



Young  
Enterprise

Member of JA Worldwide

# Company Programme 2025-26

Student Introduction

# About YE

We believe that the potential of the UK's young people is **unlimited**, and an academic education on its own isn't enough to prepare you for the world of work.

That's why we created **Company Programme**, a unique experience where you will set up and run your own student company over 12 weeks or up to 1 academic year.

You'll be joining over 1 million young people who have benefitted from doing Company Programme over the last 60 years!



# What we will cover

1. Welcome & Introductions
2. About the programme
3. Rules and Insurance (Operating Framework)
4. Finances
5. Company Connect
6. Sales and events
7. Competitions





# About the programme



- Set up a student company and develop a product or service
- Access resources and guidance on our Company Connect platform
- Sell to the public in the community, at YE trade fairs or online
- Access to a Card One Money business current account for under 18s
- Online and in-person competitions
- Support from a business volunteer where possible
- £10m product and public liability insurance cover
- Opportunity to make a real profit and keep it!

# Programme Journey





# What does it mean for you?



## **Develop essential work-based skills by:**

- Committing to weekly board meetings
- Learning about the department functions in a business and taking on one of these roles in your student company
- Raising capital by selling shares and fundraising
- Developing, marketing and selling a product or service
- Taking ownership of your learning through Company Connect
- Attending board meetings and making time to work on your student company

# Employability Skills

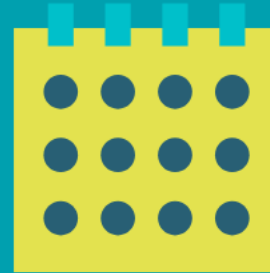
Communication



Confidence



Organisation



Teamwork



Financial  
capability



Problem  
solving



Initiative



Resilience





# Benefits to you



- Develop key employability skills recognised by employers
- Receive a personalised achievement certificate
- Interactive experience of the world of work and business
- Meet and work alongside role models from the world of work
- Add it to your personal statements and applications
- Use it as your skill for Duke of Edinburgh (all levels) or to contribute to an Extended Project Qualification (Pearson)
- Make a profit and decide on how to spend it!

# Business volunteer support



- ✓ YE aims to recruit a volunteer to support each student company
- ✓ They may attend weekly, every 2-3 weeks, or online
- ✓ Use them as a sounding board for ideas and questions - find out what they do, tap into their knowledge and experience
- ✓ Respect them – they are giving up time to support you
- ✓ Follow their examples of good business and workplace practice
- ✓ Use the messaging feature on Company Connect to keep in touch and ask questions

# Early tips

Get registered on Company Connect and complete the tasks in Milestone 1 to understand the rules of the programme

You need to be on Company Connect to get your products/services approved before you can trade with the public

Once your educator adds you to a team, you will receive an invite email with a registration link. Follow the instructions and input your details and a password to join your student company on Company Connect.



# Set your goals

1. WHY are you doing this programme?
  - Accept different team members motivations
2. WHAT does success look like to your company?
  - Set three realistic targets for your company

*(Can any of this be included in your Mission Statement?)*



# Own the process

This is your project and your responsibility.  
Remember that making mistakes is normal and you can learn from them.

**Agree a code of conduct – how will you operate?**

- What team strengths can you use?
- What behaviours will you expect?

Don't rush milestones 1 & 2 – the content on Company Connect is there to guide you through



