

GROWING
FUTURE
ASSETS
INVESTMENT COMPETITION



**INTRODUCTION TO FUTURE ASSET
AND THE COMPETITION**

Thank you very much for taking part in the Growing Future Assets Investment Competition 2023/4!

We hope you enjoy it, find it interesting, and a great way to develop your skills and awareness of careers in investment management.

This pack will help you to

- Find out about Future Asset and the Competition
- Understand what investment is, why it matters and what investment managers actually do!
- Contact and work with your Competition Coach, making the most of this great support
- Understand the competition task including:
 - a. how to write your written Research Report
 - b. what to put in your 3-minute Elevator Pitch Video
- Make an action plan on how to complete your research and investment pitch
- Make the most of our live and recorded Masterclasses

To help you with the competition tasks we've included:

- Notes on each question
- Things to consider
- Exercises you could use to help you.

IN A **COUNTRY**
AS **DIVERSE** AS
OUR
HOW COME THE **PEOPLE**
IN **POWER** ARE ALL SO
SIMILAR?



Future Asset tells girls in Scotland about Investment Management, enthuses them about careers in the sector, and widens the talent pipeline to improve diversity in the industry.

We arrange talks, host workshops, organise workplace visits, and run the annual Growing Future Assets Competition where teams of girls deliver an investment pitch to win prizes for them and their school.

Our Aims

Girls recognise that being female should never be a barrier to pursuing any career whilst helping them to develop skills, confidence and purpose.

Our Vision

Girls in Scotland leave school understanding that investment is relevant to everyone, can have a positive impact, and offers fulfilling career opportunities.

OUR VALUES



Who does Future Asset work with?

We're open to girls in all secondary schools in Scotland. We also continue to offer support to young women as they continue to university, apprenticeships and careers.

Why does Future Asset work with girls and young women?

There are around 160,000 people working in financial services in Scotland, and many more in the UK and across the world, and yet only 11.2% of UK fund managers are women.

More UK investment funds are run by people called Dave or David than by women:

- 68 funds are run by men called Dave or David
- 45 female managers*

We believe there is a place for women in the investment industry because diversity of thought leads to new ideas and better decision making. Half the population has at least half the talent so we're here to make sure we use it! Investing can ensure people's present and future financial security. It is vital that people's hard-earned money is invested well with care and consideration, and that needs a talented team.

"An investment team that is more diverse will deliver better outcomes"

Financial Times / Willis Towers Watson, October 2020

*Sources

Morningstar 8 March 2021
[https://www.morningstar.co.uk/uk/news/210141/\(still\)-more-funds-run-by-daves-than-women.aspx](https://www.morningstar.co.uk/uk/news/210141/(still)-more-funds-run-by-daves-than-women.aspx)

Investment Week 13 October 2021
<https://www.investmentweek.co.uk/news/4038351/mind-gap-proportion-female-managers-falls>

IF MANUFACTURED
ITEMS ARE GETTING CHEAPER
HOW COME THEY STILL
COST THE EARTH?



Who runs Future Asset?

Future Asset is run by Didasko Education Company Limited, a financial education charity registered in Scotland.

We are funded by the generous support of investment management firms that are committed to increasing diversity in the industry.


Our Sponsor firms

- Baillie Gifford and Co
- BlackRoack
- First Sentier Investors UK Services (Stewart Investors)
- Walter Scott and Partners

Our Member firms

- Aegon Asset Management
- Amati Global Investors
- Artemis Fund Managers
- Aubrey Capital Management
- Brewin Dolphin
- Dundas Global Investors
- Investec WIN
- Kiltearn Partners LLP
- Lothian Pension Fund
- Mclnroy & Wood
- Nikko AM
- Martin Currie
- Quilter
- Rathbone Investment Management
- Rossie House Investment Management

IF HALF OF
OUR POPULATION IS FEMALE
HOW COME JUST A FRACTION
HAVE JOBS IN POSITIONS
OF AUTHORITY



WHY DO YOU RUN THE GROWING FUTURE ASSETS INVESTMENT COMPETITION?

