

# BEING ENTREPRENEURIAL

MICRO-TYCO MAPPING GUIDE

Version 1

Being  
ENTREPRENEURIAL

**MICRO-TYCO**  
INSPIRATION | KNOWLEDGE | NETWORKS

Photography courtesy of Deloitte's associates acting as Micro-Tyco coaches

[ocr.org.uk/beingentrepreneurial](https://ocr.org.uk/beingentrepreneurial)

# INTRODUCTION

[Micro-Tyco](#) is a month long challenge that enables young people to practice and learn fundamental business skills in a safe, 'micro' environment. Through a combination of 'Inspiration, Knowledge and Networks' Micro-Tyco unleashes participants' latent talents - fostering essential entrepreneurial thinking, creative thinking, resourcefulness, teamwork, financial literacy, communication and leadership skills.

Micro-Tyco runs every November and February, with schools able to choose the month that suits them best and enter as many teams of 5 pupils as they like for free. Upon registration, each team of up to 5 pupils receives a £1 'micro-loan'/seed capital' from WildHearts. Then once the clock strikes midnight on the first of the month, they have 30 days to turn it into as much money as possible. At the end of the month, the team with the most money wins. There is only one rule: all transactions and enterprises must be legal.

At the end of the challenge, all the money created by participants is then invested by WildHearts in micro-loans to help entrepreneurs across the developing world - helping participants 'become an entrepreneur to fund an entrepreneur'. In doing so, Micro-Tyco not only helps pupils, to become more informed Global Citizens, it demonstrates how business can be a force for good in the world.

*"OCR supports the Micro-Tyco competition, because it challenges young people to solve problems and come up with great ideas that actually make a difference. It inspires young people to develop entrepreneurial skill sets and mind sets that will enable them to reach their full potential and look to explore further future opportunities. The competition facilitates ways of making a difference within communities (both of the young people and the communities they support with the money made). OCR has worked with Micro-Tyco to map the competition to our Being Entrepreneurial qualifications so young people can look to have their learning during the Micro-Tyco competition validated and achieve formal recognition."*

**Ruth Carter** – OCR Sector Specialist (Employability, Enterprise and Entrepreneurship)

Working together OCR and Micro-Tyco have mapped the Micro-Tyco Competition to show where opportunities or learning towards our Being Entrepreneurial qualifications at Level 2 and Level 3 can be realised.

The Micro-Tyco competition can support the generation of evidence that can be used towards OCR Being Entrepreneurial qualifications and opportunities are shown within this document. In order to assist you with how the content of the Micro-Tyco competition will support your delivery of these qualifications we have mapped them to the each of the Being Entrepreneurial units:

## Being Entrepreneurial

<http://www.ocr.org.uk/qualifications/by-subject/being-entrepreneurial/>

The mapping follows on the next page and identifies the Micro-Tyco competition opportunities in relation to the OCR qualification level and unit where evidence generation or learning opportunities can be accessed.

If you want a qualification outcome for your learners taking part in the Micro-Tyco Challenge you will need to become an OCR centre. Head to the [OCR website](#) to find out how you can become an approved centre or call us on 02476 851509.

For the Being Entrepreneurial qualifications, your learners need to provide evidence to prove that they have achieved the assessment criteria detailed in each unit. Evidence can be in the form of videos, sound bites, learners' written work, witness statements, photographs of the learners' work, or other types of documents. The learners' evidence along with the relevant OCR candidate documentation will make up the portfolio/e-portfolio which is centre assessed and OCR moderated. Further information can be found in the Centre Handbook for the qualification and can be accessed by the link given above.

*"WildHearts are delighted to be working with OCR. The broad range of skills that the Being Entrepreneurial qualification challenges young people to develop closely reflects the everyday realities of entrepreneurship. The qualification is a perfect fit for a dynamic challenge such as Micro-Tyco, which not only inspires the entrepreneurs of the future but also the 'Leaders Our World Deserves, by associating business excellence with economic justice. The fact that participants will now have the skills they have learned through Micro-Tyco formally recognised makes this a very exciting opportunity."*

**Mick Jackson** – Creator of Micro-Tyco & Founder of WildHearts Group

## Learning Resources

The learning resources and lesson plans referred to throughout this document, plus a range of additional resources, will be sent directly to teachers via e-mail once the school has been registered for Micro-Tyco. To register your school for Micro-Tyco for free, visit – [Micro-Tyco for Schools](#)

