Role descriptions

In this project you will work in a team of 4–6 people. Specific roles are outlined below. Designers and entrepreneurs often work as teams because individuals rarely have all the skills needed to make an idea work.

As a team, think about your talents and interests to work out who would suit each role best.

DESIGN VENTURA 2023–24

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Role	Description	Do
Project Manager	**A good all-rounder who can plan, manage their time and help others work together.** ▶ Has an overview of the whole project ▶ Delegate tasks so that every team member makes a contribution ▶ Complete the competition entry form with your team	▶ Make decisions ▶ Prioritise tasks ▶ Be a good listener ▶ Inspire and motivate the team
Design Manager	**Creative people who are skilled at problem-solving and exploring creative ideas.** ▶ Lead the development of creative ideas ▶ Draw designs – from initial sketches to final designs ▶ Make models and prototypes ▶ Oversee the creation of the A3 sheets with input from the rest of the team	▶ Help other team members to contribute ideas ▶ Identify potential design problems and investigate solutions ▶ Remember financial and communication aspects of the idea
Communications Manager	**Confident and good at summarising ideas, understanding other peoples' points of view and presenting.** ▶ Help the team to understand all aspects of the brief ▶ Carry out research into the target audience and existing products on the market ▶ Develop marketing ideas to sell your product to potential buyers ▶ Lead the pitch that will present your team's final idea to the judges	▶ Make sure you understand the financial and design aspects of the project ▶ Think about your product's Unique Selling Point (USP)
Finance Manager	**Someone who is good with facts and figures, and with excellent research skills.** ▶ Develop ideas and plans that could make your team's idea profitable ▶ Research the costs of materials and manufacturing and try to find the best value options ▶ Complete your team's budget template (optional) showing the costs for your product	▶ Keep your financial plan simple and realistic ▶ Contribute to the creative ideas and communications aspects of project

All team members should...	▶ Help come up with initial ideas ▶ Agree on a name for your team and your product ▶ Give positive feedback to other team members	▶ Consider the environmental aspects the final idea ▶ Decide which charity to donate profits from the sale of your product to ▶ Contribute to the final pitch