

## IDEA in a Day Programme

### Background

SurreyIDEA was launched in June 2019 with the aim of transforming how young people are educated about business, in order to create a new generation of digital entrepreneurs and disruptors. Based in Surrey Business School, in our SurreyIDEA Space we work with people before, during and after their university education in ways that are collaborative, intense, accelerated, immersive and highly impactful.

In Autumn 2019, SurreyIDEA is launching its *IDEA in a Day* Programme with the aim of engaging up to 500 15–17 year olds. Using a tournament format, young people from up to 20 schools, charities and community organisations will spend a day in the SurreyIDEA Space, working on a digital business challenge. Working in teams of 4–6, over the course of the day participants will be introduced to a range of business concepts and models. They will apply this learning to innovate an everyday product, developing a 5 minute pitch about how they would market and sell that product – this pitch will be presented to a panel of experts.

Participants will compete against one another, and a winning team from each day will be chosen by our experts. We would like to follow up with each school and organisation after the event by visiting you and celebrating the work all your students have done, and presenting certificates and prizes to the winning team.

### The Challenge

*Do you think you can take an idea and turn it into a product? Can you take that product and work out who would buy it, and how you would sell it to them? Can you design a marketing campaign to make that product successful?*

*Can you do all that in a day?*

Just as every business now has an on-line presence, it feels like every product or service can also be connected to the internet. The most important thing that will change education, business, the world of work, career opportunities, and lots more is connectedness. During *IDEA in a Day*, we'll explore:

- What connectedness means for our education, for our careers and for our everyday life.
- The main opportunities (and the main threats) for businesses of connectedness.
- What it might be like to work in a connected business world.
- The kind of skills and mindset needed to be successful in this connected world.

## Aims

The key aims of the *IDEA in a Day* programme are:

- To inform participants about study and career options in a digital business world.
- To allow participants to apply learning and knowledge from their studies in a business context.
- To help participants develop life skills – such as team working, creativity, problem solving, networking and persuasion – that will be useful to them in their studies, in the workplace and their personal development in general.
- To help participants develop presentation skills.
- To help participants understand key business developments such as digitisation, connectedness and innovation, and how they will impact on the world of work.
- To introduce participants to Higher Education and a university learning environment.

## Schedule (subject to change)

09:45–10:00	Arrival, Registration and Welcome
10:00–10:30	Connected Businesses and Putting Ideas into Action
10:30–10:45	Project Briefing
10:45–12:30	Group Work   Developing the Product
12:30–13:00	Working Lunch
13:00–14:00	Preparing the Pitch
14:00–14:45	Making the Pitch
14:45–15:00	Conclusion and Evaluation

## Dates

We have many dates available, across October–December 2019. We welcome you to request multiple dates via our booking form if you would like to attend more than one day.

October	8 <sup>th</sup> , 9 <sup>th</sup> , 10 <sup>th</sup> , 11 <sup>th</sup> , 14 <sup>th</sup> , 15 <sup>th</sup> , 22 <sup>nd</sup> , 25 <sup>th</sup> , 30 <sup>th</sup> , 31 <sup>st</sup>
November	7 <sup>th</sup> , 11 <sup>th</sup> , 14 <sup>th</sup> , 19 <sup>th</sup> , 20 <sup>th</sup> , 21 <sup>st</sup> , 22 <sup>nd</sup> , 25 <sup>th</sup> , 28 <sup>th</sup> , 29 <sup>th</sup>
December	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> , 5 <sup>th</sup> , 9 <sup>th</sup> , 10 <sup>th</sup> , 11 <sup>th</sup> , 12 <sup>th</sup>

## Further Information

The *IDEA in a Day* Programme is free to attend for all participants. All materials and refreshments will be provided, and financial support for transportation is available to those who are eligible.

If you have any queries about the *IDEA in a Day* Programme, please contact Professor Andy Adcroft at [a.adcroft@surrey.ac.uk](mailto:a.adcroft@surrey.ac.uk) or Donna Shanks at [d.shanks@surrey.ac.uk](mailto:d.shanks@surrey.ac.uk)