



Welcome to More, which gives you all the latest news on our *Born to Be* youth engagement programme. In this issue, we look at how our *Design Ventura* project develops skills relevant for any career path.

#### Designing a future

Increasing the employability of young people is central to our *Born to Be* strategy. Our *Design Ventura* partnership with the Design Museum develops a range of skills that can help young people find success in life.

The project introduces students aged 13-16 to the business of design. They learn that while design begins with a creative idea, there are many stages – and disciplines – involved in turning that idea into a successful product.

Through *Design Ventura*, the students experience every aspect of the design process: setting up a team, coming up with an idea, working out how much it will cost to produce and then pitching it, *Dragon's Den-style*, to a panel of design professionals that has included Naomi Cleaver, Sebastian Conran and Anya Hindmarch in previous years.

The winning team gets to see their design made and sold in the Design Museum shop. All profits go to charity.

This year's winners were Weald of Kent Grammar School, with an inventive device for squeezing the last bit of toothpaste from the tube. You can meet the team behind the product when they visit the bank on Wednesday 23 July as part of the Design Museum's pop-up shop. The shop will be open from 12.00pm-2.00pm in the Garden House canteen.

#### POP IN

Design Museum shop is coming to Deutsche. Meet the winners of *Design Ventura* 2014, Weald of Kent Grammar School, and see their winning design at the Design Museum's one-day pop-up shop. 12.00pm-2.00pm, Wednesday 23 July in the Garden House canteen.

#### PASS IT ON

Have know-how in sales and marketing, production or project management? We're looking for volunteers to help run *Design Ventura* workshops for students in September and October.

Versatile

*Design Ventura* develops skills that can be used in any job:

- planning
- design
- problem-solving
- communication
- teamwork

Hands on help

Guidance from creative and business professionals is part of the *Design Ventura* experience.

Students are taken on tours of the Design Museum and given workshops to help them design their product. Deutsche volunteers take part in these workshops, providing the students with a real-life perspective on the processes involved in commercial design.

If you'd like to get involved in *Design Ventura*, we're holding briefings at the bank on 28 July and 3 September where you can find out more about the project and volunteering opportunities. For details, contact [sarah.wyer@db.com](mailto:sarah.wyer@db.com).

"Young people see things differently to adults. Their creativity and innovation is inspiring."  
Sebastian Conran, Designer

*Design Ventura* in brief

Now in its fifth year, *Design Ventura* is a design and enterprise competition for students in years 9, 10 and 11 open to schools throughout the UK.

Students work in teams of four to six people to develop ideas in response to a design brief set by industry professionals.

The educational resources available to schools through the project include guided tours of Design Museum exhibits, workshops with design and business professionals and materials such as videos, factsheets and templates that can be accessed online.

Schools can submit one entry. Ten teams are shortlisted to pitch their ideas to a panel of experts

Come to a briefing session to learn more.

4.00pm-5.30pm,  
Monday 28 July  
Wednesday 3 September

Contact

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Christoph Woerman, Head of Marketing, GTB, Christoph has been involved in *Design Ventura* since 2010.

Q. What attracted you to *Design Ventura*?

It was the combination of business and creativity that appealed to me. The project provides an opportunity for young people to experience how business works in a fun way.

Q. What do you do?

I'm there when the brief is given out to help the students understand what's expected. I take part in a webchat at the midway point to answer questions. I've also been a judge, which is a lot of fun as you are there at the climax of the process.

and see their designs exhibited at the Design Museum.

More than 170 schools take part in *Design Ventura* every year. Over 16,000 students have participated since 2010.

Q. What do you get from volunteering?  
It's very rewarding. You can inspire young people and be inspired by them. Every year, I see amazing ideas with real commercial potential. The students really grow in confidence when they see what they can do.

Q. What are some of the best ideas you've seen?  
I loved the gloves for cyclists that contained indicator lights. They were brilliant.

#### DISCOVER MORE

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