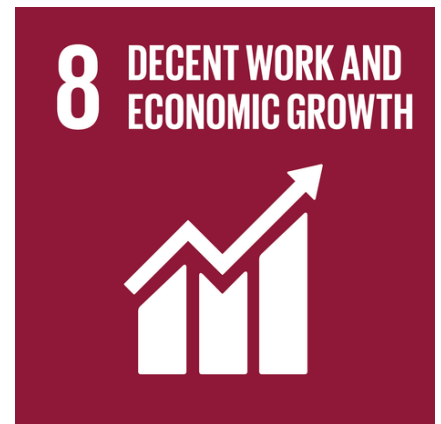


# Market Day Initiative

## New College Lanarkshire

### The project

The Market Day initiative is an **entrepreneurial** project that allows students with entrepreneurial inclinations to use on-campus stalls to sell their products or services. Students present their **business ideas** to a panel of experts at the College's annual 'What's the big idea?!' competition to win mentoring and a spot on a dedicated on-campus market stall.



### Outcomes and implications

- Students taking part in the competition will have the chance to **access funding** to help get resources for their business idea, and now due to a new **partnership** with the local council and a local business, a year's rent on a start-up unit
- Offers access to a range of **marketing, employability and entrepreneurial support** from the council's business teams
- Students utilise their **skills learned** in the classroom and put them into practice in a **real life situation**



### SDGs

This initiative is an example of achieving **SDG8** as it promotes **entrepreneurship**, encourages the **start-up** and **growth** of new micro- and small-sized enterprises, and provides access to funding.