

Company Programme 2023



Overview

More than 100 students on the Isle of Man participated in the Junior Achievement Company Programme 2023, supported by HSBC Bank.

The Company Programme allows the students to prepare for their working life through the experience of running their own company, supported by a volunteer business mentor.

This report gives an insight into the programme and competition in 2023. It presents the feedback from students who took part and shared their thoughts and experience via an online survey after the day of the competition.



The Journey

September 2022

"Planting the seed"
Company Programme
Launch at five Isle of
Man High Schools

Develop and
research a business
concept that fills a
need.

October 2022

"Things get real"
Business Kick Start.
Teams are paired with
their business mentors.

Create a business
plan and
organisational
structure.

"JA Dragon's Den"
Pitch it. Teams present
their ideas and progress
so far, with the
opportunity to win
funding for their
business.

*December 2022
January 2023*

Launch the business.

March 2022

3, 2, 1... GO!"
Competition and trade
stand exhibition.

Produce, package,
market and sell the
product or service.

February 2022

"Final miles"
Competition briefing
for teams, mentors and
judges.

Celebrate the
achievements

March 2022

"And the winner is..."
Awards ceremony.

European Finals!

Footprint



Students

- Over 120 students from five different high schools on the island participated in the Company Programme 2023.
- 23 Teams originally signed up.
- 20 Teams competed in the National Finals.



Business Mentors

- 23 Business mentors from different industries and backgrounds supported the student companies, donating more than 500 hours of their time



Ambassadors

- After competing in 2022, 10 students decided to come back and become JA Ambassadors. They help both teams and mentors and improve their soft skills. In total, the JA Ambassadors 2023 donated 136 hours of their time.

The Expectations

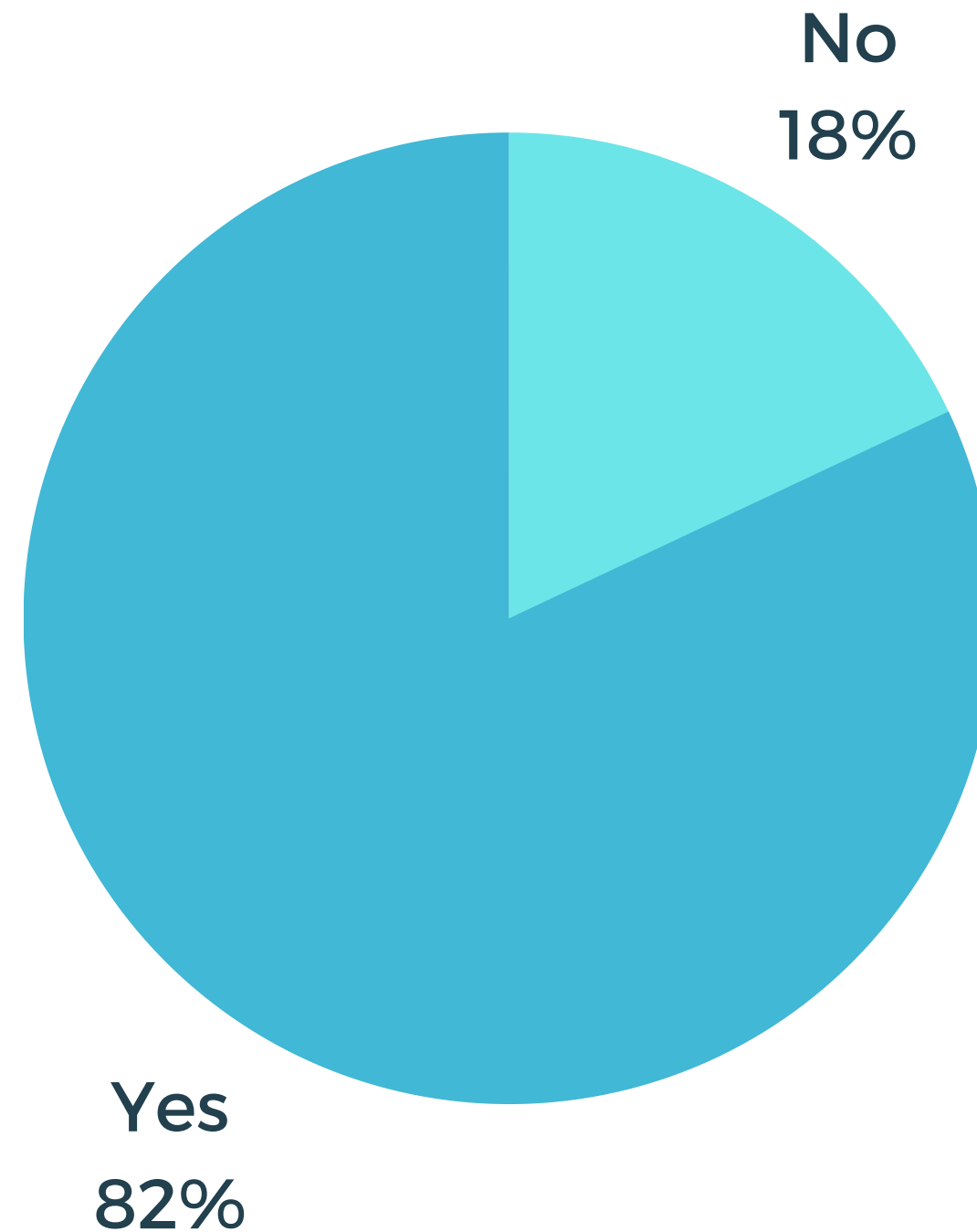
What were your expectations before starting the Company Programme?

