



shoreideas

Dream • Believe • Achieve

Thank you for considering investing in **Shoreideas**. This briefing paper sets out what it means to partner with us.

SUPPORTING THE WHOLE PROGRAMME

Although each unit of investment of £2000 effectively covers the cost of sponsoring one team, consisting of 4 to 6 young people between the ages 13 -21, as a partner investor you will always be recognised as sponsoring the entire programme. All partner business logos will be displayed on the Shoreideas website and recognition of investment will be given whenever possible. Lead investors will be given special recognition.

THE LION'S DEN

Each investing partner are invited to appoint one person to act as a Lion to help us decide which teams of young people will be selected to participate in the full programme. The successful teams will benefit by receiving a loan of £1000 and be mentored to help them maximise their fund raising / business idea. The final selection will be made against the following criteria.

	Scoring Weighting
Purpose of the Project	
Aim and benefits	10%
How does the proposal benefit the voluntary charitable organisation the team has chosen to partner with e.g. Raising awareness of the cause Fundraising Direct involvement of beneficiaries	
Project Idea and Mechanics	
Creativity and Innovation	20%
How creative and innovative is the project in relation to: Service/Product Pricing Method of marketing	
Feasibility of Project Idea	10%
Is the project idea feasible and achievable within the given implementation time frame of 8 weeks: Is there a project timeline?	
Implementation and Execution	20%
Is there a believable action plan? How does the team leverage in resources to achieve their goals? What are the challenges they foresee in implementing their project and how	

do they plan to overcome any challenges that may arise? How are they going to market their services/products?	
Public Education / Outreach and Awareness	10%
Public awareness programme and publicity Estimated number of audience, customers reached	
Involvement of Others	10%
Mobilisation of volunteers to help them fulfil their plan Estimated number of volunteers to be recruited Method of recruitment	
Financial Target	
Is there any financial target set?	2%
How do they propose achieving their target? How would they achieve the target they have set?	8%
Presentation	
Presentation Format i.e. logical, convincing and easy to understand	5%
Passion and Enthusiasm	5%
Total Score	100%

MENTORING

Each participating partner will be given the opportunity to mentor at least one team. In selecting which mentors to partner teams, due consideration will be given to the range of skills and experience each mentor brings to the programme. The mentoring process will be in action throughout the duration of the project but will be more concentrated during the months immediately prior to project implementation.

AWARD SELECTION

An independent panel of judges will assess the performance of each team and decide who the winners will be. The announcement will be made at the annual Award / Celebration evening.

GROWING THE INVESTMENT POT

Thank you for your contribution towards the success of the programme. The multiplying of funds will benefit many charitable causes and also contribute year on year to building up the sustainability pot. This will help ensure the on-going success of the programme by providing the necessary resources to grow the scheme and continue to benefit thousands of young entrepreneurs in our local community.



A SOCIAL ENTERPRISE PROJECT OF BOURNEMOUTH YMCA CHARITY NO 1078728