



NEWS RELEASE

19 December 2022

Sure celebrates 40 years of supporting Young Enterprise

Sure is celebrating 40 years of supporting one of the island's most recognisable initiatives for young people: the Young Enterprise programme.

As well as financially supporting the programme, Chief Executive of Sure Guernsey is a judge at the "Dragon's Den" style event and finals night, which sees him select the very best participants the competition has to offer.

The Young Enterprise programme seeks to encourage secondary school-aged students to venture into the world of business. Anyone aged between 15 and 19 can enter and participants are put into teams to test their business leadership skills. They are tasked with coming up with their own company and making real-life business decisions, such as electing board members, raising share capital, creating a marketing plan, managing the company's finances, and even creating their product or service.

This year, the competition is mixing up the formula to inspire new innovations and a competitive spirit. For the first time, competitors will go head-to-head in a "Dragon's Den" style event where teams pitch their ideas to Justin and area board members. This filters competitors down from teams of eight to four. The final four will then be able to take part in the programme, start their own business, and work with a business advisor as in previous years.

Recently area board members met with last year's winners of the Guernsey competition JobLab to praise the team before judging this year's intake.

CEO of JobLab Rhiannon Mallard said: "Creating a business was a very stressful but fun learning experience. During the Young Enterprise programme, our team developed skills such as leadership, communication, organisation, and financial management. I personally gained insights on managing a team. If you are thinking of joining the next Young Enterprise programme, I say do it!"

Chief Technology Officer of JobLab Will Dereham said: "It's been an amazing opportunity to learn new skills and gain real-world experience of running a business.

I think there's a lot to gain from the Young Enterprise programme, and it's amazing to watch your business grow from an idea to a working product."

Justin Bellinger commented: "We were blown away by the level of innovation and professionalism demonstrated by the young businesspeople at JobLab. Their company recognised a need within a specific target demographic, and they met that need with an intelligent solution built on hard work and innovation.

"Sure has been an integral part of the Young Enterprise programme for four decades, and I am proud to be a part of that journey. The programme aligns with our goal of keeping islanders connected, as it encourages students from all walks of life to collaborate, communicate, and cultivate exceptional business ideas. I'm looking forward to seeing what this year's intake have in store for us. After the work of JobLab last year, the bar of quality is very high indeed."

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Notes to editors:

About Sure

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Sure provides a broad range of telecommunications including broadband and mobile services to the islands of Guernsey, Jersey, Isle of Man, Falkland Islands, St Helena, Ascension and Diego Garcia.

In Guernsey Sure is rolling out an ultrafast fibre broadband network which will reach all of the island's 30,000 properties by 2026. This £37.5m investment (£25m of which comes from Sure, with up to £12.5m coming from the States of Guernsey) will futureproof the Bailiwick's connectivity and build the fastest network in the Channel Islands.

Sure Business specialises in providing managed business solutions including networking, data centre, cloud and cybersecurity services enabling our corporate customers to accelerate their own digital transformation, increase productivity and improve customer experience.

Sure's purpose is connecting our island communities for a better future, based on the values of one team, striving for customer satisfaction, reliability, having a passion for technology and learning, and being community and sustainability focused.

Since 2013 Sure has been a member of the Batelco Group, a leading telecommunications provider to 12 markets spanning the Middle East & Northern Africa, Europe and the South Atlantic and Indian Ocean.