# Suggested director roles

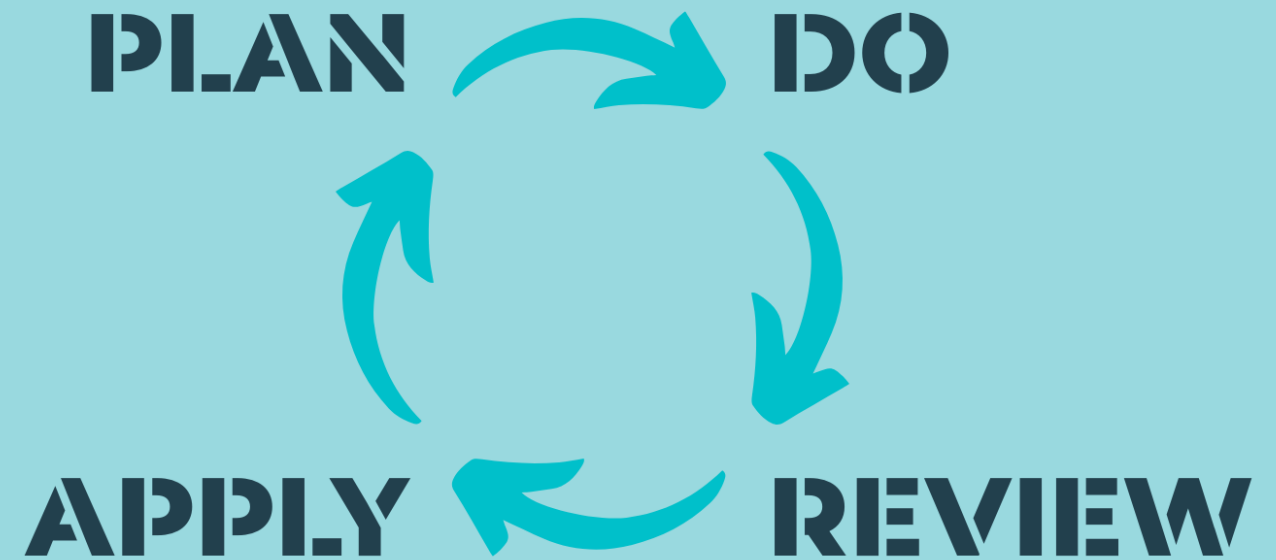
(See milestone 2 for more information on each role)





# Learn by doing

We encourage and support experiential learning.





# Rules and Insurance: The Operating Framework

All YE Student Companies are, for the year of their operation, acting as if branches of Young Enterprise.

The Operating Framework sets out the rules and processes you **must follow** when setting up and running your YE Student Company.

This document protects students and YE from breaking UK laws governing companies and charities.