# MAPPING

OCR – Being Entrepreneurial			Micro- Tyco
	Learning Outcomes	Assessment Criteria	
Unit 1 – Pitching ideas to others	1 Understand a range of communication skills used for pitching	1.1 Identify a range of verbal communication skills 1.2 Identify a range of non-verbal communication skills 1.3 Explain when verbal and non-verbal communication skills should be used to pitch ideas	Throughout the Challenge – Opportunities throughout the challenge to demonstrate communication skills eg pitching to customers/suppliers including rocket pitches. Negotiating with suppliers/local business and customers. Non-verbal communication such as social media, creation of posters/flyers, events promotion, etc.
	2 Be able to plan a pitch for an idea	2.1 Create a pitch to communicate their idea 2.2 Finalise their pitch taking into consideration feedback from others	Throughout the Challenge – During the planning phase for Micro-Tyco there is opportunity to generate ideas and consider appropriate ways to execute ideas including the creation of pitches.
	3 Be able to deliver a pitch to others	3.1 Pitch their idea to others 3.2 Respond to questions on their pitch	Throughout the Challenge – At various points at the run up to and during the challenge students will be able to deliver a pitch to others in order to meet execute their ideas.
	4 Be able to review their delivery of a pitch	4.1 Assess their use of: <ul style="list-style-type: none"> <li>• Communication skills</li> <li>• Methods use to communicate the idea</li> <li>• Responses to questions</li> </ul> 4.2 Identify ways to improve their delivery	Throughout the Challenge – Students will be working in a team environment which encourages feedback from others. Throughout the challenge students are asked multiple times to reflect on their activities with the goal of improving for next time.
Unit 2 – Identifying viable opportunities	1 Know what it takes to be entrepreneurial	1.1 Identify entrepreneurial mind sets 1.2 Identify entrepreneurial skill sets	Lesson 3 – Learning about entrepreneurs and identifying your own skills and strengths. Lesson 4 – Key Entrepreneurial concepts. Through the challenge there are opportunities to learn and understand what makes a ‘good’ entrepreneur and develop those identified skills further as a group and individually.

OCR – Being Entrepreneurial		Micro- Tyco
	Learning Outcomes	Assessment Criteria
	2 Be able to review own entrepreneurial mind and skill sets	2.1 Carry out a personal audit of their own entrepreneurial mind and skill sets
	3 Be able to identify feasible opportunities for a specified scenario	3.1 Identify feasible opportunities through either Techniques or Approaches
	4 Be able to identify viable opportunities	4.1 Describe the potential benefits of opportunities 4.2 Identify potential barriers and risks for opportunities 4.3 Describe the potential impact of the barriers and risks on opportunities 4.4 Explain why an opportunity is viable
Unit 3 – Evaluating viable opportunities	1 Understand what it means to be entrepreneurial	1.1 Analyse why entrepreneurial mind sets are important to entrepreneurial activities 1.2 Analyse why entrepreneurial skill sets are important to entrepreneurial activities
	2 Be able to assess own entrepreneurial mind and skill sets	2.1 Assess the strengths and weaknesses of their own entrepreneurial mind and skill sets
	3 Be able to apply techniques and approaches in the identification of feasible opportunities	3.1 Explain how Techniques and Approaches are used to identify opportunities 3.2 Identify opportunities through Techniques and Approaches

OCR – Being Entrepreneurial		Micro- Tyco
	<p><b>Learning Outcomes</b></p> <p>4 Be able to evaluate the viability of opportunities</p>	<p><b>Assessment Criteria</b></p> <p>4.1 Analyse the potential benefits of the opportunities</p> <p>4.2 Analyse the potential barriers and risks to the opportunities viability</p> <p>4.3 Evaluate how barriers and risks could be overcome or minimised</p>
	<p>5 Be able to hold a dialogue and seek support for viable opportunities</p>	<p>5.1 Justify to others why an opportunity is viable</p> <p>5.2 Engage others in a dialogue to seek support for their opportunity</p>
		<p>Lesson 5 – Preparing for Micro-Tyco. Planning and generating ideas. Also multiple opportunities throughout the challenge after this lesson.</p> <p>Opportunity to work through Micro-Tyco action plan which challenges students to think about risks and barriers.</p> <p>Opportunity to work through Micro-Tyco action plan which challenges students to think about risks and barriers and the opportunity to consider how to overcome these.</p> <p>Throughout the Challenge – During the build-up of and throughout the challenge there are multiple opportunities to contribute to the work, work as a group and in turn as both and individual and a group seek support for the opportunities (eg persuade negotiate) with suppliers, customers and general network.</p>



To find out more

[www.ocr.org.uk/beingentrepreneurial](http://www.ocr.org.uk/beingentrepreneurial)

or call our Customer Contact Centre on **02476 851509**

Alternatively, you can email us at [vocational.qualifications@ocr.org.uk](mailto:vocational.qualifications@ocr.org.uk)



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