

PROJECT ZERO WF

LIVE BUSINESS CHALLENGE

“Kitch Unlocked: From Music to Movement”

Client

Project Zero WF

Programme: Kitch Unlocked

Location: Waltham Forest

Timeline: 1 Weeks

Final Output: Fundable Campaign & Launch Strategy

Background

Kitch Unlocked is a youth-focused creative empowerment programme using music, storytelling, and lived experience to:

- Engage young people at risk of exclusion
- Build confidence and employability skills
- Provide creative industry exposure
- Develop leadership and voice

With Kitch’s new album launching in April, there is a strategic opportunity to:

- Raise funding
- Increase programme visibility
- Drive youth participation
- Secure long-term sponsorship

Students will act as a **consultancy team** tasked with designing a launch-linked funding and promotion strategy.

Core Challenge Question

How can Kitch Unlocked use the April album launch to raise funding, increase participation, and establish itself as a sustainable youth empowerment programme?

The Consultancy Brief

Students must develop:

1. A fundraising strategy
 2. A marketing & PR campaign
 3. A youth co-creation model
 4. A financial sustainability plan
 5. A launch activation plan linked to April events
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Workstreams (All 10 Students Contribute, Split Into Mini-Teams)

Workstream 1: Financial & Funding Strategy

Objectives:

- Determine programme delivery cost
- Identify funding targets
- Develop sponsorship packages
- Explore grant opportunities
- Create revenue streams linked to album/events

Tasks:

- Create a draft programme budget
- Identify break-even funding requirement
- Develop ticketed event revenue projections
- Propose crowdfunding model
- Design sponsor contribution levels

Output:

- 12-month financial plan
 - Funding target dashboard
 - Sponsorship pricing structure
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Workstream 2: PR & Marketing Campaign

Objectives:

Position Kitch Unlocked as:

- A youth empowerment movement
- A creative leadership pipeline

- A community asset

Tasks:

- Develop campaign theme (e.g. “Unlocked Potential”)
- Build content calendar for March–April
- Create social media plan
- Design media outreach strategy
- Plan album launch cross-promotion

Must Include:

- Youth-led content creation
- Behind-the-scenes storytelling
- Countdown campaign to album launch
- Event-day activation ideas

Output:

- 6-week campaign plan
 - Example posts & messaging
 - Press release draft
 - Launch-day marketing activation plan
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Workstream 3: Youth Participation & Co-Design

Objectives:

Ensure young people shape and own the programme.

Tasks:

- Design youth advisory group model
- Develop feedback & idea workshops
- Create ambassador programme
- Include young creatives in event planning

Questions to Address:

- How do young people influence programming?
- How can they earn accreditation or rewards?
- How do we make them visible at the album launch?

Output:

- Youth participation framework
 - Engagement strategy
 - Ambassador role description
 - Incentive model
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Workstream 4: Album Launch & Event Integration

Objectives:

Turn April album events into:

- Fundraising opportunities
- Brand-building moments
- Youth recruitment platforms

Tasks:

- Create event sponsorship plan
- Design donation activation points
- Plan merchandise collaboration
- Develop VIP corporate engagement package
- Propose “Kitch Unlocked Showcase” segment at event

Output:

- Event monetisation strategy
- Sponsorship pitch deck outline
- On-site engagement plan
- Post-event follow-up strategy

Financial Element (Mandatory)

Students must calculate:

- Programme delivery cost (per cohort)
- Cost per young person
- Projected income from:
 - Sponsorship
 - Ticket sales
 - Merchandise
 - Crowdfunding
- Break-even funding level
- Profit/surplus reinvestment model

Include:

- Conservative scenario
 - Optimistic scenario
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Deliverables

At the end of the challenge, students must present:

1. 15-minute investor-style pitch
 2. Funding proposal summary (2 pages)
 3. Marketing campaign deck
 4. Financial forecast spreadsheet
 5. Youth engagement framework
 6. Event activation plan
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Assessment Criteria

Criteria	Weight
Financial realism	25%
Fundraising creativity	20%
Marketing impact	15%
Youth participation integration	15%
Commercial viability	15%
Professional presentation	10%

Real-World Outputs for Project Zero WF

This challenge could generate:

- A ready-to-use sponsorship pack
 - April event revenue strategy
 - PR campaign materials
 - Youth ambassador structure
 - Financial sustainability roadmap
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Suggested 1 Week Timeline

Day 1 - Intro

Day 2 – Research & Immersion

Understand programme goals and album context.

Day 3– Financial & Campaign Design

Develop funding targets and campaign theme.

Day 4 – Event Integration

Design album launch monetisation plan.

Day 5 – Final Presentation

Investor-style pitch to Project Zero WF panel.

Stretch Challenge (Optional)

Students may propose:

- A branded limited-edition merchandise line
- Corporate-backed scholarship places
- A “Kitch Unlocked Creators Fund”
- A social enterprise spin-off

Learning Outcomes for Students

Students will gain experience in:

- Creative industry business strategy
 - Social enterprise finance
 - Youth engagement design
 - Fundraising & sponsorship modelling
 - PR & cultural marketing
 - Event-based revenue generation
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