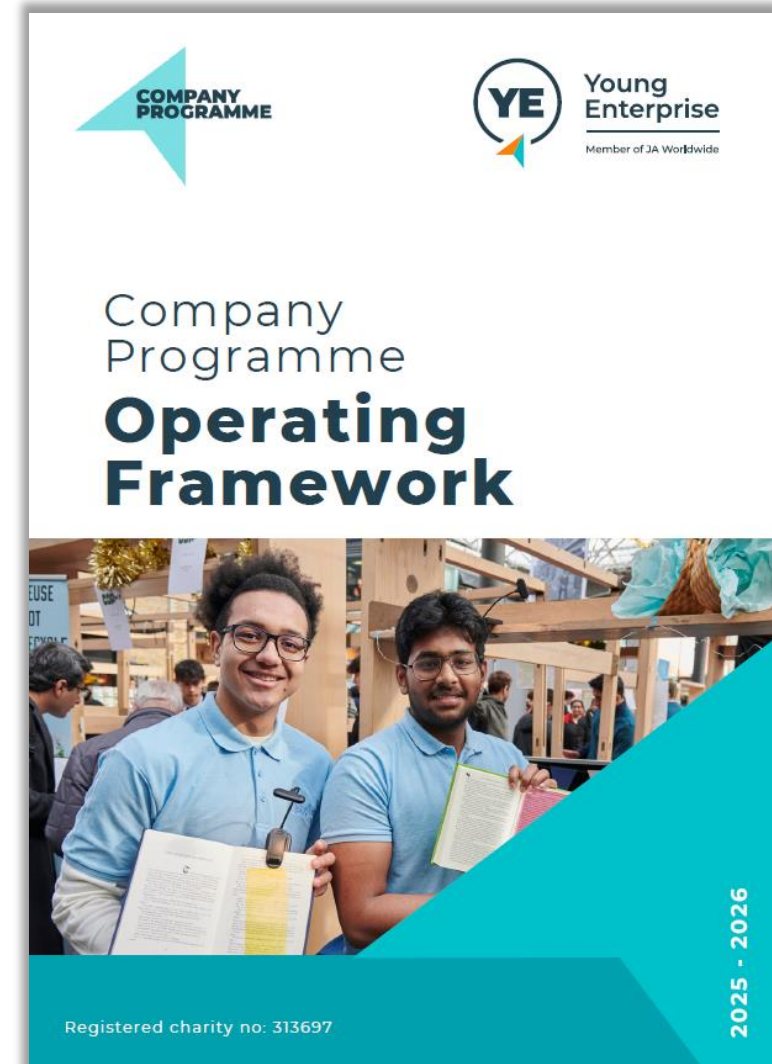


# Accessing the Operating Framework



All students must read through the Operating Framework to participate in Company Programme.

You will find an interactive version of the Operating Framework, as well as the pdf version in Milestone 1, Task 3 on Company Connect.



# Intellectual Property



Care must be taken not to directly or overtly **imitate**, **copy** or **trade** using existing company names, trademarks or copyrights.

Student companies should check that their chosen company name is not already taken by an existing business by heading to:

<https://www.gov.uk/government/collections/intellectual-property-trade-marks>.

# Insurance cover



The Operating Framework lists which products cannot be sold under the £10m product and public liability insurance cover.

## Some key exclusions:

- Repurposed glass (e.g jars/jewellery made from glass bottles)
- Candles and wax melts
- Food and drink (or pet food)
- Cosmetics/beauty products
- Electrical items with a mains connection
- Prize draws/gambling
- Alcohol and tobacco products

*(See the operating framework for other exclusions)*

# Insurance cover



Student companies cannot sell to:

- USA
- Canada
- Any countries under their jurisdiction

They cannot buy products from:

- China
- Any country financially sanctioned by the UK (check list [here](#))




**They cannot buy any product which cannot be traced back to its manufacturer.**

# Product Approval



Before you sell you **must** secure product approval on Company Connect. **You need to do a separate form for each product or service you want to sell.**

Check the status of your approval request on the Company Profile page of Company Connect to see if...

-  It's been approved
-  More information is needed
-  It can't be approved (and why)

# Charitable donations



- Students often wish to raise money for a charity within running their business.
- When acting as if a branch of YE (a charity), student companies cannot state that they are raising money for a different charity
- This is because charities can only fundraise for other charities if it is their stated charitable aim; it is not YE's stated aim.
- **Instead, students can advertise a general social cause they are supporting:**
  - **DO:** *"25% of our profits will go to support homeless young people"*
  - **DON'T:** *"25% of our profits will go to Centrepoint"*



# Finances – raising money



- £ Students raise start up capital to cover initial costs
- £ Students can sell shares to help raise start up capital
  - Student companies often run fundraising initiatives from this initial capital, while developing the final product/service
- £ Shares cost a flat rate of £1 each
- £ £500 share limit; £25 per shareholder
- £ All student company members must own at least one share
- £ Shares register and certificate provided via Company Connect

# Finances – Card One Money



We offer each student company a Card One Money business current account – this is a bespoke account and is the only business option of its kind available to under-18s in the country.

**card one money**

# Finances – Card One Money



- £10 application fee covered by YE!
- Simple online application – card/giro book within 10 working days
- Pre-paid account card (funds must be transferred from account) – cannot go overdrawn
- Online banking and app available
- Small transaction fees
- Simple to wind down in July
- Step-by-step process available on Company Connect

# Finances – Card readers



- Handheld card readers (SumUp, Zettle etc) cannot be purchased by someone under-18.
- If your student company is using a card reader, an appointed **trusted adult** must:
  - Take responsibility for any T&C's and liabilities associated with the card reader and resulting sale transactions
  - **Connect the card reader to their own account** and organise for the transfer of the funds, in full, to the student company account
- The student company will be responsible for any payments or fees associated with the use of the card reader
- YE are unable to provide support regarding the use of card readers, or any issues with their providers

# **Welcome to Company Connect**

[See more](#)



# Company Connect

- An intuitive, easy-to-navigate platform that supports your company through the milestones of Company Programme
- The platform allows educators to monitor teams and student progress
- You can gain points and badges for the tasks you complete, to recognise and celebrate your learning throughout the programme




# Documents & Resources

All milestone documents and resources can be accessed from the **Company Documents and Resources** page.

