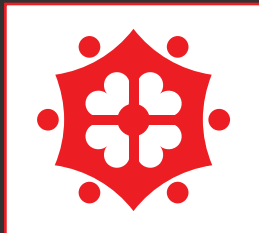


WHITEHAVEN SCHOOL

A PORTFOLIO OF WORK FROM
THE LIONHEART CHALLENGE NATIONAL FINALS 2011



HISTORIC CITY OF LANCASTER, FRIDAY 4TH NOVEMBER 2011



LIONHEART NATIONAL CHAMPION TEAM 2011
& KEY CATEGORY AWARD WINNER: BEST FINAL PRESENTATION



Theme: **Improving Life Quality for People in Developing Countries**

College: **Whitehaven School**

Concept: **Dissolvable Tablet**

A Dissolvable Tablet which is devised to overcome the issues of malnutrition and the drinking of contaminated water.



Whitehaven School's Team Leader collecting their Award from Mr. David Rowsby, Regional Director, Europe, The Chartered Institute of Management Accountants



TITAN presents the...



Changing the world, one drop at a time

Team 11: Whitehaven School

Our mission...

To revolutionise the day to day quality of life of people in developing countries by reducing the problems of malnutrition and contaminated water.



Research

- 4000 children a day die from disease relating to dirty water.
- 300 children die an hour from malnutrition.

Finance

- Total value of sales: £3,750,000
- Selling price per unit: £250
- Number of expected units sold: £15,000
- Marketing budget available: £1,050,000

Marketing

- We will promote using links on charity websites, corporate events, sponsorship deal with water aid and commercial videos.
- Our business is based in London but the products are manufactured abroad.



Thank you for listening

TITAN: changing the world one drop at a time