



# The journey to self- employment



Promoting young people's  
interest in starting and  
growing their own business

Building skills for the 21st Century



# Australia's most successful Youth Entrepreneurship Programs

**Hello, we're iGen Foundation Ltd - a Not for Profit.**

**We're on a mission to assist young people to take charge of their future through developing entrepreneurial mindsets and skills that support business ownership.**

**We partner with others, including Enterprising Partnerships, in delivering these critical skills to your community.**

We've refined our training resources into online or in-person events which can be tailor-made depending on the needs of young people and organisations.

Mix and match programs depending on your audience and timeframe with some events hybrid online and in person.

# YOUTH ENTREPRENEURSHIP

## A Global Trend

Youth entrepreneurship is a wave emerging globally now recognised by the United Nations, OECD and now Australians.



- Being an entrepreneur is a mindset, thinking differently
- Young people are solving their own employment & creating jobs

We work with young people interested in either private or social enterprises - "*an enterprise is an enterprise*"

Young people are not always born to be entrepreneurial in their mindset, they become that way by thinking and practice.



# Australia's most successful Youth Entrepreneurship Programs

## Training resources

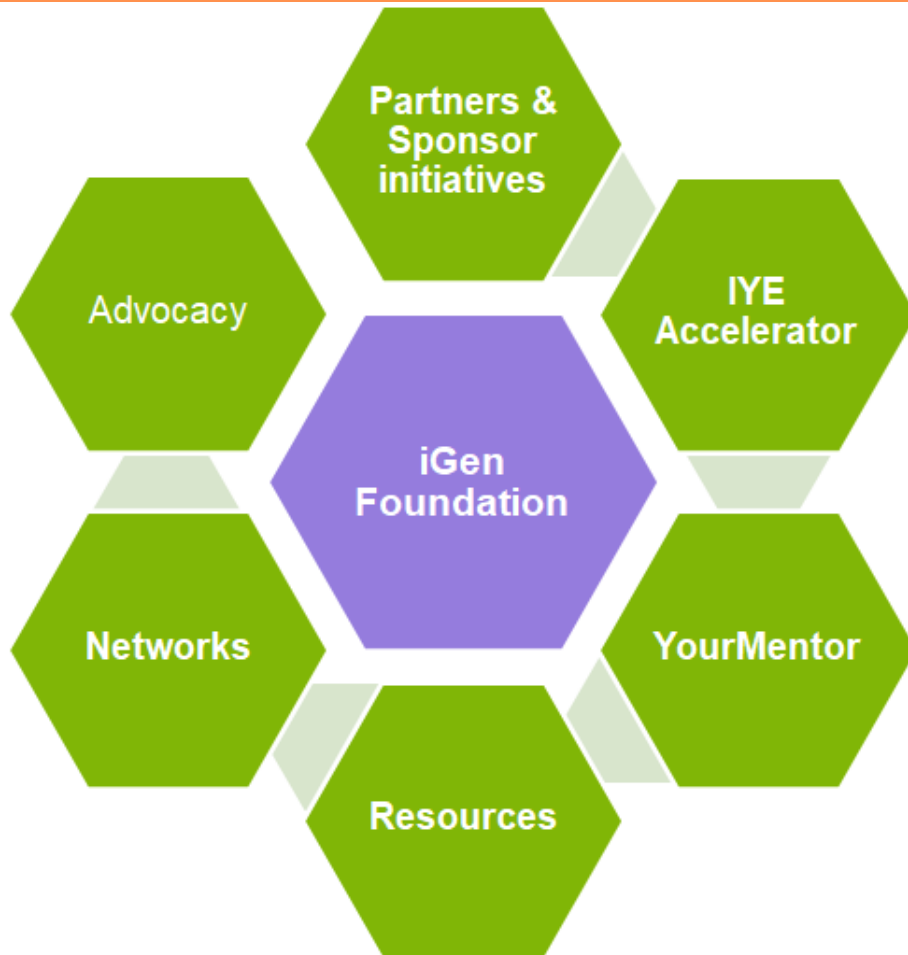
- online or in-person
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# YOUTH ENTREPRENEURSHIP

## Our Scope







# Business Explorer Workshop



**A workshop to assist young people to consider starting their own business**

## Snapshot

- 1.5 hour workshop
- up to 15 young people
- exploration small group format
- promotes another view on future pathway
- in-person depending on any COVID restrictions

### What happens during the workshop?

The Business Explorer workshop takes young people through a series of discussions to identify if business ownership/self-employment is an option for them.

The workshop covers topics such as:

- who do you know who owns a business?
- what is it and what do you know about their journey to date?
- what does it take to run a business?
- what's an entrepreneurial mindset?
- what's a problem-solving approach?
- what kind of business interests you?
- what would you need to start this business?
- what happens if it fails?
- what is business mentoring?
- what can I do straight after this workshop to progress my interest in owning a business?
- business isn't for me - what else is there?

