

Competition Brief

Competition title

Enterprise

Competition overview

This is a team competition designed to challenge the entrepreneurial skills of all participants.

The scope of the competition enables learners to develop and put into practice a variety of skills that are required to be a successful entrepreneur. Competitors taking part in this competition should be able to:

- Generate ideas / Spot Opportunities
- Demonstrate creativity & innovation
- Develop appropriate strategies to problem solve and deal with difficult situations whilst working together
- Work under pressure/to a timescale
- Communicate effectively
- Work within a team respectfully
- Demonstrate leadership skills
- Demonstrate empathy and personal effectiveness
- Demonstrate digital competence
- Demonstrate numeracy skills and understanding of business finance
- Demonstrate presentation skills

Stage 1: Organisations can register 1 team online at <https://www.skillscompetitionwales.ac.uk> by 25 October 2019. Centres will run internal heats (passives) to choose a team to represent them at the final.

Stage 2: Registered teams submit a business plan, marketing plan and cash flow forecast for their innovative idea via email to enterprise@cambria.ac.uk by 23 January 2020. Submissions will be held in Google Classroom under the Business name (not College/School names)

nb. Providers can sign up for a free G Suite for Education account. Team members should be named at this point on the accompanying email (plus gender and ages given). Team submissions will be shared with judges via Google classroom (identified by Business name only).

Stage 3: 10 teams invited through to the finals will be announced on 27 January 2020. Presentations must then be sent through Google Classroom under the Business name by 06 February 2020

Stage 4: On the day of the competition (mid February 2020) the Teams will have 5 minutes to pitch their idea to a panel of judges followed by 5 minutes of question and answers. Teams will also be given 1 hour to address a *wobble. The 'wobble' is likely to be something that is in the external environment, which

is beyond their control but could have a potential positive or negative impact on their business idea. They will be required to complete a form on how they intend to address the 'wobble' which will be submitted to judges to be judged.

*Wobble - To be set by entrepreneur judges on the day of the final.

Entry criteria

This competition is intended for teams who are working towards a Level 2 or Level 3 qualification within a programme of study at a 6th form college, school or training provider in Wales.

- Maximum of 1 team of up to 5 learners per college (teams must be register at www.skillscompetitionwales.ac.uk by October 25th 2019).
- All learners must be enrolled within the organisation.

Please note that this is a Welsh competition and it does not currently lead to a WorldSkills UK or international competition.

Number by location/organisation

Capacity for the competition as a whole:

10 teams will be invited to one Welsh heat.

Maximum number of entries by location/organisation:

1 team per organisation (1 team = 5 competitors).

Brief

Most children grow up mentally healthy, but surveys suggest that more children and young people have problems with their mental health today than 30 years ago. That's probably because of changes in the way we live now and how that affects the experience of growing up. The emotional wellbeing of children and young people is just as important as their physical health. Good mental health allows young people to develop the resilience to cope with whatever life throws at them and grow into well-rounded, healthy adults. (Mental Health Foundation).

In 2018, the Welsh Government launched Together for Mental Health – a 10 year strategy for improving the lives of people using Mental Health Services, their carers and family. The strategy sets out our ambitions for improving mental health and Wellbeing in Wales and reinforces the need to promote better mental wellbeing among the whole population, helping young people become more resilient and better able to cope with poor mental well-being.

Your challenge is to: identify ways of better promoting and supporting mental health and wellbeing for young people aged 16-25. Think of a product or service which: raises awareness of mental health issues,

looks to change attitudes to mental health by tackling stigma and discrimination, provides ways of improving mental well-being or preventing mental health issues developing or support the carers or family of a young people will mental health issues.

Judges will be looking for influence on the business idea from your subject area/of study as well as ideas on how you would market/advertising your product or service.

Whilst it is important that your business idea can make money, the winning idea will not be the one which could make the most money. Judges will be looking for creativity in your business ideas. Ideas which potentially have the biggest impact on the awareness of mental health and wellbeing in the 16-25 age range will score higher with those proposing products or services to support young people at risk of deteriorating mental health; scoring even higher.

