



## **DigiApp Synopsis**

DigiApp is a business simulation activity based around designing and promoting a new App to take to market.

Groups of students compete against each other to design and market their Apps, working as a team but having a number of individual tasks to also complete, realising some of the responsibilities and pressures that are involved when setting up a new business.

The teams pitch their Apps, showcasing their advertising campaigns, to a panel of judges to try and persuade them that their App is 'the' new App of the moment. Students will utilise communication, numeracy, literacy, design and organisation skills amongst others.

Various 'wobblers' are introduced keeping everyone on their toes as things may happen which could impact their businesses.

The day finishes with the announcement of winners of a number of awards, some of which are nominated by the employers who act as Business Consultants to the Hotels and some by members of school staff who are there on the day.

DigiApp is most suited to Years 10 and upwards.