

## Hustle on the Humber

### Phone Box Challenge – Win £2,000 for your school

To celebrate Humber Business Week, we're inviting aspiring young entrepreneurs to join us for a Dragon's Den-style challenge.

The finalists will pitch in front of a panel of four of Hull's most fiery business dragons, to be in with a chance of making their idea a reality.

Our theme for Business Week this year is "Only on the Humber" as we celebrate everything that is great about our area, from our pioneering spirit to our unique cream-coloured phone boxes.

This competition is open to teams of 3 and can include students in years 7, 8, 9, 10 or 11. There may be multiple teams from the same school.

#### **The Challenge:**

Our cream phone boxes are an iconic and unique part of our area's heritage, with some of the original K6 kiosks dating back to 1936. However, we know that time waits for no-one and modern technology means that our phone boxes are not as busy as they once were. Thanks, mobile phones! However, we don't want to let these important parts of our history become obsolete or leave empty shells that are open to vandalism and anti-social behaviour.

This leaves us with an interesting opportunity. We would like to donate a phone box shell to be transformed! We challenge you to come up with a forward-looking business idea that not only utilises the phone box shell, but also creates an income for your school.



#### **Things to consider:**

- Think future proof! The idea doesn't have to be communications based; the floor is open to any ideas that will generate an income, so think outside the phone box
- You must consider the financials of your idea, including how much it would cost to create, and how you would make an income
- Think about the upkeep of your business idea, and how you would keep it running for years to come

**The Prizes:**

To the team who have the best business idea, we will donate a classic K6 phone box kiosk to you as well as a £2,000 donation to your school. This donation can be spent on anything your school wishes, maybe it could be used to get your idea up and running!

Each individual from the winning team will receive a £40 Amazon voucher, and all finalists will receive a £20 Amazon voucher.

**Next Steps:**

Please fill out the application form below, detailing your idea and how you will make it happen and send it back to [rachel.bowerman@kcom.com](mailto:rachel.bowerman@kcom.com) by Friday 5<sup>th</sup> May.

The finalists will be informed by Friday 12<sup>th</sup> May.

**The Final:**

Five finalists will be invited to pitch at our KCOM Carr Lane office on **Thursday 8<sup>th</sup> June at 1pm**. This pitch will be a Dragon's Den style event, and each team will have a strict five minute pitch slot in front of the dragons, with an additional 10 minutes for questions and answers.

The dragons will then decide which one of the ideas has the best potential and announce the winning team. This event will be filmed and there will be the opportunity for family and friends to come and watch.

Hustle on the Humber Application Form

School Name	
Team Members Name & Age (max. 3 people)	1. 2. 3.
Your Idea (max. 500 words)	Product Name: Details:
Please include a visual of your idea, this can be in any medium.	

Please return your applications by Friday 5<sup>th</sup> May to

rachel.bowerman@kcom.com

If you have any questions in the meantime, please do not hesitate to get in touch.