***Wobble**

To be set by WG on the day of the final – in agreement with Rachel Arnold, Sector Champion, Inspiring Skills Excellence in Wales once business ideas are known. i.e. new policy or grant funding for businesses in the sector.

Infrastructure List

Stage, AV equipment, translation resources, paper/pens/calculators for groupwork.

Competition rules

Conduct of competitors during the live competitions:

- All teams will participate in the wobble, pitch and answer questions posed by judges.
- Competitors who arrive late will not receive additional time unless a valid reason is given.
- Competitors will start and finish work/tasks as instructed by competition organisers and/or judges.
- The use of offensive behaviour of language will not be permitted; competitors could be excluded from the continuing in the competition.
- The panel's decisions will be quality assured by ISEiW Team before winners are announced.

Generic competition rules

- Mobile phones to be switched off during competition activity.
- Listening to music via headphones is not permitted during competition activity.
- Any questions during competition activity should be addressed to the competition judging panel.
- Competitors should not communicate with other competitors during competition activity.

- It is the responsibility of each competitor to arrive on time for each competition session. No additional time will be allowed if you arrive late.
- Technical failure of your equipment should be reported immediately to the judging panel. Additional time will be allocated if the fault is beyond the control of the competitor.

Marking and assessment

Brief breakdown of marking and assessment.

Heading	Performance indicators	Marks
Does the innovation meet the brief?	Yes/No	5
Product/idea	<ul style="list-style-type: none"> • Originality • Creativity • Unique Selling Point • Realistic / achievable? • Realistic / achievable finances? 	20
Logo / brand	<ul style="list-style-type: none"> • Appeal • Creativity • Relevance • Clarity of communication 	10
Appeal	<ul style="list-style-type: none"> • Appeal, selling / promotion techniques • Appeal of advertisement / promotion 	15
Communication of product idea	<ul style="list-style-type: none"> • How effectively has the product / idea been presented? • Was their message communicated clearly and succinctly? • Were you persuaded to buy/use their product/idea regardless of need? 	20
Response to questions	<ul style="list-style-type: none"> • Realistic responses • Confidence and understanding 	15
Wobble	<ul style="list-style-type: none"> • Is there response to the wobble realistic and likely? 	15
Total		100

Feedback and recognition

Individual and Group verbal feedback will be provided at the end of the competition. (Written feedback will not be provided)

No results or awards will be awarded on the day as marking will be quality assured.

Certificates of Participation will be issued on the day.

Medallists will be invited to a Celebration Event which will be held on 19th March 2020 at Sophia Hall, Sophia Gardens, Cardiff CF11 9XR from 12pm to 5 pm, where the First, Second and Third Awards will be presented. <https://www.sophiagardens.wales/venue/the-sophia-hall.html>

Competition Lead

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Briff y Gystadleuaeth

Teitl y gystadleuaeth

Menter

Trosolwg o'r gystadleuaeth

Cystadleuaeth tîm yw hon sy'n herio sgiliau entrepreneuriaidd yr holl gystadlewyr

Mae cwmpas y gystadleuaeth yn galluogi dysgwyr i ddatblygu amrywiaeth o'r sgiliau sydd eu hangen i fod yn entrepreneur llwyddiannus, a'u rhoi ar waith. Dylai cystadlewyr sy'n cymryd rhan yn y gystadleuaeth hon allu:

- Llunio syniadau/Nodi Cyfleoedd
- Arddangos creadigrwydd ac arloesedd
- Datblygu strategaethau priodol i ddatrys problemau a delio â sefyllfaoedd anodd wrth gydweithio
- Gweithio o dan bwysau/i amserlen
- Cyfathrebu'n effeithiol
- Gweithio'n barchus mewn tîm
- Arddangos sgiliau arwain
- Arddangos empathi ac effeithiolrwydd personol
- Arddangos cymhwysedd digidol
- Arddangos sgiliau rhifedd a dealltwriaeth o gyllid busnes
- Arddangos sgiliau cyflwyno

Cystadleuaeth tîm yw hon sy'n herio sgiliau entrepreneuriaidd yr holl gystadlewyr

- **Cam 1:** Gall sefydliadau gofrestru 1 tîm ar-lein ar borth Cystadleuaeth Sgiliau Cymru [<https://www.skillscompetitionwales.ac.uk/>](https://www.skillscompetitionwales.ac.uk/) erbyn 25.10.2019.

