



Oakworth Road, Keighley, BD22 7DU

Tel: 01535 210111

Email: office@beckfootoakbank.org

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Dear Year 9 and 10

The National Enterprise Challenge

We are excited to offer students in **Year 9** and **10** the opportunity to take part in this year's **National Enterprise Challenge**. You are invited to join the UK's largest enterprise competition for secondary schools. This year's challenge has been set by sports nutrition company **Grenade**.

Who are Grenade?

Founded in 2009, they aim to produce a sports nutrition range that people would remember, products that would inspire people to get more out of life; for people who are united by their desire to make the most of who they are.

A key product for Grenade is the iconic Carb Killa® bar. This triple-layered, chocolate-coated bar is high in protein and low in sugar. Students are challenged to create a new flavour Carb Killa® bar which, with full marketing and social media support from Grenade could be launched and sold into the UK mass market in 2020. Students will consider all aspects of bringing a new product to market, including branding, marketing and promotion.

Are you up to the challenge? All students who sign up will be given access to an online platform which will guide you through manageable bitesize tasks. Each task will be explained through a video and supporting documents, with a live chat function available should you have any questions. The platform will be used to upload your ideas and completed tasks. There is right or wrong idea for this challenge. You can be as creative and imaginative as you like. Student have until the end of June to complete all tasks. Once your idea has been submitted it will be reviewed by school and the challenge organisers. Students across the country will be shortlisted and put forward for the virtual final taking place in mid-July.

To sign up for the challenge please email Mrs Towers at oakkto@okbank.org.uk by Thursday 14th May.

Kind Regards

Mrs Towers

Higher Education Progression Officer

Headteacher: Tina Smith
CEO, Beckfoot Trust: David Horn
Chair of Academy Trustees: John Winkley

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