



ENTERPRISE PROJECT

2024



The health and wellness industry refers to any products or services to do with our physical and mental health and that enable consumers to adopt healthy habits into their day to day lives.

This includes areas such as fitness and exercise, nutrition, mindfulness, sleep and general well-being. If it improves our bodies or our minds in some way, it's the wellness industry.

The industry is booming and it is estimated that the global health and wellness market size will reach \$8.9 billion by the end of 2030.

Your task is to design a product or service linked to the health and wellness industry. It could be a completely original idea or you could adapt and improve an existing product or service. You will pitch (present) your idea to our business advisors on Wednesday from 11.20.

Four finalist teams will then be selected to present to our judges and then a winning team being chosen with the prize of Amazon vouchers awarded to the winning team members.



You have an A3 sheet which lists many of the tasks you will need to complete as a team. We suggest you fill in this sheet and allocate roles and duties within the team and you may want to create smaller sub groups to work on specific tasks.

Communication will be vital across the team and the sub groups to ensure that everyone has a clear understanding of what the team is working towards and to ensure deadlines are met.

Successful teams will utilise the skills and strengths of all their team members. **Good luck!!**

- **Your team presentation should last no more than 5 minutes. You may then be asked questions (up to a further 5 minutes)**
- **You may use your mobile phones while in your team room for activities such as research. At break and lunch time phones must be away as per the usual school rules.**
- **Volunteers from our local community with a wealth of business knowledge are giving up their time to come and support you. Please welcome them and ask any questions you may have.**