

Entrepreneurs of the Future



Future Business Magnates is launched each year in the Autumn term. Each school selects a team from Year 8 who are given a brief to start a business inspired by the theme of the competition. The theme changes each year and reflects aspects of the current business environment. Each team develops their business idea and participates in a series of six challenges which include everything from team building, product design, marketing and finance. Students pitch their business ideas to a panel of industry experts at the close of the competition before the Awards Dinner, where the winners are announced.

The theme this year is Smart County Durham, which is about making a product to make County Durham a better place. The team this year decided to make a Brain Bin, which educates the public on how to recycle. This will help make their lives healthier and happier. The product is a bin which tells people which materials to put where. There is also a QR code on top, which is accessible on mobile. The product is designed to turn recycling into fun!

Along with the FBM students, we got a statement from Mrs Christie, who co-ordinates FBM every year. She explained, "It's a competition run by county Durham that wants to help improve team building and business skills which the students will need in their future. Over 25 schools take part and every school works with successful local businesses such as Frank's Flooring and Co-op. Personally, I feel like it is a very worthwhile and exciting project for the school to take part in."