

Welcome to The Apprentice

You have one job - put together a business in a box and present it for a chance to win a prize.

The **winning team** will get a prize.
The **losing teams** will get **FIRED**.

Your business must solve the following problem ...

YOUR IDEAL CLIENT

Faye, 34, 2 children, a busy business owner, who has finances to pay for support but struggles to make decisions.

THE PROBLEM YOUR BUSINESS MUST SOLVE

"I have no time to do anything!"

YOUR TEAM

Your team will be split up into the following roles, you have 5 minutes to choose who in your team is going to cover each role.

THE CEO

The Visionary Owns the big idea and the business concept. Sets the direction, keeps the team focused, and delivers the opening pitch. The face of the business. If it fails, they take the heat.

THE SALES DIRECTOR

The Closer Owns the revenue model. How does this business make money? What's the pricing? Who's the customer? They pitch the commercial case.

THE BRAND DIRECTOR

The Creative Owns the name, logo (hand-drawn), tagline, and visual identity. Responsible for any props, visuals, or materials the team brings to the pitch. Makes it look real.

THE MARKETING DIRECTOR

The Storyteller Owns the customer. Who are they selling to, why does this customer need it, and how would they reach them? Pitches the marketing strategy.

THE FINANCE DIRECTOR

The Numbers Owns the financials. Startup costs (estimated), pricing, projected first-year revenue.

YOUR BUSINESS

You have one hour to put together your business.

Deliverable **Owner**

Business name + one-line concept **CEO**

Revenue model + pricing **Sales Director**

Hand-drawn logo + tagline + any props **Brand Director**

Target customer + how to reach them **Marketing Director**

Startup cost estimate + year one revenue projection **Finance Director**

You have ten minutes to present your business to the boardroom.
You can use any props you find to do this, you can have one spokesperson or the whole team speaking.