

SCHOOL ENTREPRENEUR SOCIETY/CLUB GUIDE



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Why start an SA Teen Entrepreneur Society/Club?

- Lead your classmates to create real impact by turning challenges in your surrounding environment into opportunities
- Teach and help others to grow
- Share your passion for entrepreneurship
- Make a real difference in the world
- Collaborate with your peers
- Launch an actual company Learn — and apply — new skills Innovate
- Challenge yourself to do more
- Get mentorship from experienced professionals
- Explore different job functions and careers
- Build confidence and resilience
- Participate in our annual programme and pitch your business idea at our at Grand Finale



The SA Teen Entrepreneur Society Program

You bring the vision, team, and dedication.

We will provide the curriculum, mentorship, and support to help you build your business.

Complete our 15-module course material to learn how to take your start-up from idea to execution. During the course of the school year, your Society/Club will engage with at all levels of the entrepreneurial process. While each of these stages are important, there are two main objectives for running an Entrepreneur Society at your school; these are:

- **To ignite your entrepreneurial thinking which will enable you to identify business opportunities in your community;**
- **To develop a strong understanding of your customer and how your business is able to provide for their need; and**
- **To design and test an a series of sustainable solutions for that customer.**



A year in the life of a SA Teen Entrepreneur Society/Club

This guide will give you a sense of what you will be doing at each stage of getting your start-up off the ground. Each of the steps are important. If you have not completed your market research or testing, or you decide to pivot to a new idea, do not proceed if you have not done this important foundational work. Do what's right for your company. This is what being an entrepreneur is all about.

Foundation

You will split into teams of co-founders to identify a problem and get to know your customer by conducting primary market research. Do not be set on one idea—let your customers guide you to the right solution.

Identify opportunities

Team

Conduct customer research

Develop your offering

Iteration

Once you finish developing your prototype, you will have to put it to the test! Consider customer feedback as it relates to your product, then develop the marketing and sales strategy to make your business work.

Test your offering

Iterate

Brand

Sell

Operations

Conclude the year by refining your product, closing your first sales, and developing a powerful pitch. Submit your pitch to the team at SA Teen Entrepreneur—we will select top-performing teams to join us at Grand Finale to review your business idea.

Iterate, sell, and gather feedback

Build your business operations

Craft your Grand Finale pitch

How your SA Teen Entrepreneur Society/Club is organized



SOCIETY/CLUB CHAMPION



CHAMPION TEACHER



TEAM 1

- Member
- Member
- Member
- Member



TEAM 2

- Member
- Member
- Member
- Member



TEAM 3

- Member
- Member
- Member
- Member



TEAM 4

- Member
- Member
- Member
- Member



SOCIETY/CLUB LEADERSHIP TEAM

Society/Club meetings and commitment

It's important to keep meeting times frequent and consistent in order to build momentum for your companies and ensure you have the tools you need to persevere through the entrepreneurial process. To do this, your Society/Club should hold consistent weekly meetings. We also recommend that individual cofounder teams schedule weekly company meetings to make progress on their companies. As you schedule your meetings, be sure to look at a school calendar so you can be sure not to conflict with important school events.

TIME COMMITMENT FOR SOCIETY/CLUB MEMBERS:		
Mandatory Society/Club Meetings	Recommended Team Meetings	Total
45-60 minutes/ week	45-60 minutes/ week	= 1 hour/ week commitment

TIME COMMITMENT FOR LEADERSHIP TEAM:			
Leadership Prep	Society/Club Meetings	Team Meetings	Total
60 minutes/ week	60 minutes/ week	60 minutes/ week	= 3 hours/ week commitment

How to get started

**Interested in starting a SA Teen Entrepreneur Society/Club at your school?
Here are our top tips for getting started:**

Registration:

- Identify a Champion Teacher
- Vote or hold interviews for Society/Club leadership roles
- Register your Society/Club with SA Teen Entrepreneur
- Select a theme

Promotion:

- Use the SA Teen Entrepreneur branding guidelines to develop your Society/Club logo
- Start a Facebook page for Society/Club members and also join the SA Teen Entrepreneur Facebook Page
- Invite members to a group chat (we recommend Slack) to help you communicate
- Hang flyers and posters around your school and in classrooms
- Email your school admin to see if you can promote in the newsletter/ daily announcements
- Determine when the school Societies/Clubs fair will be and how to get a booth to promote your Society/Club

Scheduling:

- Determine where you can regularly hold weekly meetings
- Determine the day and time you will hold weekly meetings. Check the school calendar for conflicts so you can stick to the schedule as much as possible
- Plan your first meeting in advance—our webinars will prepare you for how to run it

Logistics:

- Join the progress platform (www.teenentrepreneur.co.za)
- Onboard Society/Club members to the course platform. They will be able to view some preliminary materials to prepare for the program and get excited.
- Pay your program fees or get sponsorship to start your society.
- Join the SA Teen Entrepreneur Facebook group where we share additional reminders and tips for Society/Club members. You may also invite your Society/Club members to join this group

Themes for 2019

Themes

- Get Healthy
- Get From A2B
- Get Serviced/Services
- Get Entertained
- Get Tourism

Themes

- Get Tech
- Get Clean
- Get Employed
- Get Covered
- Get Environmental