PEARSON
COLLEGE

8TH DAY – PILOT SCHEME BUSINESSES REQUIRED

If you had an extra day in the week, how would you use it to grow your business?

Pearson College students will be launching a new scheme from January 2015, which will connect their exceptional undergraduate and graduate alumni with entrepreneurs, start-ups and small businesses.

The idea is simple. Screened Pearson College students and alumni provide an additional resource for businesses. Businesses create a 'wish list' of projects or goals that they would like help with, which Pearson College students review. They then submit 3 minute video pitches for the projects that they would like to work on. If the business likes a pitch for one of their projects then they can meet with the individual(s) that they would like to work with.

As a business/entrepreneur in the scheme, what would I need to do?

1. Complete a short 8th day wish list questionnaire	2. Review short online video pitches from students for your wish list project(s)	3. Select the individual(s) you would like to use
• What is the project brief and scope (if known)? • Who you are looking for? • What can you offer in return (experience, output-based pay, future work etc)? • What are your timelines?	• Maximum 3 minutes in length. • Submitted to you online.	• You select the student(s) that you would like to meet. • Terms of project agreed directly between you and the student.

As a Pearson College student in the scheme, what would I need to do?

1. Apply to join the scheme and attend an interview to assess your suitability for the scheme
2. If accepted onto the scheme, review and select wish list projects that interest you
3. Submit a 3 minute online video pitch for wish list projects that you are interested in working on

Pilot scheme volunteers required:

Pearson College will pilot the 8th day scheme between mid-January and mid-March 2015. The pilot scheme will be used to help refine and develop it. We're looking for a group of entrepreneurs, start-up companies, and established SMEs to take part in the pilot.

We're also looking for 20-25 enthusiastic and motivated Pearson College students and graduates to be part of the pilot scheme.

As a pilot member we would like to meet with you at the start and at the end of the scheme to understand your expectations, to help us measure the success of the pilot scheme, and identify ways to improve the scheme.

Case study

"Satalia took on its first intern from Pearson College in November 2013. A year on we have worked with five students on ventures including developing new products for universities, one of which is used to auto-generate the university timetables. Students' initiative and drive is of course the most important factor in what they take away from the experience, and as an entrepreneurial organisation Satalia excels in facilitating learning through doing. From partnerships to software development to thought leadership, the students we work with achieve real impact. It's great for us, and lets them demonstrate their ability to deliver value, far beyond just having some experience on their CVs."

Daniel Hulme, CEO Satalia

FAQs

1. Is there a limit to the scope of wish list projects that can be put to students on this scheme?

No. This scheme is intended to be as flexible as possible to match the varied availability and skills of our students and graduates. Whether you anticipate your wish list project(s) taking one hour or several months to complete, we hope at least one of our students can help.

2. How many wish list projects can I advertise to students?

As many as you like but please remember there is no guarantee that students will pitch for all (or even any) of your wish list projects.

3. Do I have to pay students participating in the scheme?

The aim of the scheme is that both the business and student get mutual value from the scheme. If the students cannot see the value in spending time on your wish list projects, then it's highly unlikely that they'll pitch for it. Value does not necessarily need to be financial – valuable experience, and potential employment opportunities etc might be just as good an incentive as cash. Alternatively, you may feel that you can offer remuneration if the outcome of the project is successful and your business has gained from the students' work.

4. Is this an internship?

No. This scheme is designed to be as flexible as possible for all parties. There is no intention to create fixed or salaried internships from this scheme.

5. What happens if nobody pitches to work on a wish list project?

This is a risk. If no students decide to pitch for your wish list project(s) during the pilot scheme then we'll seek feedback from the pilot students to help understand why.

6. What will happen if I don't think any of the students who pitch to me will be suitable for my wish list project(s)?

There's absolutely no obligation for you to work with any of our students or alumni. If this situation arises during the pilot scheme then we'll ask you to briefly feedback to us the reasons why the students who pitched were not suitable.

7. Why is Pearson College running this scheme?

Pearson College is very keen to expand its growing network of start-ups and SMEs. Our students and alumni are extremely talented and motivated. We therefore believe that there's an opportunity for both your business and our students to work together in a way that creates mutual value. We would love to sit down with you to get your ideas about other ways we could work together.

pearsoncollege.com/8thday