

YOUNG ENTERPRISE COMPANY CONCENTR8 OFF TO EUROPEAN FINALS

A team of eight Sixth Form entrepreneurs from St Aloysius College are off to Tallinn, Estonia representing Malta at the European Company of the Year Competition. Concentr8 was selected as the HSBC Company of the Year 2013/14, winners of the Junior Achievement (Young Enterprise) Company Programme by a panel of judges during the National Finals.

Ten teams from various Sixth Form colleges in Malta and Gozo competed for the coveted award. Concentr8 also won The Best Business Plan Award, presented by Deloitte; The Best Quality Systems Award, presented by Adpro; and The Social Enterprise Award, presented by Microsoft.

Concentr8 designed, developed and launched an educational app called 'DistractMe', available for free on Apple Store and Google Play. The app is specifically aimed to encourage and assist students to focus, and remember study content while making their exam revision an integral part of their everyday use of their smartphones, tablets and laptops. Although the app is custom built for the O level syllabus, its versatile design allows it to expand to virtually any test or examination board.

The Maltese contingent will be competing later this month, over the course of three days, against another 35 European finalist countries and are currently seeking corporate support for this initiative. They can be contacted via e-mail at: info.concentr8@gmail.com or through www.facebook.com/concentr8ye.

Concentr8 developed the app as part of its participation in the HSBC Company Programme, organised every year by the Junior Achievement (Young Enterprise) Malta Foundation, a non-government, non-profit organisation promoting entrepreneurship education, skills for employability and financial literacy.

Caption:



The 'Concentr8' team (squatting, from left): Anna Calleja, Gigi Gatt, Julia Frendo, Kurt Sultana, Emma Blake, Ben Flynn, Janine Camilleri and Matt Paris. With them are (standing, from left): Emidio Friggieri, Head Judge; Education Minister Evarist Bartolo; Tonio Axisa, Business Advisor; Mark Watkinson, CEO of HSBC Bank Malta plc; and David Pace, Chairman of JA-YE.

ADDITIONAL PRESS INFORMATION

About Junior Achievement (Young Enterprise) Malta Foundation (JA-YE Malta)

JA-YE Malta is a non-profit organisation which targets young, aspiring entrepreneurs and future leaders. The organisation aims to reach out to youths in Europe with the objective to deliver skills on entrepreneurship, financial literacy and employability. We believe that Young Enterprise Achievers can send a powerful message to current and future students and motivate them to make a difference.

JA-YE Malta is an NGO that has been in Malta since 1989. It aims to provide entrepreneurship education programmes at all levels of the educational system. JA-YE Malta Foundation brings the public and private sectors together to provide young people in primary, secondary and tertiary level students with high-quality education programmes to teach them about enterprise, entrepreneurship, business, and economics in a practical way.

About the DistractMe app

The app enables users to test themselves in an innovative way, doing away with the stress often associated with studying. Users enter their questions and answers about any subject they are studying,

PRESS RELEASE – 10 July 2014

which the app then uses to test and re-test the students at a later stage. DistractMe can also be set up to ask users a set questions from particular subjects derived from the MATSEC syllabus. In fact, there is no limit to the subjects that the students can test themselves on. The app also allows users to connect to Facebook and compete among friends and find out who best knows 'their stuff'.

The app, which is available on the Apple Store and on Google Play, aims to turn the disadvantage of being distracted by technology into an advantage, using the tag line “distract me to concentrate”.

JA-YE Malta would like to congratulate all The HSBC Company Programme participants for reaching this milestone at their tender age.

For further information about the programme, please visit JA-YE Malta website: <http://cp.youngenterprise.org.mt> or contact us through email: info@youngenterprise.org.mt, or on 21244991.