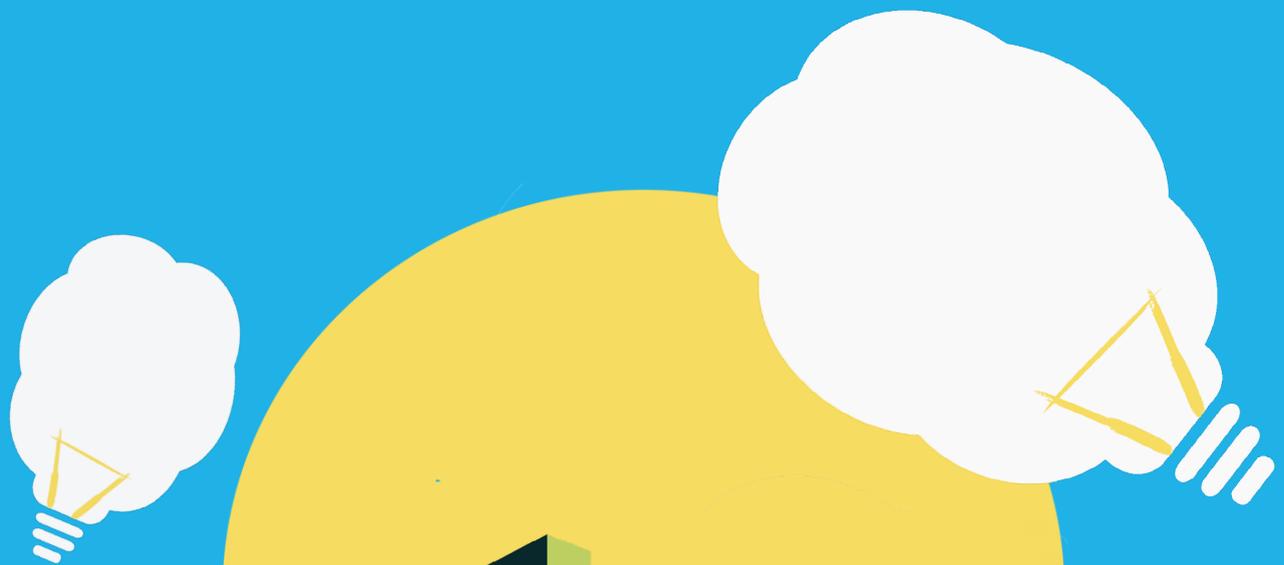


FUTURE ENTREPRENEURS CHALLENGE



UNIVERSITY OF
NEWCASTLE

NEWCASTLE
BUSINESS
SCHOOL



WHERE BIG IDEAS BEGIN

The challenge consists of two key parts:

1. Business Plan Submission

Students must develop and submit a business plan for a new and innovative product or service that demonstrates clear alignment with one or more of the University of Newcastle's Engagement Priorities. These priorities reflect the University's commitment to the United Nations Sustainable Development Goals (SDGs). They recognise that public and private institutions are essential to meeting 2030 targets, and that universities can best contribute through research, development, and education to these goals. They highlight the University's commitment to meaningful social, economic, and environmental impact within the region and beyond.

Submission deadline: [Friday, 21 August 2026](#)

2. High-Achievers' Final Presentation at the University of Newcastle

Finalists will be selected in mid-September and invited to present their business plan at the Challenge Finale Day in November at the University of Newcastle. Finalists will pitch their business ideas to a panel of judges who will determine the overall winner.

Note: Finalists must attend in-person and be accompanied by a teacher to be eligible for prizes.

ALIGNMENT WITH UON ENGAGEMENT PRIORITIES

A key requirement for the 2026 Future Entrepreneurs Challenge is alignment with the University of Newcastle's Engagement Priorities.

Your business idea must clearly demonstrate how it aligns with one or more of the following priorities:



Delivering better health outcomes and contributing to improved wellbeing within communities.



Creating a stronger, more inclusive society by collaborating with communities to build local capacity, social connectedness and sense of belonging.



Bringing the world closer to a sustainable future through solutions for the responsible use of natural resources and the development of new energy technologies.



Harnessing innovation and regional transformation to support existing industries and drive investment into future opportunities.