Bydd canolfannau'n cynnal cymalau mewnol i ddewis timau i'w cynrychioli yn y rownd derfynol.

- **Cam 2:** Mae'r timau hyn yn cyflwyno cynllun busnes, cynllun marchnata a rhagolwg llif arian eu syniad arloesol ar e-bost at enterprise@cambria.ac.uk erbyn 23.01.2020. Bydd cyflwyniadau'n cael eu cadw yn Google Classroom o dan enw'r Busnes (nid enwau'r Coleg/Ysgol) Noder Gall darparwyr gofrestru am gyfrif G Suite for Education am ddim. Dylid enwi aelodau'r tîm nawr ar yr e-bost cysylltiedig (a nodi rhywedd ac oedrannau). Bydd cyflwyniadau'r timau'n cael eu

rhannu â'r beirniaid drwy Google Classroom (gan ddefnyddio enw'r Busnes yn unig).

- **Cam 3:** Bydd enwau'r 10 tîm sydd wedi cyrraedd y rownd derfynol yn cael eu cyhoeddi ar 27.01.2020. Yna mae'n rhaid anfon cyflwyniadau drwy Google Classroom o dan enw'r Busnes erbyn 06.02.2020.
- **Cam 4:** Ar ddiwrnod y gystadleuaeth (canol mis Chwefror 2020) Bydd gan dimau 5 munud i gyflwyno eu syniad i banel o feirniaid ac yna bydd 5 munud o gwestiwn ac ateb. Bydd timau hefyd yn cael awr i fynd i'r afael ag *ansicrwydd. Rhywbeth sydd yn yr amgylchedd allanol, sydd tu hwnt i'w rheolaeth ond a allai gael effaith bositif neu negyddol bosibl ar eu syniad busnes yw 'ansicrwydd'. Bydd angen llenwi ffurflen sy'n nodi sut maen nhw'n bwriadu mynd i'r afael â'r 'ansicrwydd' fydd yn cael ei chyflwyno i'r beirniaid i'w beirniadu.

*Ansicrwydd - I'w osod gan feirniaid y gystadleuaeth ar ddiwrnod y rownd derfynol.

Meini prawf cystadlu

Mae'r gystadleuaeth hon ar gyfer timau sy'n gweithio tuag at gymhwyster Lefel 2 neu Lefel 3 mewn rhaglen astudio mewn coleg chweched dosbarth, ysgol neu ddarparwr hyfforddiant yng Nghymru.

- Uchafswm o 1 tîm o hyd at 5 dysgwr o bob coleg (mae'n rhaid i dimau gofrestru ar borth Cystadleuaeth Sgiliau Cymru <https://www.skillscompetitionwales.ac.uk/> erbyn Hydref 25 2019).
- Mae'n rhaid i bob dysgwr fod wedi cofrestru gyda'r sefydliad.

Noder mai cystadleuaeth Gymreig yw hon ac nid yw'n arwain at gystadleuaeth WorldSkills UK na chystadleuaeth ryngwladol ar hyn o bryd.

Nifer fesul lleoliad/sefydliad

Capasiti ar gyfer yr holl gystadleuaeth:

Bydd 10 tîm yn cael eu gwahodd i un cymal cenedlaethol

Uchafswm o geisiadau fesul lleoliad/sefydliad:

1 tîm o bob sefydliad (1 tîm = 5 cystadleuydd).

