



# TEAM APPRENTICE

A fun, enterprising challenge inspired by The Apprentice and Dragon's Den!

Teams demonstrate sharp business acumen to impress the boss and get hired. Teams start by inventing a brand-new product – the brief can be anything from a household gadget or game to an office accessory; imagination is the only limit.

They then tackle a series of exciting business challenges: create a working prototype, design a catchy brand name and logo with target market appeal, write a marketing and sales plan, film a 30-second advert, negotiate costs and set a profitable retail price, produce branded promotional items, and finally deliver a Pitch Perfect presentation plus advert performance to the judges in a fun finale!

Communication, co-ordination, creativity, healthy competition, innovative thinking, morale boost, sense of achievement, social interaction, team spirit, time management, fun!

- ✓ Fun, innovative thinking, time management
- ✓ At a venue of your choice or office
- ✓ Indoors, 2-3 hours, 1+ hour set up
- ✓ Teams 5-8 per team, 10-100+ delegates

*Celebrating*  
— 25 YEARS —



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