**Great as a careers expo event.**



# Business Discovery Workshop



## A WORKSHOP TO IDENTIFY A BUSINESS IDEA

**Starting a business in 2022 is easier than starting a business five years ago.**

Overwhelming number of choices about the type of business to start - fashion, health, education, technology, consulting, much less the method for sales and then, what to sell?

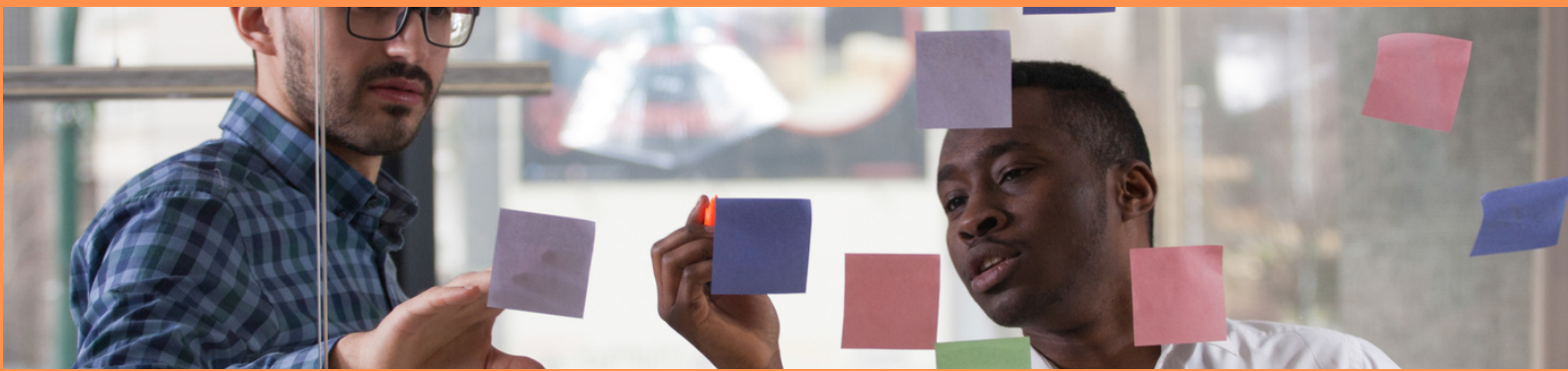
**Great as a school holiday event.**

### Snapshot

- 3 hour workshop
- ideation workshop format
- promotes alternative pathway
- learn transferable skills- problem solving, ideation, customer focus, mindset skills



# Big Ideas Day



## A 7-HOUR WORKSHOP TO ASSIST YOUNG PEOPLE TO TEST THE VIABILITY OF THEIR BUSINESS IDEA

Aspiring young business owners gain skills in business ideation, entrepreneurial mindsets, problem solving and opportunity identification - tools to transform their business idea - and tools for life.

### Snapshot

- One day workshop using Opportunity Canvas
- Personal curiosity, opportunity seeking, problem solving, courage, growth mindset and confidence
- Skills & tools based workshop
- Help young people imagine a new future
- Provide new pathways to employment





# Business Startup Workshop



## TWO DAYS OF EXPLORING, TESTING AND CONSOLIDATING BUSINESS IDEAS

Business Startup Workshop invites participants to join other young people to work on an existing business idea.

Deep dive into customer identification and validation, unique value proposition, cost and revenue analysis through to identifying channels to market and pitching.

The Business Startup Workshop prepares young people for the challenges and opportunities of starting or building a business.



### Snapshot

- Two day workshop
- Helps young people start a new business or grow an existing business
- Clarify goals, insights and thinking to position a business idea for start up

**Over 30 years, we've  
inspired thousands of  
young people to turn  
their business dreams  
into reality.**





# An Economic Ripple Effect

## THE VERY REAL IMPACT TO YOUR COMMUNITY

**Business ownership as a legitimate life goal;** to take charge of their own future.

**Engage and create employment opportunities for themselves and others.**

**We mean micro and small businesses** - 98% of all businesses in Victoria [a].

We've been doing this a long time and have found that young people:

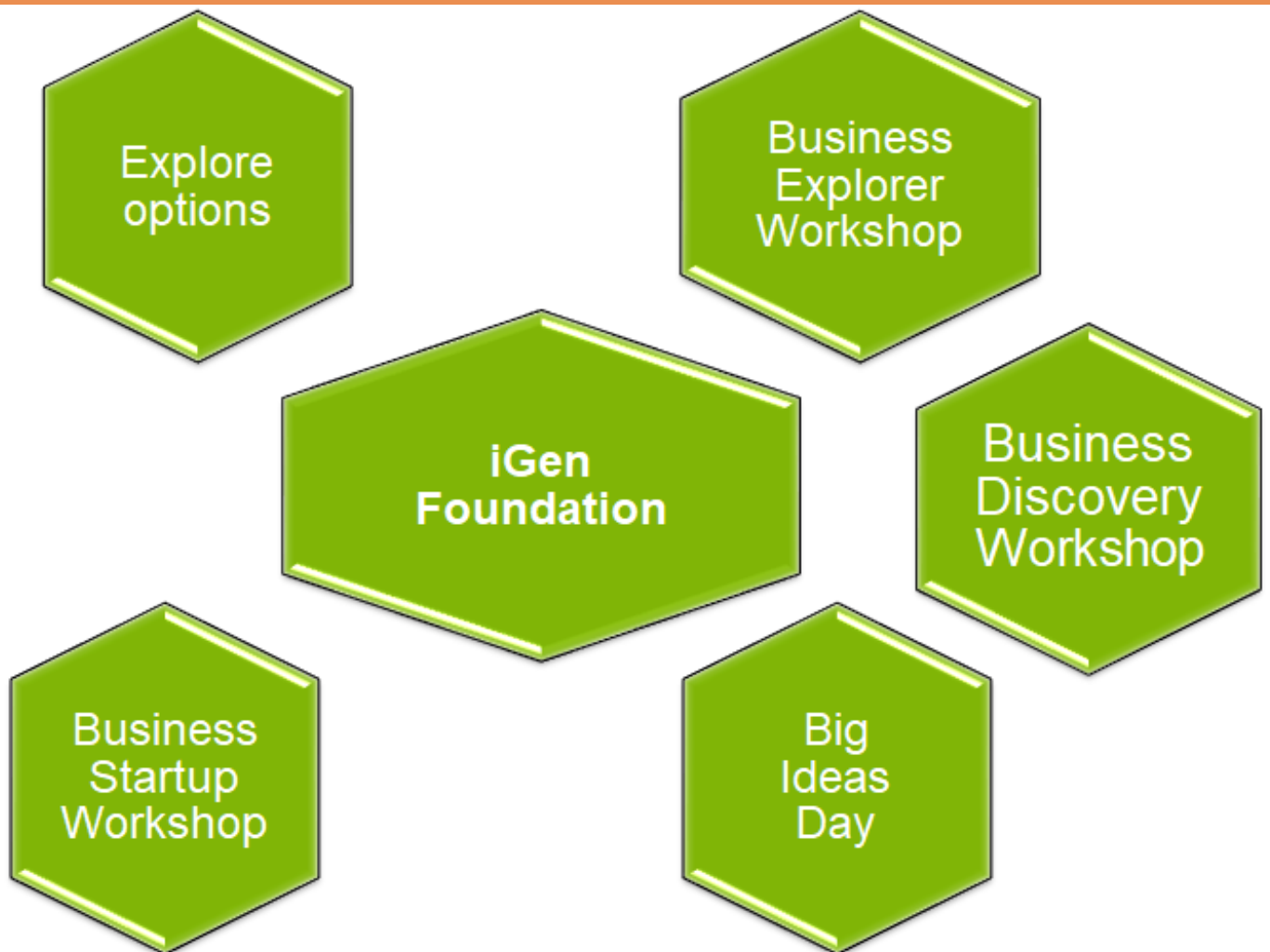
- begin to see employment as a means of income to grow their business;
- education as a means of gaining knowledge and training as a means of gaining technical skills to support their business.

They often re-engage. All the things we want for them but that they may not be interested in without a broader goal.

*Entrepreneurship skills for business ownership give more young Victorians a reason to get out of bed every day, a reason to focus on their future. The antithesis of feeling hopeless and frustrated by countless unanswered resume submissions.*

# SUMMARY

Some of our initiatives building blocks that we keep adding





# SOME SUCCESS STORIES



## HEAR FROM SOME OF OUR ALUMNI.

We invited some of our alumni from our Getting Down to Business program to talk about what they have achieved in their businesses so far.

Make sure you watch, their achievements are extraordinary!

Harry Sanders - StudioHawk

Mehak Sheikh - U-Learn

Viktoriya Nikitina - Blue Sky Windows

Dmitri Dalla-Riva - LearnMate

Panel - Felicity Hicks - Hicks Hydronics; Louise Berger - Louise B Creative, Kostas Vassilacopoulos - Moreland City Council

Panel - Simon Cox - Yarra Valley Linen; Sarah Agboola - mtime; Premny Abraham HQ Workspace



Self-employment for young people =

- own income
- self-confidence & purpose
- uptake of education, employment and training to build business skills
- problem solving
- possibility.



## THE FUTURE OF WORK CALLS FOR INNOVATIVE ACTION

FOR MORE INFORMATION CONTACT:

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