



ENTERPRISING  
Partnerships Pty Ltd

# YOUNG ENTREPRENUERS PROGRAM PILOT (YEPP)

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Program Report



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Photographs in this report are provided courtesy of the Stretton Centre.



# Key highlights

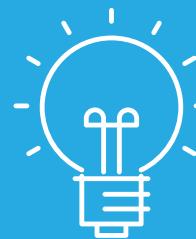
The pilot demonstrates  
*the value of curated learning*  
for young entrepreneurs

Program  
structure  
reflects

**10 years**

research into  
what works  
with young  
entrepreneurs

Enterprising  
Partnerships  
commits to  
continuing to support  
the creativity  
of young  
entrepreneurs  
in South  
Australia

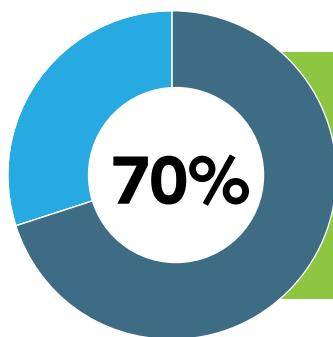


Young people have  
business ideas. The  
pilot demonstrates the  
need for opportunities  
to grow those ideas



## Case Studies

of young  
entrepreneurs  
reveal their  
personal  
journey and  
experience



of the young people have  
committed to continuing with  
their business enterprise whilst  
finishing studies

Young people  
step up to being  
challenged and learn  
how to advance their  
business idea

Government encouraged  
to fund a full program for  
young entrepreneurs as  
a State-wide program





# 1. Background

Enterprising Partnerships (EP) was established in 1990, as a management consultancy organisation specialising in assisting businesses, industries, government, schools and community organisations to develop entrepreneurial mindsets, capability and youth enterprise throughout Australia and internationally. EP's long-standing reputation in the entrepreneur community attracted interest from the South Australian Government to deliver an engaging and curated learning program for young people in the northern suburbs of Adelaide.

In December 2017, the South Australian Government requested a program funding submission from EP for a program to be delivered in Playford and Greater Gawler regions, modelled off the successful Victorian youth enterprise program. In early 2018, the program funding was approved, with limitations to a 'pilot' model program and the Stretton Centre was nominated as the local sponsoring agency.

The tailored pilot program known as the 'Young Entrepreneurs Program Pilot' (YEPP) had a strong emphasis on enabling the development of entrepreneurial mindsets and skills. The developed mindsets and skills of these young people would be translated to building a business idea and expanding the pipeline of the young people creating alternative employment prospects.

EP remains committed to an engaging learning methodology and will continue to support the creativity, innovation and enterprise mindsets of young people in South Australia. EP encourage the South Australian Government to continue to support subsequent entrepreneurship and youth enterprise programs based on the EP model, and that of others recognising the entrepreneurship is the third 'E' in 'education, entrepreneurship and employment'\*.

\* © 2018 Lynda Ford, CEO, Enterprising Partnerships Pty Ltd



Entrepreneurship  
is the third 'E'  
in '*education,  
entrepreneurship  
and employment*'

Lynda Ford  
CEO, *Enterprising  
Partnerships Pty Ltd*





## 2. Project Overview

The Young Entrepreneurs Program Pilot (YEPP) (<http://www.yepp.business/>) was created to support young people build entrepreneurial mindsets, skills and potentially transform their innovative business idea into a productive venture or social enterprise.

In 2018, 10 young people, aged between 16-25 years, living or studying in the northern suburbs of South Australia participated in the program. The young entrepreneurs gained fundamental skills to start and grow an enterprise through intensive stretch day learning, hands-on 1:1 coaching and mentoring from industry experts, guest speakers, and from other young entrepreneurs. The program provided a positive and supportive entrepreneur eco learning environment for participants to share ideas, knowledge and experiences and make valuable network connections.

The program delivery involved formal presentations, access to a business enterprise facilitator and coach, voluntary business mentors, guest speakers and webinars. Participants learnt how to identify a business idea, how to assess that business idea and potential risks, and what is required to convert a great idea into a great product or service whilst assessing their own core purpose and commitment to their business idea.

## 3. Key Personnel

### Frank Wyatt

Managing Director/  
Facilitator

### Ben Flavel

Program Facilitator

### Demi-Marie Hoppo

Program Manager

### Shona Malberg

Mentor Matching

### Others who contributed

#### Angela Niedorfer

Program Manager (retired due  
to personal circumstances)

#### Lynda Ford

CEO / Facilitator

#### Samar Haouchar

Program Facilitator



## 4. Recruitment of Participants

### 4.1 Marketing

To attract suitable candidates, the program was advertised via Facebook, schools, local councils, sporting clubs, articles in the local newspapers and through the Stretton Centre. Promotional material was tailored through the translation of program information to different languages relevant to the local region and utilisation of photos of young people of different cultures to promote inclusion and diversity evident in the region.

### 4.2 Program Criteria

To be eligible for the program, all participants must;

- Have an innovative business idea
- Be aged between 16-25 at the time of the program commencement
- Be living or working in northern suburbs of South Australia
- Be available to attend the first stretch day

### 4.3 Program Registration

Participants were required to register their interest online via the YEPP Instapage: <http://www.yepp.business/>. A total of 17 people registered their interest to participate in this program.