Learning by Doing

We want young women to learn about investment and we think the best way to learn is by doing.

Researching and pitching a company is something investment analysts do every day. It's a real-life task and helps you understand the skills you need, whilst showing you how interesting investment can be.

To make it even more realistic, we match your team with your own Competition Coach, someone who works in the industry and can give you real support and insights.

Taking part in the Growing Future Assets Competition enables girls to explore their interests, develop skills, and gain confidence, self-efficacy and even career networks.

Investment Matters

Many people find the very idea of finance and investment intimidating. They think it is complicated, hard to understand, and "not for them".

However, almost every adult has investments - think of your pension or maybe an ISA? When learning about finance and money management, it's important that young people find out about investment, especially girls.

The pension gap means that on average, women in their twenties today are on course to retire with £100,000* less in their pension pot than a man the same age.

We want young women to know about investment and why it matters so they can ensure a secure financial future.

Career Opportunities Matter – and they Matter for Women!

There is a big gender imbalance in investment management. Only 11.2%* of UK fund managers are women, and rather than getting better, the percentage of female UK fund managers has fallen over the last 20 years from 14% to its current level.

We think the number of men and women in investment roles should be equal and want more women go into this rewarding sector.

*Sources

Scottish Widows Women & Retirement Report 2020
<https://www.scottishwidows.co.uk/knowledge-centre/gender-pension-gap/>

Our website is a brilliant place to start finding out about the competition.
www.futureasset.org.uk

On the Resources page there are videos and podcasts to give you background information:

Real People in Investment

Careers insight videos

- **What is investment and why is it so important?**
- **What do people who work in investment do?**
- **Getting into the Investment Management industry**

The Listen Up Series

Talks from professionals that link to knowledge, skills and understanding in SQA subjects, demonstrating the range and depth of connections between the investment sector and the wider world:

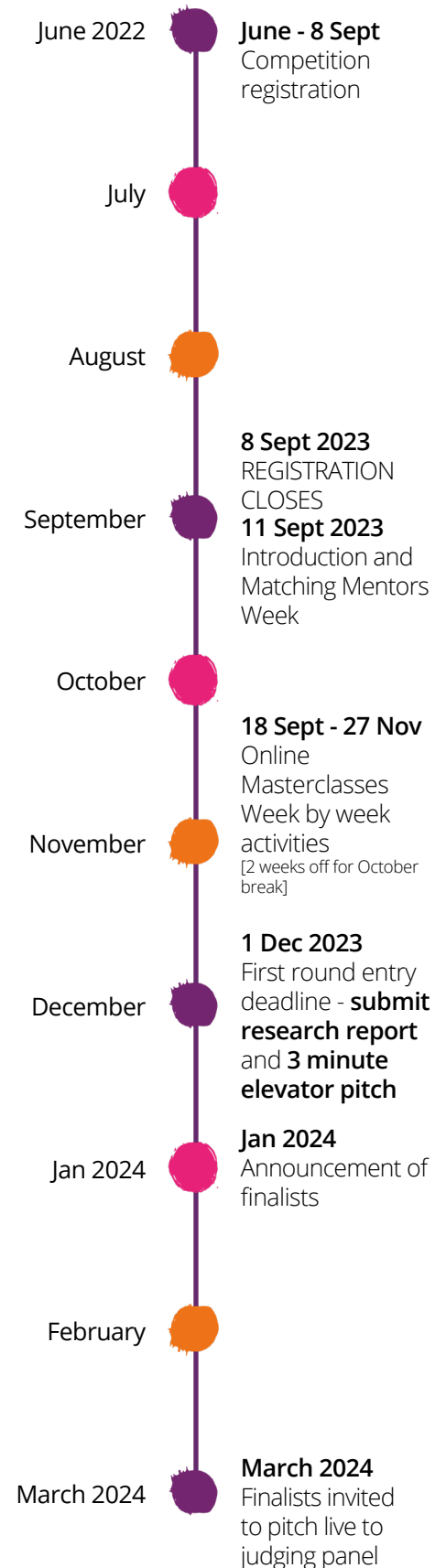
- **The Importance of Management and Leadership in a Successful Business**
- **How Can Internal Factors Impact a Business's Ability to Meet its Objectives?**
- **The Impact of Poor Employee Relations**
- **Ratio Analysis**