All content, documents, resources and web pages are available in English and Welsh. User the toggle at the top of the screen to change languages.

COMPANY PROGRAMME

**Company documents & resources**  
Locate all your company docs and useful stuff!



**Milestone resources**

|                                   |   |
|-----------------------------------|---|
| Milestone 1 - Starting up         | + |
| Milestone 2 - Creating the board  | + |
| Milestone 3 - Generating the idea | × |

**Milestone documents**

Cant find it? Create it - worksheet

[Cant find it? Create it - worksheet](#) **DOCX**

Recycling Ideas - worksheet

[Recycling Ideas - worksheet](#) **DOCX**

Doing What You Love - worksheet

[#Doing What You Love - worksheet](#) **DOCX**

Validating your ideas - worksheet

[Validating your ideas - worksheet](#) **DOCX**

Milestone 3 - Board meeting agenda

[Milestone 3 - Board meeting agenda \(editable\)](#) **DOCX**



# Company finances on Company Connect

Students can manage their finances through the Company Finances page.

Pdf and video tutorials are provided to the finance director in Milestones 2 and 4.

| Receipts |            |          |           |         |       |              |        |                         |         |
|----------|------------|----------|-----------|---------|-------|--------------|--------|-------------------------|---------|
| Receipts |            | Payments |           | Reports |       | End of Year  |        |                         |         |
| Date     | Where From | Ref      | 1         | 2       | 3     | 4            | 5      | 6                       | Actions |
|          |            |          | Bank      | Cash    | Sales | Misc. Income | Shares | Bank & Cash Transfers * |         |
|          |            |          | DR        | DR      | CR    | CR           | CR     | CR                      |         |
|          |            |          |           |         |       |              |        |                         | +       |
| Total    |            |          | £0.00     | £0.00   | £0.00 | £0.00        | £0.00  | £0.00                   |         |
|          |            |          | Total 1-2 | £0.00   |       |              |        | Total 3-6               | £0.00   |



# Sales & Events

Our insurance and the student company Operating Framework mean that students are legally able to trade with the public once their product/service is approved.

Students must receive product approval for every product/service before trading.

As well as YE opportunities, student companies can source their own in person sales events.





A photograph of two women standing at a market stall, overlaid with a teal color filter. The woman on the left is wearing a dark puffer jacket and holding a beaded necklace. The woman on the right has long dreadlocks and is also holding a beaded necklace. In the background, other people and market stalls are visible. A sign on the right stall reads "Barrel of craft" and "Price List" with prices like £3 and £5. A student ID card is visible on the woman on the right.

