

NEVER ESTABLISHED

A REAL-LIFE BUSINESS SIMULATION FOR IB SCHOOLS

Step into the real world of business. Through NEVER ESTABLISHED, IB students launch and run their own fashion micro-brand, gaining hands-on experience in marketing, sales, design, and finance – all while fulfilling CAS.

It's creative, competitive, and global – a chance to build 21st-century skills, entrepreneurial mindset, and something you can be truly proud of.



This isn't just another school project. This is your first step into entrepreneurship.

HOW IT WORKS:

- ✓ Form a Team
- ✓ Develop your Product(s)
- ✓ Launch & Sell your Product(s)
- ✓ Create Marketing Campaigns
- ✓ Compete & Win

WHY JOIN?

- ✓ Real Business, Real Learning
- ✓ Global IB School Competition
- ✓ Entrepreneurial & 21st-Century Skills
- ✓ CAS with Purpose
- ✓ Boost your CV & Stand Out

CONTACT

✉ info@young-entrepreneurs.club

WEBSITE

🌐 www.young-entrepreneurs.club

TIMELINE FOR THE SCHOOL YEAR

START OF SCHOOL YEAR

REGISTRATION & TEAM-BUILDING

- Team registration & kick-off
- Define workflows & roles

LEARNING TOPICS

- Know YOURself: Team dynamics
- Understand personalities & strengths
- Build complementary teams & leadership skills

LAUNCH & SALES

- Brand launch & product drops
- Active sales & marketing campaigns
- Customer service & feedback

LEARNING TOPICS

- Castle Moat Strategy: Making your brand defensible through storytelling, community & unique design

REVISION & OPTIMIZATION

- Live tracking: sales, reach, etc. (leaderboards)
- Adjustments to brand management

LEARNING TOPICS

“Marketing Psychology & Authentic Selling”

- Social Media tactics that don't feel cringe or forced
- Scarcity, storytelling, and community as tools
- Sales with discounts

LEGACY & TRANSFER TO NEW SCHOOL YEAR

- Handover to new teams (knowledge transfer, mentoring)
- Planning for the next school year

PHASE #1:

AUGUST –
END OF
SEPTEMBER

PHASE #2:

SEPTEMBER –
END OF
OCTOBER

PHASE #3:

NOVEMBER
to
MAY

PHASE #4:

JANUARY

PHASE #5:

FEBRUARY
to
MAY

PHASE #6:

JUNE

PHASE #7:

... REPEAT

RESEARCH, BRAND STRATEGY & PRODUCT DEVELOPMENT

- Market & target research
- Brand identity & product concepts
- Choose POD supplier & test products
- Build website, shop & socials
- Prepare for launch

LEARNING TOPICS

- Blue vs. Red Ocean: Finding niches, timing drops, learning from competitors
- Strategic Positioning: Define your brand (luxury vs. mass-market, B2B vs. B2C), choose products & pricing

MID-SEASON REVIEW & DEDICATED COACHING SESSIONS

- Mid-season report & team reflection
- Optimization before the final phase

MID-SEASON COACHING SESSIONS

- Hands-on Coaching Sessions

THE FINALS – CLOSING & REPORTING

- Submission of a brand presentation (One-Pager) and a final business report (revenue and profit, profit and loss account)
- AWARDS: Judged evaluation in categories
- Digital award show
- CAS reflection and documentation

END OF SCHOOL YEAR