- 👉 A fun and rewarding journey.
- 👉 I heard good things from it and was told I would learn many things, make connections and improve my CV.
- 👉 I was expecting to make a lot of cold hard cash, develop new skills and learn more about the world of business.
- 👉 Understanding the highs and lows of business.
- 👉 Be able to create a product of my own with a group of friends.
- 👉 A fun learning experience on how to start a business.
- 👉 Challenging experience but worth it.





Were the expectations met?



- 👉 It was not as hard as I thought and really enjoyed it.
- 👉 It was so much harder to create a business than I thought.
- 👉 We learned about the innovation route and we wanted to create something that could really make a difference to people and so this category suited us better.

The Challenges



What was the biggest challenge when participating in the Company Programme?

Organisation and Time Management Skills

"Being organised became a problem in our team early on, which thankfully we all overcame after Christmas."

"Meeting deadlines because it feels like they come around so quickly."



Team Work

"Being able to organise all group members to be productive and get things completed in time for deadlines."

"Getting team mates to work together."



Product Idea

"Creating an original idea that solved a problem."

"Trying to come up with a product that would be strong enough to compete in the competition"



Top 4 Skills Improved by Participating in the Company Programme



Presentation skills



Working as part as
a team

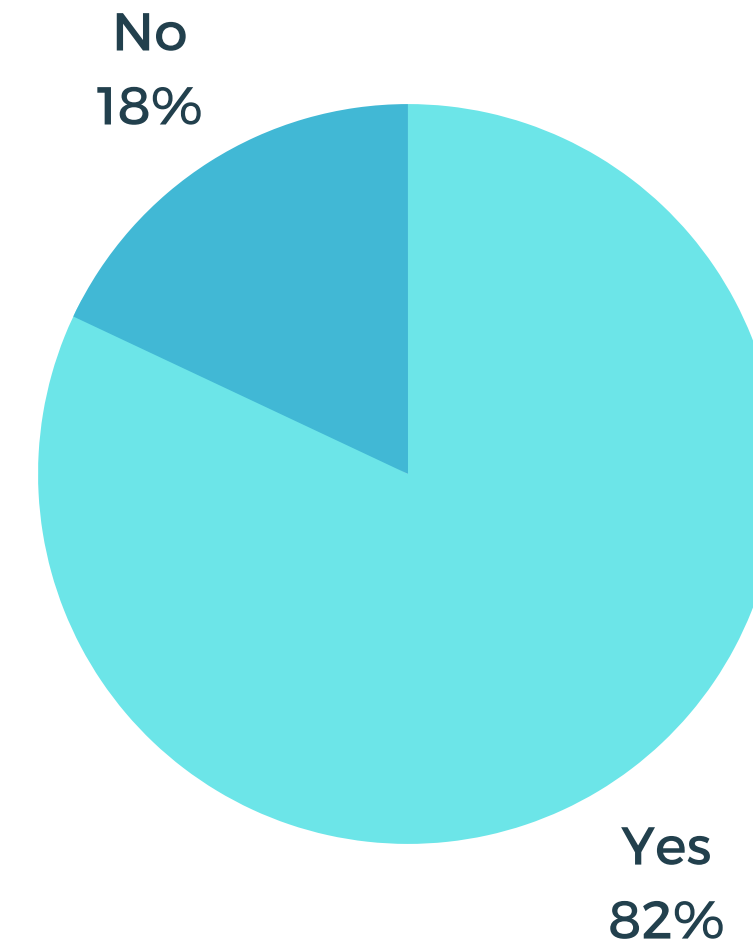
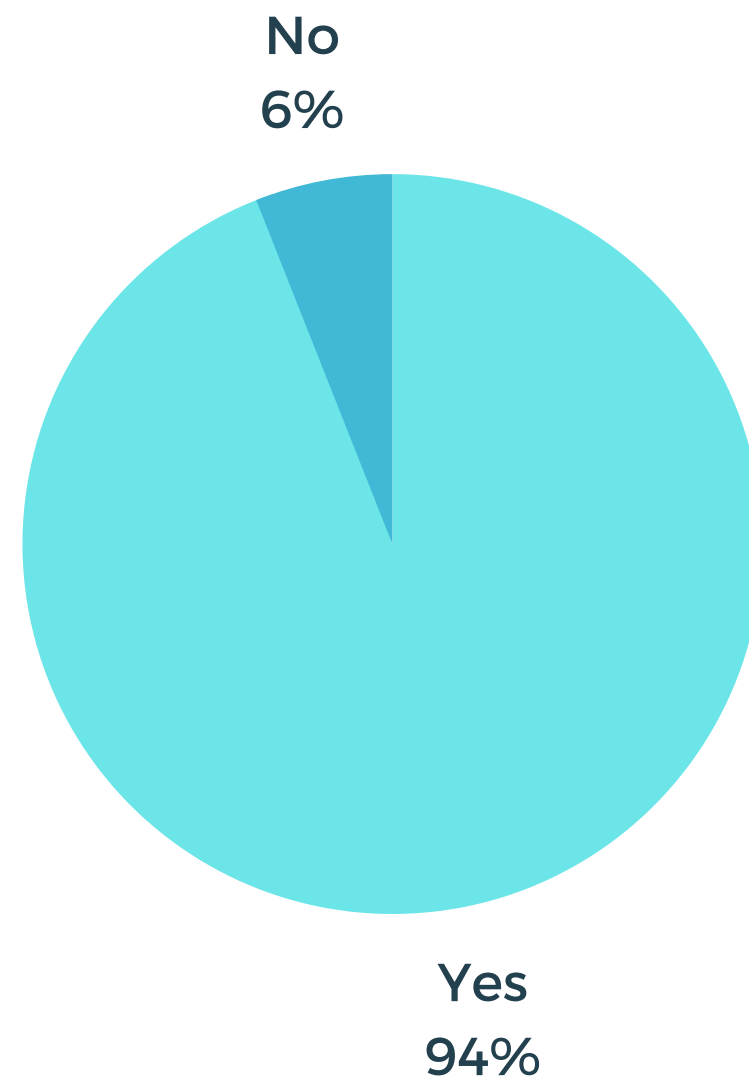