Connection to the SDGs

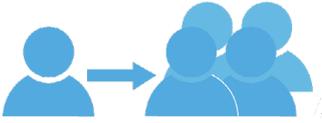
The University of Newcastle's Engagement Priorities are aligned with the United Nations Sustainable Development Goals (SDGs).

In their business plan, students are encouraged to explain how their business idea contributes to meeting the targets of relevant SDGs (for example: Gender Equality, Climate Action, Decent Work and Economic Growth) while also demonstrating alignment with at least one UON Engagement Priority.

To learn more about the SDGs, visit: sdgs.un.org/goals



HOW TO ENTER



Entries can be made by individuals or teams of up to four students.

Students must create a new product/service and develop a business plan that delivers it to the market in an innovative way.

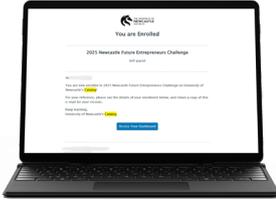


Step 1 >

Students sign up to the Canvas Site.

Go to the [Future Entrepreneurs Challenge Canvas Enrolment](#).

Fill in the details and click 'Enrol'. This will take you to a confirmation screen.



Step 2 >

Confirm via email

Check your email account and follow the prompts to complete your registration and set up a password.



Step 3 >

Log in to Canvas

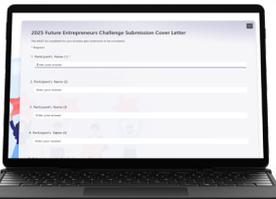
Use your new account details and password to log in on [Canvas](#).



Step 4 >

Access Dashboard

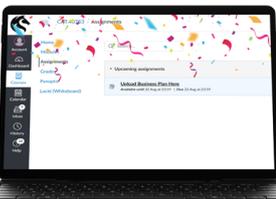
Access the Future Entrepreneurs Challenge course from the dashboard.



Step 5 >

Complete Cover Letter

The '[Cover Letter Form](#)' is located on the modules page of Canvas. This must be completed so we know who is submitting each entry.



Step 6 >

Submit your Business Plan

When your business plan is complete, click the 'Upload Business Plan Here' link in the Modules page.

All business plans must be submitted by **11:59PM Friday, 21 August 2026**.

Additional Notes

- A business plan template is available from business.gov.au/planning/templates-and-tools
- The [Cover Letter Form](#) must be completed before submission.
- Each student must submit their own business plan via Canvas. If you're submitting as a team, only one team member needs to upload the plan.
- Teachers cannot submit on behalf of students due to the design of the Canvas submission system.

BUSINESS PLAN FORMAT

Cover Letter	
Cover Letter	Cover letter form is submitted, accurately listing all participant names, the business name, school details, and the supervising teacher's name and contact email. This ensures submissions are properly attributed and eligible for assessment.
Product & Market Analysis	
Alignment with UON Engagement Priorities & SDGs	Clearly identifies at least one UON Engagement Priority and relevant SDG(s), explaining how the business contributes to measurable social, environmental, or economic impact.
Product or Service	The idea is well-developed, clearly explained, and demonstrates thoughtful consideration of customer needs.
Point of Difference	The product or service is clearly differentiated from competitors, highlighting its unique value proposition.
SWOT Analysis	A SWOT analysis is included and effectively identifies relevant strengths, weaknesses, opportunities, and threats, along with key strategic insights.
Target Market	The intended customer base is clearly defined and well understood, demonstrating alignment with the product or service.
Market Research	Research is appropriate and supports the product or service, showing understanding of customer behaviour and market demand.
Marketing Strategy	
Pricing	Pricing decisions are explained and are appropriate for the target market and business model.
Promotion	Promotional activities are clearly identified, feasible, and suitable for the product or service.
Place / Distribution	The distribution strategy is outlined, identifying relevant location and logistical considerations for delivering the product or service to the customer.
Financial Planning	
Capital Requirements	The amount of capital needed to start the business is identified and appropriately quantified.
Funding Strategy	Financing requirements are outlined, with sources of funding clearly identified (e.g. loans, investments, savings).
Loan Viability (if applicable)	If a loan is proposed, the terms and repayment strategy are reasonable and well thought out.
Sales Revenue	Forecasted sales revenue is realistic and consistent with the marketing and sales plan.
Costs & Expenses	A breakdown of expected costs and expenses is provided and is aligned with sales projections, demonstrating financial viability.
Business Structure & Operations	
Business Entity	The legal structure of the business (e.g. sole trader, partnership, company) is identified and appropriate for the business model.
Organisation Chart	An organisational chart is included and clearly outlines roles and responsibilities.
HR Policies	Examples of human resource policies are provided, showing awareness of staffing, recruitment, or workplace management practices.