Investment Management Podcasts with Breaking Through Careers

Three students from Scottish schools team up with Breaking Through Careers regulars, Gillian and Sophie, to find out what Investment Managers do:

- **The US Equity Investor: Kirsty loves the variety of investing in US companies**
- **The Sustainable Funds Equity Investor: Lorna explains how investors can improve the environment**
- **The Small Cap Equity Investor: Anjli reveals that Small Cap companies aren't as small as they sound**

COMPETITION TIMELINE



Introduce girls to investment management, its operation, relevance and impact, and the range of careers available

1

Develop an understanding that good investing is about the long-term prospects, profits and sustainability of a company

2

Enable girls to engage with investment professionals, gaining career insights and motivation

3

Enable girls to develop transferable skills including research, comparing and assessing sources and data, analysing written and numerical information, developing arguments, debating and advocating, and presentation skills

4

**AN INVESTMENT IN
KNOWLEDGE
PAYS THE
BEST INTEREST**

GROWING
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COMPETITION BASICS

The Companies

We have given you a choice of 14 companies you could research, set out in our **Companies Crib Sheet**.

These have been chosen by our panel of investment professionals. This year, most of the companies have an interesting social or environmental angle. We're interested in long-term investments, not "speculating" – buying stocks one day and selling them the next.

In the Companies Crib Sheet there is a short introduction on each company and three investment pros and cons to get you started.

The Pitch

We want teams to:

- Pick one of the companies from the Companies Crib Sheet. You want one that you think has a great product or service and the capacity to grow over the long-term
- Research the company, what it does, how it makes money and how it will grow in the future
- Present a clear, persuasive 'pitch' explaining why we should invest in that company. Your pitch must include a written Research Report based on our template, and a 3-minute Elevator Pitch Video.

Judging and the Finals

Our panel of judges, including experienced Investment Managers, educators and previous competition winners, will review and assess every entry during December and January. All participants and schools will receive a Certificate to recognise their achievement.

The four best pitches in each of the Senior and Junior categories will be invited to the finals to deliver a live extended pitch to a panel of judges at the beginning of March 2024.

The winning and runner-up teams in each category will receive cash prizes for their school, and vouchers for each team member. All finalists and accompanying teachers will be invited to a celebration event in the summer term 2024. Finalists will also be invited to a firm visits.

Help is at hand!

We match every team with your own Competition Coach, a professional who works in the industry. They can advise and guide you, explaining terms, suggesting where to get information and how to make the best case you can. Experience shows that teams that work with their mentor produce better pitches!

You should contact your Competition Coach at the start of the competition and arrange to meet with them online at least 3 times from September to the deadline on **1 December**. You can also email them with questions, ideas and with drafts of your work for their feedback.

Over the course of the competition, we will also provide live and recorded Masterclasses on skills development and investment topics; regular email updates and reminders, and blog posts with tips and ideas.

Who can take part?

Teams of 3 - 6 girls from secondary schools and colleges in Scotland. Schools can enter up to 2 teams in each category

Junior Competition Category

- Team members in S3 to S4 (between 13 and 16 years of age)

Senior Competition Category

- Team members in S5 to S6 (between 15 and 18 years) or studying a course up to SCQF Level 7 at college

Students cannot be what they cannot see! We want more girls to be aware of the challenging, fulfilling opportunities in investment management so they can add them to their long lists of possible future careers.

Taking part in the Growing Future Assets Competition enables girls to explore their interests, develop skills, and gain confidence, self-efficacy and even career networks.

"Experience of the world of work gives young people the opportunity to apply their skills and knowledge in unfamiliar situations. It challenges them to understand what it means to be personally effective (and attractive to employers) in distinct workplaces while providing a unique opportunity to develop social networks of value. Through exposure to the people who do different jobs, young people have the chance to challenge gender- and class-based stereotyping and broaden their aspirations, easing ultimate entry into the labour market."

