



**LEARNING BY DOING IS THE IDEAL
COMPLEMENT TO THEORETICAL
TEACHING, DON'T YOU AGREE?**

Put entrepreneurship into
practice in your classroom
by joining the
Company Programme.

Company Programme

Entrepreneurship Put into Practice

«I realised how important it is to learn from mistakes. It's not the failures that distinguish a successful business from a failed one, but the way you deal with them.»

- Elia Canneori, former mini-entrepreneur

In the Company Programme students ages 16 to 20 found and manage a mini-enterprise for one school year and experience hands-on what it takes to be an entrepreneur. Their work is professionally monitored by their teacher and supported by a Programme Manager from YES.

Role of the Teachers

During the programme, the teacher takes on the role of the professional coach. She/he provides theoretical inputs to the mini-entrepreneurs and reminds them of deadlines. YES is committed to maintaining close contact with the participating teachers.

Service & Support

Der Programme Manager begleitet Schülerinnen und Schüler sowie die Lehrperson durch das Programmjahr. Zudem stellt YES alle Programmunterlagen auf der Online-Plattform zur Verfügung.

Costs

On the one hand the school pays a membership fee of CHF 500 per year, on the other hand the participation costs CHF 400 per mini-enterprise (max. 7 students per team).

Advantages for the Students

- Practical experience as a supplement to the theoretical teaching in class following the learning by doing principle.
- Promotion of social competence & personality development (independence, initiative, sense of responsibility, group work & team spirit, ability to deal with conflicts).
- Insights into the functioning of a real enterprise as well as into the economic events in everyday life.
- Participation in the competition with over 200 mini-enterprises from all over Switzerland.

Programme Timeline

August	Receipt of the programme documents
September	Idea generation & foundation phase Kick-Off by YES at the school
October	Acquisition of the initial capital Organisation of the opening ceremony
November	Participation in the Workshop Entrepreneurial Basics
January	Submission of the business plan
February	Participation in the Pitch Competition
April	Participation in the National Trade Fair (Top 75) Submission of the business report
May	Sales stand, presentation on stage and interview with the jury of experts at the National Final (Top 25)
July	Liquidation of the mini-enterprise Organisation of the closing ceremony Receipt of the certificate of participation

YES is the leading provider of practice-oriented economic and opinion-forming programmes for schools in Switzerland. Children and young adults experience and learn about our economy, recognise social connections and form their own opinions. They develop their potential, build their network and find their role in the working environment. In the 2021/2022 school year alone, almost 7'000 young people, 600 teachers and 500 volunteers throughout Switzerland took advantage of our five programmes: Our Community and Pintelino (primary level), Personal Economics (secondary level I), Youth Debates (secondary level I and II) and the Company Programme (secondary level II).

