

Lothian Area Board of Young Enterprise Scotland

“igniting the spirit of enterprise,
inspiring each other to succeed
through enterprise”



Supporters



YES Programme

- The YES programme encourages students ('achievers') aged 16 to 18 to set up and run their own company over the course of one academic year.
- Achievers elect a board of directors, raise share capital and market and finance a product or service of their own choice and in doing so develop entrepreneurial skills and get invaluable practical experience about how to run a business.
- At the end of the year they liquidate the company and present a report and final set of accounts. Achievers are encouraged to present their business idea at an annual awards evening.
- Achievers work through the programme with support from a Link teacher in their school, a volunteer business adviser and the local area YES board who co-ordinate the programme and provide support throughout the year.

Lothian Area

- The Lothian area has the highest YES participation rate in the whole of Scotland
- Around 30 schools and 400 students participate each year
- The Lothian Area YES Board consists entirely of volunteers and receives no funding
- The Achievers involved come from both state and private schools in the Lothian Area
- 20 companies provide support in the form of Business Advisors
- The Lothian Area YES Board organises three training workshops, one Christmas Market and one awards evening each academic year

Sponsorship of training workshops

- Three workshops events in September, November and January
- Provide support for the Achievers to set up their company and receive sales, marketing and financial training. Achievers also benefit from communication and presentation skills training.
- Approximately 100 students and 30 adults from the Lothian area attend.

What Lothian YES offers:

- Branding at the events, on website and e-mail newsletters
- Opportunity to present company profile to this valuable young entrepreneurial audience

Sponsorship of Christmas Market

- The Christmas Market held in December gives the Achievers the opportunity to sell their product and services to the public
- At least 22 Achiever company's compete to attend along with their Link teachers and business advisors
- The event is held in a public area to encourage the Achievers to develop their sales and marketing techniques
- Awards are given out on the day for Sales & Marketing, Display Stand and Product.
- Reaches a large public audience

What Lothian YES Offers

- Branding at the trade fair
- Company information stand
- Judging opportunity



Best Display



Pride of East Lothian
Knox Academy

Best Sales & Marketing



Pride of East Lothian
Knox Academy

Best Product



A Helping Hand
St George's School for Girls

Overall Winning Company



Pride of East Lothian
Knox Academy

Above is the January Market at Apex International Hotel Grassmarket Edinburgh

Sponsorship of Awards Evening

- The Awards ceremony is held in March, all Achiever's companies present on their "business year" and highly coveted awards for Personnel, Marketing, Finance, Sales, IT, Production and Managing Directors, Company Secretary, Best Business Idea, Best Presentation and Best Overall Company are presented
- 21 schools attended along with Link teachers, parents and members of the business community invited by Lothian YES
- This is the headline event of the year - 2011 ceremony was held at Performing Arts Centre, Stewart's Melville College.

What Lothian YES offers

- Branding at the event and on the website and email newsletters
- Sampling opportunity at the event
- Presentation opportunity
- Awards in your company's name and branding
- Data capture and follow up on attendees
- Opportunity to invite your own guests and hold a VIP reception



Best Company 2011
Perfitto –
Linlithgow Academy



Best Presentation
Neptune –
George Watson's College



Best Business Idea
Partybello –
Portobello High School

Above is the Presentation Evening 2011 Tom Fleming Centre Edinburgh



Best Sales Director
Partybello -
Portobello High School



Best Marketing Director
Partybello –
Portobello High School



Best Finance Director
e-Motion -
St Augustine's High School



Best Personnel Director
Pride of East Lothian –
Knox Academy



Best Company Secretary
e-Motion –
St Augustine's High School



Best IT Director
Neptune –
George Watson's College



Best Operations Director
Pulse -
George Watson's College



Best Managing Director
YESMC –
Stewart's Melville College

Further information

If you would like further information on these opportunities, please contact:

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Please see the Lothian Area Board's website, Twitter or Facebook sites at www.lothianyes.com or www.twitter.com/YESlothian or www.facebook.com/pages/Young-Enterprise-Scotland-Lothian-Board