**WHAT ARE YOU  
GOING TO SELL?**

# Trade fairs

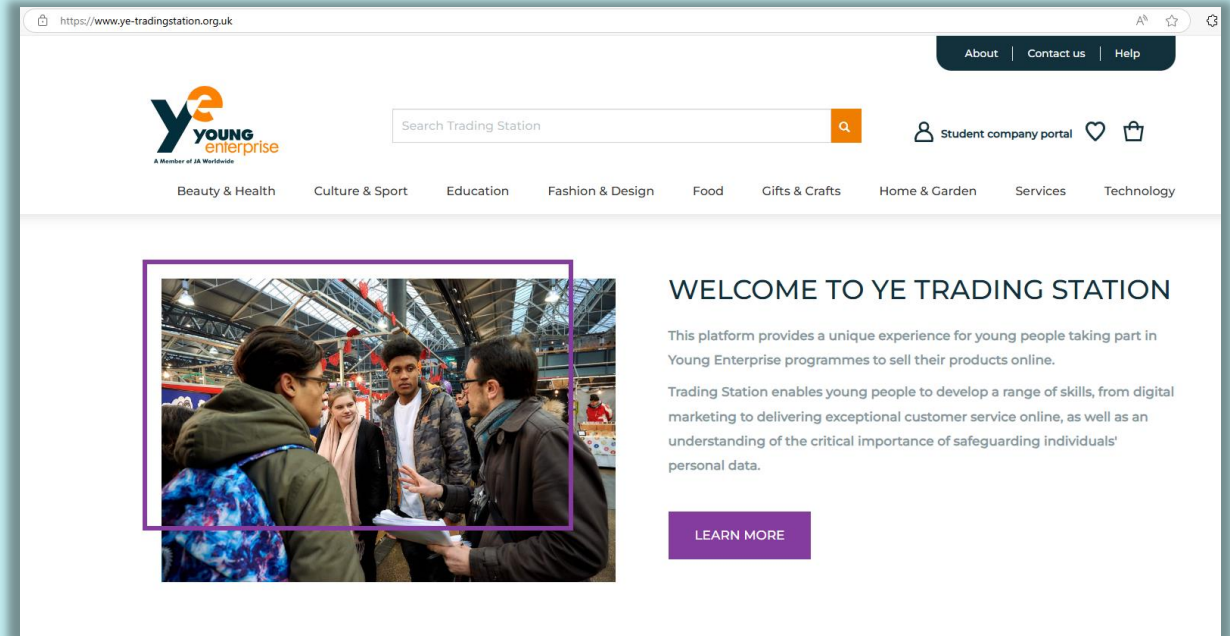
- YE arranges regional/local Trade Fairs in public markets / shopping centres
- Teams sell alongside fellow YE student companies as well as professional traders
- Prizes/awards often on offer
- Great skills development opportunity for you and your team





# Online sales: YE Trading Station

- YE Trading Station is the only method of online sales available to under-18s
- We host an online sales competition in winter and spring. Enter for the chance to win £100 for your student company!
- **Please note:** You must apply for product approval on Company Connect for each product you want to sell. Once approved, you will receive a product code to upload it onto YE Trading Station



# Pitch to the panel

Autumn term: Pitch your idea

Spring term: Practise your presentation

All schools will be able to access either online or in-person events. Your YE contact will keep you in the loop as dates are confirmed.



# Workshops



Online workshops which students can join live or watch the recording.  
Covers practical elements of running a YE student company:

- **Ideation & Organisation** (November)
- **Finance** (December)
- **Marketing & Sales** (January)

Full calendar available from your YE Education Partnerships Manager



# Competitions

- Online competitions on Instagram
- Local competitions
- Area showcases and local competitions
- Regional finals
- National UK Company of the Year final - June
- European Company of the Year final - July



## Solasta: 2025 Winners



# Company of the Year awards

- Opportunity to showcase your efforts, achievements and celebrate your student company journey
- Area Showcases followed by Regional Final, feeding into UK Final
- UK Winner goes to European Company of the Year Awards in July 2026





# Instagram competitions



# MeetTheYEBoard25 (Oct – Oct)

# YEBrand4Success25 (Nov – Dec)

# YEAdvert26 (Jan – Feb)

# MyYEslogan26 (Mar – Apr)

- + Two online Trade Fair competitions via YE Trading Station
- Dates and all details via Company Connect > Upcoming Competitions
- **Enter for the chance to win up to £100 for your student company!**

# What happens once you're finished?

Continue your career journey by registering with our YE Alumni Network and sign up to the YE Opportunities Hub.

## Exclusive benefits of the Opportunities Hub:

- Access start up funding for your business
- Access to work experience with well-known employers
- Free training courses
- Careers advice and guidance
- Help to set up your own business

It's a fantastic opportunity to keep in touch and continue your career and learning beyond the programme! Find out more in Milestone 8.





# Questions?





# We hope you enjoy the programme!



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