

The Micro-Tyco Excellence Award



The Micro-Tyco School Excellence Award from Babson will be awarded to students who:

- have demonstrated excellence throughout Micro-Tyco, **AND**
- can demonstrate how they used the components of the Micro-Tyco Method (inspiration, knowledge and networks) to achieve entrepreneurial excellence

To be considered for the award students must complete this application form which consists of 4 questions. To help you complete the application we strongly recommend you read the Micro-Tyco method eBook (pages 24 – 34) to ensure you understand the Micro-Tyco Method's 12 business fundamentals. This can be found here: <https://joom.ag/MTVp> using password MT16WH. You can also find an overview of the business fundamentals at the end of this application form.

If you have any questions about the application process, please don't hesitate to get in touch with us on info@micro-tyco.com.

Application Form

Please answer the 4 questions below in full.

1. Excellence in Inspiration

Micro-Tyco is designed to inspire you. Why? Because inspired action is the key to discovering your talents and leading a fulfilled life. Using the guide below to write your answer, **in 250 words**, tell us your inspiration for taking part in Micro-Tyco and how you have used the challenge to inspire others or feel more positive about their future.

- *What inspires you? How has Micro-Tyco helped develop this?*
- *Why do you believe that business should be used as a force for good?*
- *How have you used the challenge to inspire others? i.e. encouraging your friend/ brother/ sister/ other schools to participate in the challenge*
- *How has Micro-Tyco helped you feel more positive about your future?*

2. Excellence in Innovation

Great entrepreneurial thinkers are masters at leveraging their internal and external resources. They often add value to already successful products or services and are always prepared to never give up. The Micro-Tyco Method shows you how to innovate by applying the following 4 steps: COMBINE, COLLABORATE, AMPLIFY and TRANSLATE.

Using the guide below, in 250 words, demonstrate how you demonstrated your innovation skills:

- *Identify your most innovative idea? Do they feel it was a success?*
- *Read over the Micro-Tyco Method eBook and identify which of the business fundamentals helped you develop your best entrepreneurial idea?*
- *What were you most proud of?*
- *What did you learn from this?*
- *What skills did you develop by taking part in the Micro-Tyco challenge?*
- *How many of these skills were you aware of before the challenge?*

3. Excellence in Execution

Success in Micro-Tyco is not dependent on how 'good' your idea is but how practical it is. Based on this, in 250 words, use the guide below to demonstrate how you excelled in executing their Micro-Tyco ideas:

- *Was your idea pitched at the right audience? Did your environment i.e. school / sports club make it easier or harder for you to execute your idea?*
- *How did you work as a team?*
- *Did you have a plan to win?*
- *What were the challenges that were faced when working as a team and more importantly, how did you overcome these?*
- *What idea worked best overall? And why?*
- *Do you feel your idea would have worked better if you had more time?*

4. What does winning the award mean to you?

The 'Micro-Tyco Method' and its combination of inspiration, knowledge and networks is so effective at releasing entrepreneurial excellence, WildHearts were awarded the 'Social Innovator Award' from Babson College, the world's top school for entrepreneurship. As a result of our partnership with Babson, we now have the opportunity to extend this and offer **The Micro-Tyco Student Excellence Award from Babson Social Innovation Lab**. Using a maximum of 250 words tell us what gaining this award will mean to your school.

Please now submit your completed application to info@micro-tyco.com. We will be back in touch within 10 working days to let you know the outcome of your application.

Terms and conditions

Selection Criteria

To recap, the following criteria must be met prior to submitting your application. You must:

- *Have completed Micro-Tyco*
- *Have turned your £1 seed capital into £1,000 or more*
- *Have submitted your Micro-Tyco funds to the WildHearts Foundation*

Teacher Endorsement

In support of The Micro-Tyco Student Excellence Award from Babson application, we require an endorsement from the lead Micro-Tyco teacher outlining the reasons why your school should be presented with this award. This will take the form of a short survey where the teacher will rate your Micro-Tyco performance – please see example below. We will send this to your lead teacher for completion once we receive your final application form.

On a scale of 1 – 5 (1 being Very Poor & 5 being Excellent) please rate each pupil using the questions below:

Did the pupil work well as part of a team? 1 2 3 4 5

Did the pupil demonstrate resilience during the challenge? 1 2 3 4 5

Did the pupil take initiative during the challenge? 1 2 3 4 5

Did the pupil demonstrate leadership skills during the challenge? 1 2 3 4 5

Please write one sentence below to support the endorsement for your school applying for The Micro-Tyco School Excellence Award from Babson Social Innovation Lab.

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An Overview of the Micro-Tyco Business Fundamentals

MICRO-TYCO METHOD

1. PASSION 2. MOTIVE 3. ACTION

Your personal 'WHY?' What has driven your decision to take part in Micro-Tyco?

4. LEVERAGE YOUR INTERNAL AND EXTERNAL RESOURCES

What intrinsic/existing skills and abilities do I and my team mates have?
What external resources do you have access to?

5. SOCIAL CAPITAL

Who do you know and who do they know and how can you inspire them to get involved and help you?

6. MICRO-INNOVATION

Think about an existing idea that already works well elsewhere, micro-innovate it to create a 'new' idea.

7. ADD VALUE

To harness the power of 'Adding Value' take your first idea and apply the following process: **COMBINE - COLLABORATE - AMPLIFY**

MICRO-TYCO METHOD

8. ENVIRONMENTAL CONTEXT

Successful Micro-Tyco's, focus on developing operationally simple ideas tailored to their environment.

9. BORROW CREDIBILITY

Who in your market would make your customers sit up and take notice if they supported your idea? Whose 'signature' would elevate your product and compel your customers to buy?

10. PLAN TO WIN

The teams that excel in Micro-Tyco always plan in advance, they allocate responsibility, know how many ideas they will need and how successful each will need to be, to achieve their goal.

11. EXECUTION

Success in Micro-Tyco is not dependent on 'how good' your idea is but how practical it is.

12. PERSEVERE

This is the real gift of Micro-Tyco: by pushing through your limits you will discover 'inner resources' and talents you never knew you had.