



TITLE:
ENTREPRENEURSHIP REALITY TELEVISION GAME SHOW – THE BIG START

GENERAL INFORMATION

Country: Saint Lucia

Coordinating Institution: Office of Private Sector Relations

Other institutions involved: Saint Lucia Small Business Development Unit (SEDU) – Ministry of Commerce, Business Development, Investment and Consumer Affairs, Accela Marketing, Sir Arthur Lewis Community College

Duration of the experience: May 2010 – August 2010

Webpage: www.thebigstartshow.com



1) Objectives

This project formed part of the Entrepreneurship Development Trust of the STRIDE programme which overall objective sought to expand economic diversification and stimulate growth; reduce poverty; create a first class environment for business growth and development; strengthen SMEs and increase their contribution to the national economy. Through this programme these projects worked towards expanding businesses as well as stimulate new business, innovation and entrepreneurship development.

2) Relevance

The reality TV delivery method of this project enabled viewers (the Saint Lucian populace) to impart a sound knowledge and approach to the principles of business that would in turn inculcate and nurture a vibrant entrepreneurship culture, encourage and develop innovative business ideas. Additionally the initiative aspired to:

- Educate and inform persons on the benefits of entrepreneurship through a creative and enhanced public education medium.
- Educate and inform persons on the benefits of entrepreneurship.
- Engender a cultural shift towards entrepreneurship.
- Achieve deeper penetration into the rural communities and the inner city where poverty is most acute.

3) Concrete activities and actions

Hiring of a Consultant – Accela Marketing – Conceptualize, develop and execute the Big Start Entrepreneurship Reality Television Show Series.

Establishment of a Technical Committee - for guidance and support for the project. The Technical Committee comprised persons from the Ministry of Commerce – particularly SEDU, Government Information Service (GIS), Sir Arthur Lewis Community College (SALCC), and OPSR.

Private Sector Firms – Provided sponsorship which ensured the successful implementation and execution of the initiative.

4) Achievements and results

Ten (10) teams comprising three to four members participated in a ten round (episode) business entrepreneurship Big Start game show. Episodes covered the following:

Episodes 1 – Elimination/Selection of 10 teams

Episode 2 – Market/Demand Analysis

Episode 3 – Government Requirements

Episode 4 – Product

Refinement/Development

Episode 5 – Operations/Organisation

Episode 6 – Business Plan/Budget

Episode 7 – Financing

Episode 8 – Marketing Strategy – Advertising and Promotions

Episode 9 –Marketing Strategy -Sales and Distribution

Episode 10 – Prototype/Product Testing/Launch

Episode 11 – Finale

5) Sustainability

Execution of an initiative of this magnitude is a costly venture. Given this consideration and the closure of the overall programme of which the game show formed part of. The possibility to continue this game show to a second round / season was not practical. However, OPSR ensured that the output of each episode as outlined in 4 above were recorded and passed on to the Chamber of Commerce – Secondary Schools Junior Achievement Programme.

Each centre received copies of these episodes which from our understanding are utilized in the delivery and execution of their respective Junior Achievement programme.

Additionally, the website has been kept up allowing for continuous review by the general populace.

6) Lessons learned

- Begin soliciting sponsorship months ahead of the scheduled execution.
- Organize public speaking / appearance training / workshops for potential participants.
- Organize or infuse/include a business training aspect to the various episodes to strengthen and realize primary objectives.

7) Capacity for the exchange of this experience

Cooperation modality	Cooperation modalities the institution can provide to others
Information Sharing	X
Conference Calls	X
Videoconferences	X
Workshops	X
Technical and Experts Visits	X

8) Author of this story

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9) Key persons involved in the design, implementation, and evaluation of the experience

9 a.

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