

Build a Bank Challenge

The Build a Bank team was chosen in October and began working on the challenge in November. The team included Adam McGrane as Bank Manager, Jack Bollard as Sales and marketing executive, Austin Forkan as Assistant manager, Sean Graham as Financial controller and Sarah Byrne and Sive Duncan as Customer Service.

We held weekly meetings and with the help of, our AIB representative, Ciara and Mr Stafford began to discuss our name choice and strategy. We quickly decided that we were going to choose Bank Ahoy as our name, with the Community outreach prize in mind. We launched our Bank in December and we continued to open every Thursday and we made sure that our stall caught the eye with incentives like chocolate coins to entice people to take forms and open accounts. We also began to give raffle tickets to the people who opened accounts.

Our next idea from our marketing side was to put on weekly announcements to let our customers know when we are open. Our team made a number of posters, promoting our bank, and put them around the school.

We felt that, in order to have the best chance of winning the community prize, we had to do some charity work in our community. The first opportunity to do some community work arose in December when the RNLI came to the school looking for people to help sell Christmas themed gifts.

Our next piece of community work was, when we went to a local charity shop that was closing down and helped to organize the leftover stock. We spent a weekend in the shop.

We then spent one of our schooldays doing a litter pick in the school and the surrounding area as far as the Texaco lane.

In January, our team went on Meals-On Wheels and went around our town delivering hot meals to the elderly who cannot to get their own food. We also spent an hour in the church serving tea to and chatting to the elderly.

On the week of the regional finals we went down to the local branch for a mock presentation and to practice setting up our stall.

The regional finals took place on the 6th of March and we took the full day off school. The finals were on in Leopardstown and over 35 teams attended. When we got there we checked in and went to our stall, which was numbered. After a brief introduction from the presenter we began to set up our stall, we had 30 minutes to set the stall up. Three judges came around and we presented our stall and told them what we had done, again emphasizing all of the community work that we had done. After lunch the presenter announced the top 8 banks and of these eight four would go through to the nationals. We were one of the top eight banks; this meant that we had to speak about our bank for two minutes, in front of the whole congregation of about 250 people, which was done superbly by Adam. Before they announced the top 4 banks, they announced the winners of the best digital bank and the community outreach winners. We won the community outreach prize and we each got €100 one for all vouchers.