GREAT PRIZES TO BE WON!

In recognition of all the hard work, time and energy students dedicate to their submissions for the Year 11 Future Entrepreneurs Challenge, the Newcastle Business School is offering the following great prizes:

WINNER

\$2,000 cash for the winning individual or team. (If the winner is a team, the \$2,000 will be shared among the team members as determined by the team).

SCHOLARSHIP

In addition to cash prizes for winning students and their school, the Newcastle Business School is offering a \$2,000 scholarship to the winning student (or each student in the winning team). This scholarship is only available if the student successfully applies and is accepted into a Bachelor of Business, Bachelor of Business Analytics, Bachelor of Tourism, Hospitality and Events, and Bachelor of Commerce degree at the University of Newcastle.

FINALISTS

\$1,000 cash for each individual or team (for teams the \$1,000 should be shared amongst the team members as determined by the team).

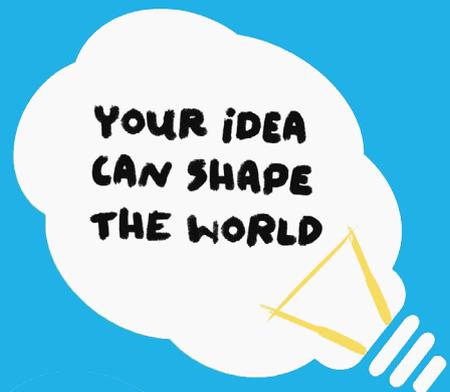
RECOGNITION FOR PARTICIPATION

Students receive a certificate recognising their participation that can be presented at school assembly and incorporated into their resumes. Our winning schools often enjoy recognition in the media as local papers are keen to support your achievements.

GREAT OVERVIEW OF BUSINESS AND ENTREPRENEURSHIP

The various elements addressed in any business plan align very closely with the curriculum and many schools use the Future Entrepreneurs Challenge as a class assignment. In addition, the challenge, and pitch day, gives students a unique insight into the University learning environment.

HOW DOES THE CHALLENGE WORK?



CONDITIONS OF ENTRY

1. The challenge is open to Year 11 students.
2. Entries can be from individuals or teams (max. four students per team).
3. All reports received will be the property of the University of Newcastle and will not be returned to participants.
4. Entries must be uploaded to the Canvas site no later than **Friday, 21 August 2026**.
5. A completed cover letter form is required with your submission.
6. The University of Newcastle will be responsible for judging entries. The judges' decisions are final and no correspondence will be entered into. Finalists selected must be prepared to travel to the University of Newcastle, at their own expense, to give an oral presentation of their business plan report. A representative teacher from the school must accompany the individual/team for the school to be eligible for prize money. The winning team will be selected based on presentations from the four finalists.
7. The winning entry will be eligible for a total prize pool valued up to \$10,500. One prize of \$2,000 will be presented to the winning team. \$500 will be presented to the winning team's school, to be spent at the school's discretion on educational resources. A scholarship of \$2,000 will also be awarded to each member of the winning team (up to a maximum of \$8,000) if they enrol full-time in a Bachelor of Business Analytics, Bachelor of Business, Bachelor of Commerce or Bachelor of Tourism, Hospitality and Events at the University of Newcastle. The student must be independently accepted into one of these programs through the standard UAC application process. The scholarship will be paid in one payment in the first semester of study. Each of the finalist teams will receive \$1,000.

EXPLORE BUSINESS & ENTREPRENEURSHIP AT THE UNIVERSITY OF NEWCASTLE

Qualifications in business, commerce, business analytics and tourism, hospitality and events are some of the most versatile university qualifications available.

Communication, critical thinking and problem solving, business analytics, innovative approaches, entrepreneurial thought and research capabilities are all highly valued skills of graduates and can be applied to any role, in any industry. Careers in these fields span across industries, sectors, and continents.

Find out more at
newcastle.edu.au/degrees

FOR FURTHER INFORMATION PLEASE CONTACT

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W www.newcastle.edu.au/newcastle-business-school