Source: Dream Jobs? Teenagers' Career Aspirations and the Future of Work; OECD 2020
<https://www.oecd.org/berlin/publikationen/Dream-Jobs.pdf>

Once girls have taken part in the competition, they can stay in touch with Future Asset to find out about more opportunities like work experience and events.



Teams need to register via our online form no later than 8 September 2022. Registration must include a named Teacher Champion – someone in the school or college who Future Asset can liaise with. Once you have registered your team, every team member must complete the following by 29 September 2023 at the latest!

Competition Permission Form

This allows:

- Future Asset, our parent charity, and sponsor and member firms, to use your work, images and video.
- Permission to contact students via email about the competition and related work
- Permission to contact students via email about Future Asset work and opportunities after the competition period

This must be signed by:

- Parent or Guardian for students under 16
- Student themselves if 16 years or older

Code of Conduct for Young People

Future Asset has a Code of Practice for Young People who take part in our work. This can be accessed on our website at

www.futureasset.org.uk

Pre-Competition Questionnaire

This is to see what students know about Investment Management, how confident they are with certain skills, and what they want to get from the competition.

In the questionnaire we ask students to tell us their school and their home postcode. This is to try to ensure we are working with a range of communities.

We will ask all students to complete a Post Competition Questionnaire at the end of the competition.



COMPETITION ESSENTIALS

Find all our competition essentials including; junior and senior research reports, crib sheet and parental permission forms on the Competition page of the Future Asset website



PRE-COMPETITION QUESTIONNAIRE



POST-COMPETITION QUESTIONNAIRE

WORKING WITH YOUR COMPETITION COACH!

Competition Coaches are volunteers who work, or have worked, in the Investment Management industry or wider financial services. They volunteer with Future Asset to provide advice and guidance to teams taking part in the competition.

We'll match your team with an Competition Coach and send you details by email at the start of the competition period.

Future Asset advises that teams should meet their Competition Coaches online around 3-4 times during the competition period, and can telephone or email with questions, or work for comment.

Teams may wish to invite their Competition Coach to visit the school in person, but it may not be

possible for the mentor to do so. The link with a professional creates an excellent insight into investment management and the world of work more broadly.

We would ask that teachers strongly encourage their students to make the most of this opportunity and work with their Competition Coach in a professional manner. It is important that teams communicate promptly with their Coach and attend all planned meetings.

Competition Coaches are made aware of our Child Protection and Safeguarding Policy and asked to abide by Future Asset's Code of Conduct for Adults working with Children and Young People. Our Competition Coaches are also advised to apply to the PVG Scheme for working with children.

If teachers or students have any concerns at all regarding working with a Competition Coach they should contact Future Asset CEO, Helen Bradley at helen@futureasset.org.uk

ASSET MANAGERS ARE ABLE TO INFLUENCE COMPANIES THAT CAN HAVE A REAL INFLUENCE ON CHANGING THE WORLD. YOU CAN HELP THEM MAKE THE RIGHT DECISIONS.

YOUR COMPETITION ENTRY

What to submit and when

The initial competition period runs from 18 September to 1 December 2023.

All competition entries must include a written Research Report on the template provided on the Future Asset website, and a videoed Elevator Pitch of no more than 3 minutes in length.

Future Asset will send your Teacher Champion the link to a unique Google Drive. No one can access this except Future Asset and your team so your entry will be top secret!

Upload your Research Report and Elevator Pitch Video to your Google Drive by 5pm on 1 December 2023.

Note: There are different Research Report templates for the Junior and Senior categories with slightly different questions – make sure your team gets the right one!

The 4 Senior and 4 Junior teams selected by the judges to take part in the Finals will be notified by end of January 2024 and given additional questions to address in their extended final pitch.

BY 8TH SEPTEMBER 2023

- Register online

BY 29TH SEPTEMBER 2023

- Competition Permission Form
- Pre-Competition Questionnaire

BY 1ST DECEMBER 2023

- Research report
- 3-minute elevator pitch

BY 20 DEC 2023

- Post-competition questionnaire