

June 2010

## **Young Enterprise Trust Global Enterprise Challenge; an amazing 24 hours...**

Massey University Auckland Campus (Albany) was again an impressive host for New Zealand's leading year twelve and thirteen business students from throughout the country competing for honors in a 24hr global business challenge.

Students were split into ten teams of eight and received a complex global business challenge with focus on social and environmental issues affecting our world on a global scale. Within 24hrs of the challenge beamed from Indonesia (last year's winners), each country must produce a two-page business plan, a three-minute presentation and a dimensional working prototype to demonstrate the product or service.

Each New Zealand team pitched their business plan to a dragons den of prominent New Zealand business minds including the newly knighted Sir David Levine and must impress the panel to be promoted to presenting via satellite to a global panel of leading business, science and technology minds.

In 2010 Actionmail mentored another exceptional team of young men and women who wasted no time to bond and identify / negotiate positions on the team. Before long the team had a Managing Director, Marketer, Product developer, Distribution and Finance Manager. 24hrs of drinking V and eating sugar produced an exceptional business plan to produce, market and distribute an interactive gaming board. The game 'gloWbal' is targeted to families with children between the ages of 8 and 14 to promote interaction as a family and play along the lines of a monopoly board with a twist or two. The centre of the game has an LCD dynamic screen with voice and visual interaction which produces challenges for the family, your answers influence the outcome of the world in 2030; the objective, to educate and create awareness on a global level on our individual impacts on our environment and society. The gamer learns the effects decisions made today will influence the way we live in 2030, not bad for 24hrs!

This year's winning New Zealand team was team DDB (Big congratulations from Team Actionmail). Global winners were team Australia which (Actionmail Australia will be happy about that!). And New Zealand still holds the most international wins in the competition to date.

For more information about the Young Enterprise please visit [www.enzt.co.nz](http://www.enzt.co.nz). Actionmail would like to make a special thanks to this year's team and congratulations to Sarah Robertson and Grace Orourke who have been nominated from the team to represent New Zealand in the FedEx challenge in Singapore later in the year; Go girls and do us proud!

A big thanks to the many amazing people who organize and support the event especially Donna Dentice who is the inaugural founder of the concept and event and is soon moving on from her position of Chief Executive on the Young Enterprise Trust, well done on the amazing experience you have provided for many of New Zealand's future leaders.

### **The team at Actionmail**