

Munching their way to success



Scott Tynan, Stuart Malden and Mark Wilkinson display the Cookie Munchers that they hope will set them on the path to entrepreneurial success.

Watch out Richard Branson – a group of Harewood Primary School students may one day steal your entrepreneurial thunder.

The three Year 5 and 6 students are taking part in an innovative programme – eTime Entrepreneurs – that develops their skills by setting business challenges and gaining experience in photography, movie making and computer recording.

Six schools are taking part in the primary school programme, with students and one teacher attending one day a week during terms two and three.

“It’s really good and it teaches you lots of things that you wouldn’t learn at school,” Harewood student Scott Malden said.

Real-life entrepreneurs, such as Jason Gunn and Cookie Time’s Guy Pope-Mayell, are also on hand to offer advice and set challenges for the students.

And just like the high-stakes of the real business world, the first challenge has already been set. Students have been busy devising a business plan that will enable them to sell as many Cookie Muncher toys as possible.

The students have until June 13 to munch their way to the top of the class and it is encouraging to hear the philanthropy in their strategy.

“We’re hoping that businesses buy them and then we donate them on their behalf to needy children,” Harewood teacher Sandra Oliver said.

And the proceeds from the \$20 cute munchers will not be disappearing into the future entrepreneur’s pockets – any money raised is divided between each team’s school and local charities.

Email: entrepreneurs@harewood.school.nz to help the young entrepreneurs munch their way to success.