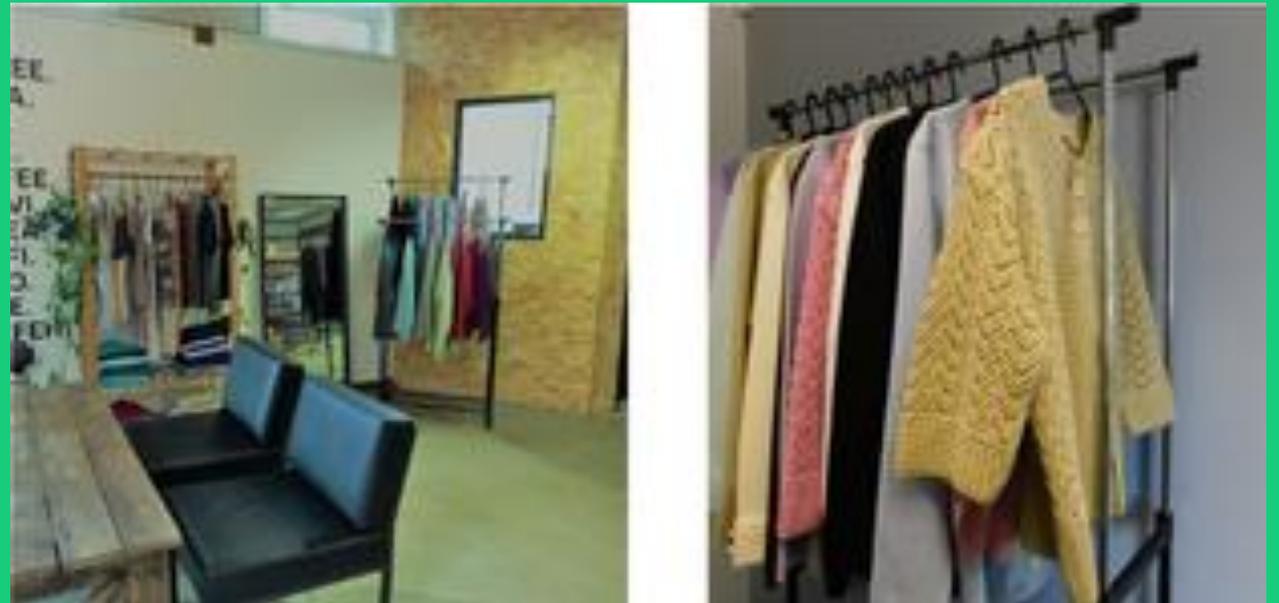
Step 3:

- Once your groups are ready, go to the "Businesses" section on your school dashboard.
- Click on "Add a new business".
- Fill in the business information.
- Select the **Competition window** called "**Tycoon Talentino League**".

Example: Charity Tree

Skills Centre Plus | Loan Amount: £289 | Profit: £430 | [Website](#)

The team from Skills Centre Plus developed the concept of selling donated items on behalf of a charity to help them maximise funds from donations. Through this they vastly improved the turnover of products, provided a bigger sales space and sold items which are normally turned away. They were able to support the Lindsay Lodge Hospice Health charity, make profit for their business and helped people who were struggling with the cost of living crisis.



We're here to help and support



If you have questions, get in touch!

Tycoon@pjfoundation.org



**Please feel free
to ask questions!**



Thank You