

1

Learning about business hands-on in three phases

2

Acquiring key skills as a team

3

Preparing for life after school

4

Developing entrepreneurial spirit

One-year business program for students launched in 1998

Every year

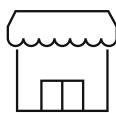
- > more than 1,000 participating high school students aged 15 to 18,
- > around 150 teachers at 70 participating schools in Germany, Austria, Italy, Great Britain, Albania, and Switzerland,
- > and around 400 coaches from around 20 partner companies and BCG.



Phase I

Large company

Business basics with a focus on company structures, markets, and competition



Phase II

Small company

Detailed understanding with a focus on strategy and positioning



Phase III

Own business idea

Development of a business idea, including a business plan



School competitions

The teams present the results of all three phases at competitions held at their own school.



International Finals

The best teams advance to the International Finals.