Self confidence



Willingness to take
responsibility

Do you think that the lessons learnt in the Company Programme will help you once you leave education?



Based on your experience in the Company programme, would you like to start your own business at some point in the future?

The Achievements

What was the greatest achievement in participating in the Company Programme?

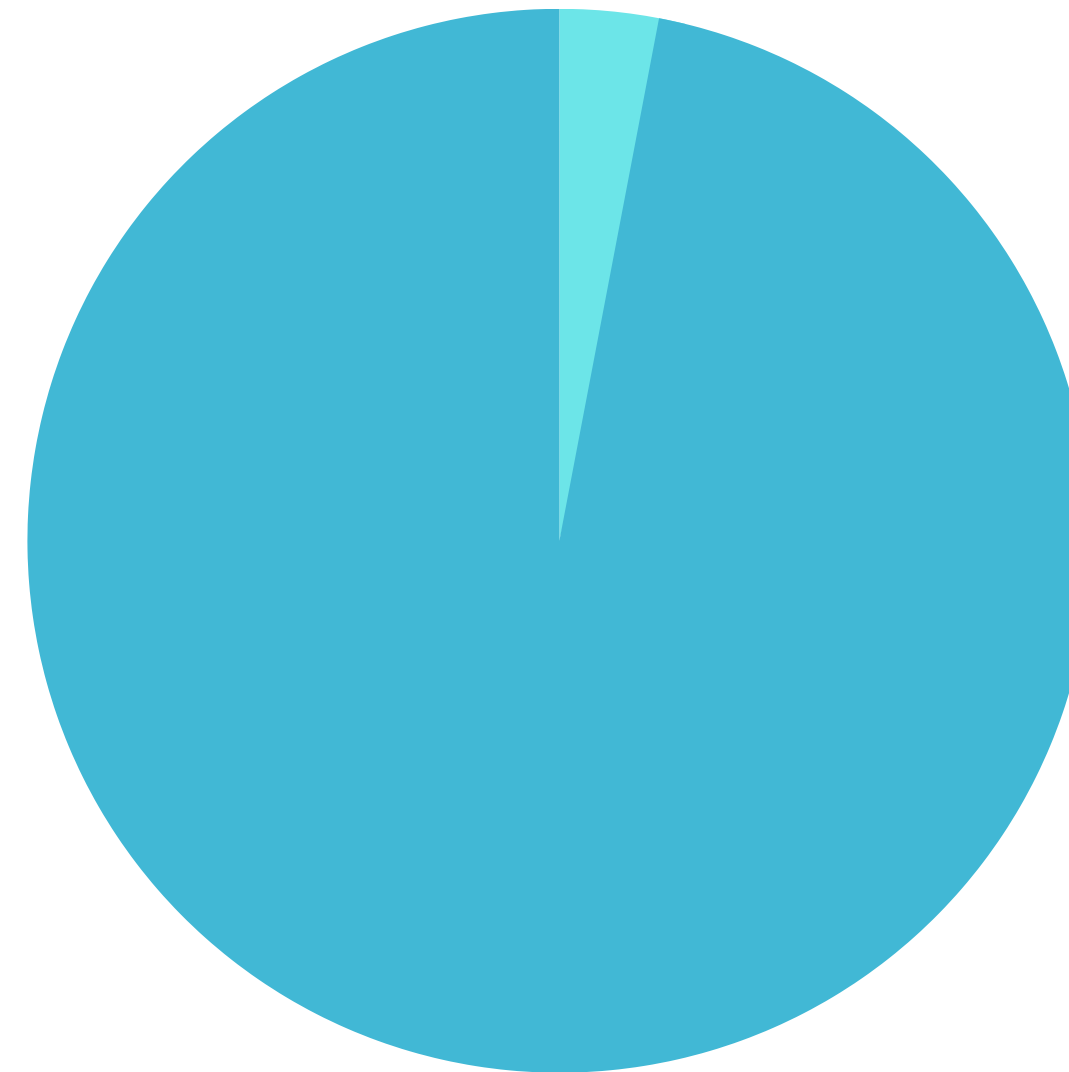
- 👉 Making a profit proved that our business was a success.
- 👉 Becoming more confident in myself and my own ideas.
- 👉 Public speaking during the presentations.
- 👉 Seeing our product for sale in shops.
- 👉 Being nominated for Leader for a Day.
- 👉 Making sales and feeling proud of what we have done as a team.
- 👉 My greatest achievement was definitely gaining more confidence in myself. As the head of sales and marketing, I had to speak to many different faces I would never have spoken to if it weren't for JA. I've become more confident in my social skills and will take this into my future endeavours.