Briff

Mae'r rhan fwyaf o blant yn tyfu i fyny gyda meddwl iach, ond mae arolygon yn awgrymu bod gan fwy o blant a phobl ifanc broblemau gyda eu hiechyd meddwl heddiw na 30 mlynedd yn ôl. Mae'n siŵr bod hyn oherwydd y newidiadau yn y ffordd rydyn ni'n byw nawr a sut mae hynny'n effeithio ar y profiad o dyfu i fyny. Mae lles emosiynol plant a phobl ifanc yr un mor bwysig â'u hiechyd corfforol. Mae iechyd

meddwl da yn caniatáu pobl ifanc i ddatblygu'r gwydnwch i ymdopi â threialon bywyd ac i dyfu i fod yn oedolion iach, cytbwys. (Y Sefydliad Iechyd Meddwl)

Yn 2018, lansiodd Llywodraeth Cymru [Law yn Llaw at Iechyd Meddwl](#) – strategaeth 10 mlynedd i wella bywydau'r bobl sy'n defnyddio Gwasanaethau Iechyd Meddwl, eu gofalwyr a'u teuluoedd. Mae'r strategaeth yn nodi ein huchelgeisiau i wella iechyd meddwl a Lles yng Nghymru ac yn atgyfnerthu'r angen i hyrwyddo gwell lles meddwl ar gyfer yr holl boblogaeth, gan helpu pobl ifanc i fod yn fwy gwydn ac i allu ymdopi'n well â iechyd meddwl gwael.

Eich her chi yw: nodi ffyrdd o hyrwyddo a chefnogi iechyd meddwl a lles pobl ifanc 16-25 oed yn well. Meddyliwch am gynnyrch neu wasanaeth sy'n: codi ymwybyddiaeth o faterion iechyd meddwl, ffyrdd o newid agweddau tuag at iechyd meddwl drwy fynd i'r afael â stigma a gwahaniaethu, cynnig ffyrdd o wella lles meddwl neu atal materion iechyd meddwl rhag datblygu neu gefnogi gofalwyr neu deuluoedd pobl ifanc sydd â materion iechyd meddwl.

Bydd y beirniaid yn chwilio am ddylanwad eich pwnc/maes astudio ar y syniad busnes yn ogystal â syniadau ynghylch sut y byddech chi'n marchnata/hysbysebu eich cynnyrch neu wasanaeth.

Er ei bod yn bwysig y gall eich syniad busnes wneud arian, nid y syniad a allai wneud y mwyaf o arian fydd yn ennill. Bydd y beirniaid yn chwilio am greadigrwydd yn eich syniad busnes. Bydd syniadau a allai gael yr effaith fwyaf ar ymwybyddiaeth o iechyd a lles meddwl ymysg pobl ifanc 16-25 oed yn sgorio'n uwch, a syniadau sy'n cynnig cynnyrch neu wasanaethau sy'n helpu pobl ifanc sydd mewn perygl o'u hiechyd meddwl yn gwaethygu'n sgorio hyd yn oed yn uwch.

***Ansicrwydd**

I'w osod gan Lywodraeth Cymru ar ddiwrnod y rownd derfynol – i'w gytuno â Rachel Arnold, Hyrwyddwr y Sector, Ysbrydoli Rhagoriaeth Sgiliau yng Nghymru, unwaith fod y syniadau busnes yn hysbys, h.y. polisi newydd neu gyllid grant ar gyfer busnesau yn y sector.

Rhestr Seilwaith

Llwyfan, offer clyweledol, adnoddau cyfieithu, papur/peniau/cyfrifianellau ar gyfer gwaith grŵp.

Rheolau'r gystadleuaeth

Rheolau penodol y gystadleuaeth

Ymddygiad cystadleuwyr yn ystod y cystadlaethau byw:

- Bydd pob tîm yn cymryd rhan yn yr ansicrwydd, sesiwn cynnig syniadau ac yn ateb cwestiynau a ofynnir gan y beirniaid.
- Ni fydd cystadleuwyr sy'n cyrraedd yn hwyr yn derbyn amser ychwanegol os na roddir rheswm

dilys.

