



# The Equisphere Enterprise Challenge

**Developing business models:** A series of interactive workshops for students to develop essential employability skills

## What students will learn

Over four two-hour sessions, which can either be standalone or embedded into a curriculum, participants will work individually and in teams to brainstorm ideas for a new enterprise or business venture. They will then develop their idea into a fully-fledged business model before practising their 'pitch' on other teams. In the final stage, they will present their venture to a panel of professionals and compete to win the Challenge.

## The Challenge

We will come to your university and lead students through workshops that are stimulating, fun and a great way of learning a wide range of key employability, enterprise and business skills.

### Workshop 1 Idea Generation

- Individual idea generation
- Team brainstorming to choose enterprise idea
- Answer the questions:  
"What do you do?"  
"Who do you help?"

#### Key skills

Internal communication  
Analysing and problem solving  
Managing self and time  
Teamwork

### Workshop 2 Value Proposition

- Understand and articulate your value proposition
- Answer the questions:  
"How much money do you make?"  
"What value do you provide?"

#### Key skills

Commercial awareness and business acumen  
Communication  
Refine teamwork

### Workshop 3 Pop-up Pitch + Partner

- Create a 'pop-up pitch presentation'
- Present to other teams to market and sell your product or service
- Seek and secure collaborative partnerships with other teams

#### Key skills

Planning  
Resilience under pressure  
Decision making  
'External' communication/  
Presentation

### Workshop 4 Panel Presentation

- Present your product and service to a panel of enterprise experts
- Articulate your business model and the partnerships you have brokered
- Compete to win the Equisphere Enterprise Challenge award

#### Key skills

Negotiation and persuasion skills  
Presentation skills  
Initiative  
Commercial awareness  
Learn to market and sell your ideas



## Equisphere accelerates student employability skills

We provide interactive seminars & mentoring in Employability, Business & Enterprise within universities for:

- Undergraduate & postgraduate students
- Academic & administrative staff
- Student-led organisations



**Arabella Tresilian**  
MAHons

Arabella Tresilian is a trainer, consultant and researcher in organisational strategy and business development, specialising in multi-sector partnership brokerage, stakeholder engagement, and corporate communications. Arabella has founded three businesses and has consulted for numerous public and private sector organisations, corporately to board level. She is an Associate with the Centre for Effective Dispute Resolution (CEDR) and is a certified mediator. She was part of the team behind Bristol 2015, European Green Capital, aiding the successful implementation of a multi-million pound commercial fund-raising strategy. Arabella studied post-graduate Educational Leadership & Management at the University of Bath.



**Phil Beale**  
B.Sc, DipMCIM

Phil Beale is an experienced trainer and consultant, focussing primarily in the areas of management skills, business development and strategy. Phil has an Honours Degree from Nottingham University and a Professional Diploma with the Chartered Institute of Marketing. He is a business mentor for world leading university-business incubator The SETSquared Partnership and for the government-backed corporate mentoring program "Productivity through People" run by the School of Management at the University of Bath. He has 25 years' experience working for a variety of companies from small independents, through SMEs to multinational corporations including several years as Managing Director, Asia Pacific for a European technical consulting firm.

## Why Work With Equisphere?

### Outcomes for students:

- Interactive action-learning which complements curricular knowledge with workplace/commercial acumen
- Prepare for upcoming placements and/or for post-university life
- Develop skills and attitudes to get employed and stay employed after graduation

### Outcomes for academic staff:

- Develop awareness of employability, enterprise and business skills
- Highlight sections of existing curricular materials that students can use as examples of employability learning, with potential employers
- Opportunity for staff and students to collaborate with industry professionals

### Outcome for university:

- Embed employability into Learning and Teaching strategy
- Compete even more closely with UK's top-ranking universities for employability
- Prepare students for workplace in advance of internships and job applications/commencement

## Feedback from our participants

“ The empowerment, the real-life examples, the need for us to review ourselves and our experiences, and even our past encounters with people. Overall loved it! ”

“ Very informative and engaging. I liked the level of interaction and personal thinking tasks rather than just sitting and listening. ”

“ Pacing was good. I liked the way everything was brought together at the end. Thank you for highlighting the difference between leadership and management - that was a great insight for me. ”

Contact us for more information

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