Would you recommend this programme to other students?

No
3%



Yes
97%



Winners 2023

Zurich Award for Innovation in Business – Apollo from Ballakermeen High School for their display that projects driving information in front of the windscreen.

Celton Manx Sustainability Award – Opuence from St Ninian's High School for their Water filter that fits over a tap with a flow meter and multiplatform app.

Continent 8 Technologies Customer Focus Award – Mindcore from St Ninian's High School for their Easy Reading App.

Elite Fitness Award for Best Promotional Video – Apollo from Ballakermeen High School.

Lloyds Bank International Special Recognition Award – Tommy Elliot from Ballakermeen High School.

FIM Capital Creative Problem Solving Award – Aries from Ballakermeen High School for their Plant sitter, which ensures your plants have enough water whilst on holiday.

Winners 2023



ELS Award for Excellence - Magnitude, St Ninian's High School, for their excellent financial performance throughout the programme.

IFGL Public Choice Award - Magnitude, St Ninian's High School.

Paragon Recruitment Volunteer Mentor of the Year - James Collier, mentor of Team Magnitude at St Ninian's High School.

Junior Achievement Leader for a Day Award

Connie Edwards, Daniel Comley and Rhett Iveagh from Ramsey Grammar School. Danielle Wilkinson from Ballakermeen High School. Ashton Quilliam from St Ninian's High School.

Third Place

Magnitude

St Ninian's High School



When deciding which team should win the 'Student Company of the Year' competition, the judges have a clear set of criteria.

Someone looking in from the outside may choose a winner based on an excellent presentation and or a visually appealing trade stand, but the judges have so much more to consider.

This student company taking 3rd place produced a well-written report, and it was evident to the judges that they had great teamwork.

Their idea is simple but has amassed over £1,000 in sales.

Second Place

Apollo

Ballakermeen High School



The student business impressed the judges with its innovative idea.

They conducted extensive research and clearly demonstrated they knew their competitors and target market.

What they have achieved in just under six months is quite simply impressive.

With the right investment, this business idea has potential for the global market.

HSBC Student Company of the Year 2023

Mindcore from St Ninian's High School

Each team that entered the competition had four elements to complete. This included a business report, presentation, panel interview and trade stand. This team came top in three of these sections, winning outright.

This team knows how to play to its strengths and has an excellent social media presence.

An innovative, unique product that brings together a number of technologies.

Exceptionally well-researched, the team made good use of identifying and engaging the right stakeholders to drive sales. With the right marketing support, this could absolutely be a very real product and turn into a profitable business.

This team has developed an easy reading assistant in the form of an app. ERA can be on a smartphone to assist people who struggle with reading difficulties such as dyslexia, ADHD or problems with eyesight.





Junior Achievement Isle of Man

Member of JA Worldwide