- Bydd cystadleuwyr yn dechrau ac yn gorffen gwaith/tasgau yn ôl cyfarwyddiadau'r trefnwyr a/neu'r beirniaid
- Ni chaniateir ymddygiad na iaith anwedus; gallai cystadleuwyr gael eu diarddel o weddill y gystadleuaeth.
- Bydd ansawdd penderfyniadau'r panel yn cael eu sicrhau gan y Tîm ISEiW cyn cyhoeddi'r enillwyr.

Rheolau cyffredinol y gystadleuaeth

- Dylid diffodd ffonau symudol yn ystod y gystadleuaeth.
- Ni chaniateir gwrando ar gerddoriaeth gyda chlustffonau yn ystod y gystadleuaeth.
- Dylid cyfeirio unrhyw gwestiynau yn ystod y gystadleuaeth at y panel beirniaid.
- Ni ddylai'r cystadleuwyr gyfathrebu gyda chystadleuwyr eraill yn ystod y gystadleuaeth.
- Cyfrifoldeb pob cystadleuydd fydd cyrraedd ar amser ar gyfer pob rhan o'r gystadleuaeth. Pe baech yn cyrraedd yn hwyr, ni roddir amser ychwanegol ichi.
- Pe bai rhyw wall technegol ar eich offer, dylid rhoi gwybod i'r panel beirniaid yn syth. Bydd amser ychwanegol yn cael ei roi os bydd y gwall y tu hwnt i reolaeth y cystadleuydd.

Marcio ac asesu

Manylion cryno o'r marcio ac asesu.

Pennawd	Dangosyddion perfformiad	Marciau
Ydy'r datblygiad newydd yn cwrdd â'r briff?	Ydy/Nac ydy	5
Cynnyrch/syniad	<ul style="list-style-type: none">• Gwreiddioldeb• Creadigrwydd• Pwynt Gwerthu Unigryw• Realistig / cyflawnadwy?• Cyllido realistig / cyflawnadwy?	20
Logo / brand	<ul style="list-style-type: none">• Apêl• Creadigrwydd• Perthnasedd• Eglurder y cyfathrebu	10
Apêl	<ul style="list-style-type: none">• Apêl, technegau gwerthu / hyrwyddo• Apêl yr hysbysebu /• hyrwyddo	15

Cyfathrebu syniad y cynnyrch	<ul style="list-style-type: none"> ● Pa mor effeithiol mae'r cynnyrch/syniad wedi cael ei gyflwyno? ● A gafodd eu neges ei chyfathrebu'n eglur ac yn gryno? ● A gawsoch chi eich perswadio i brynu/defnyddio eu cynnyrch/syniad heb ystyried angen? 	20
Ymateb i gwestiynau	<ul style="list-style-type: none"> ● Ymatebion realistig ● Hyder a dealltwriaeth 	15
Ansicrwydd	<ul style="list-style-type: none"> ● Ydy eu hymateb i'r ansicrwydd yn realistig ac yn debygol? 	15
Cyfanswm		100

Adborth a chydabyddiaeth

Bydd adborth llafar, yn unigol ac mewn grŵp, yn cael ei roi ar ddiwedd y gystadleuaeth. (Ni roddir adborth ysgrifenedig)

Ni fydd unrhyw ganlyniadau na gwobrau'n cael eu dyfarnu ar y diwrnod oherwydd bydd angen sicrhau ansawdd y marcio.

Bydd Tystysgrifau Cyfranogi'n cael eu dosbarthu ar y diwrnod.

Bydd enillwyr medalau'n cael eu gwahodd i Achlysur Dathlu a gynhelir ar 19 Mawrth 2020 yn Neuadd Sophia, Gerddi Sophia, Caerdydd CF11 9XR rhwng 12pm a 5pm, lle y bydd y Gwobrau Cyntaf, Ail a Thrydydd yn cael eu cyflwyno.

<https://www.sophiagardens.wales/venue/the-sophia-hall.html>

Arweinwyr y Gystadleuaeth

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