### 4.4 Screening of Candidates

A screening of the applicant's social media accounts was conducted to ensure they did not participate in any inappropriate activity, as well as follow up calls and emails to confirm their registration of interest and that the information provided was true and correct. Prior to accepting candidates into the program, the YEPP team and Stretton Centre personnel reviewed all applications. During this process, it was identified that one of the applicants was not eligible for a place in the program due to being under-age.

### 4.5 Participant Acceptance

16 successful candidates were contacted via email and phone call. All participants were required to verbally confirm their acceptance, 14 accepted their offer to the program. Unfortunately, the YEPP team was unable to contact one of the applicants to confirm placement and another advised he no longer able to participate.



# 5. Participant Information

## 5.1 Participant Departure

1 participant did not attend the first stretch day, therefore automatically lapsing their placement to continue. 3 other participants were not able to attend the second stretch day due to personal reasons.

## 5.2 Participant Business Idea and Progress

Name	Business idea	Program achievements	Status
John Nguyen	Create an online course and video content to teach viewers how to be funny professionally or personally.	Gained a firm understanding of how business works Further explored business ideas	Working on further expanding his experience in the social media space to better understand the market.
Kuei Kuei	To develop a gaming app and further build an existing working relationship with Fortafy Games, FutureNow, UncleAwesome, XXXTentacion and Ybnnhamir.	Gained a better understanding of the principle ideas of business. Able to map his business on the business model canvas, which he found especially useful.	Successfully launched the game in the app store and working with his team on further enhancing the features of the game.
Tamika Townsend	To start her own photography business.	Defined a target market; parents and family of new born children. Planned relevant skills and experience needed to start her own business.	Currently studying photography at TAFE SA and is starting to develop her own portfolio of photos.
Nina Tydeman	To establish her own fashion label selling women's clothing.	Mapped a range of business ideas and decide what she would like to pursue.	Currently identifying the type of clothing she would like to offer which will help her to determine a suitable business name.
Beatrice Nduwimana	To start her own online fashion business selling kids dresses, African fabrics and kaftans.	Gained a better understanding of how a business works. Learned how to develop an MVP*.	Purchased goods and is now ready to sell her products via ecommerce website.
Rosa Kosol	To generate an online platform connecting tutors and students. The platform will operate as a classifieds business model, where tutors can post advertisements allowing students to find a suitable tutor.	Able to map business idea on business model canvas. Already learning business at school, program provided a practical approach to her business idea. Linked to a similar business in Victoria.	Currently working through certain aspects of her business plan; SWOT analysis, competitive analysis and her marketing strategy.

\* MVP – Minimal Viable Product



Name	Business idea	Program achievements	Status
Francie Heinsen	Create a print newspaper and an online media platform for inspiring, uplifting, positive good news stories. She would also like to create random acts of kindness cards.	Helped identify which business idea to launch first and map both business ideas on the business value and model canvases.	Currently working through how she can further enhance her business idea and her offering.
Karl Guransky	Recently inherited large amount of land in the Barossa. He would like to sell high quality meat to butchers across the Barossa. He is also part of a local band and is looking to attract a wider audience via online media or live shows.	Learned a simple, straightforward approach to businesses in Barossa means he doesn't have to spend any money before finding out what the area needs.  Linked to a similar business in the Barossa as his mentor.	Liaising with restaurants across the Barossa to identify the type of meat that is in demand and packaging options.
Eleanor Stretton	Looking to collaborate with local councils and schools to curate pop up events in the form of exhibitions, festivals and tours. The focus of these events will be on history.	Identified target market and the need for a "look book" to take to potential clients.	Currently liaising with local councils and schools to identify history topics they would like to teach and interpret on behalf of the community.
Stephanie Lai	Starting her own fashion label selling high quality knitted scarves.	Gained a basic understanding of how business works. The business model canvas has been especially helpful.	Currently identifying how she would like to sell her products via pop up stores or via an ecommerce website platform.

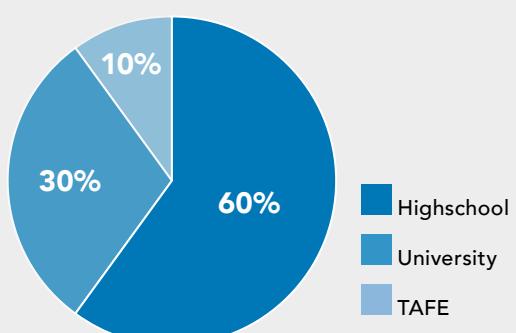
In addition to the above, the participants engaged in website development, presentations to peers, a presentation to Government, community and Stretton Centre personnel; undertook their own market research related to their business idea and interviewed the guest speakers. Finally, they participated in discussions with deliberate cycle of new EP team members giving them constant new experiences.



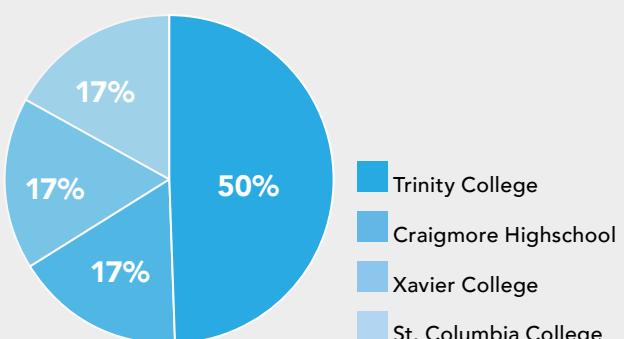


### 5.3 Current Participant Demographics

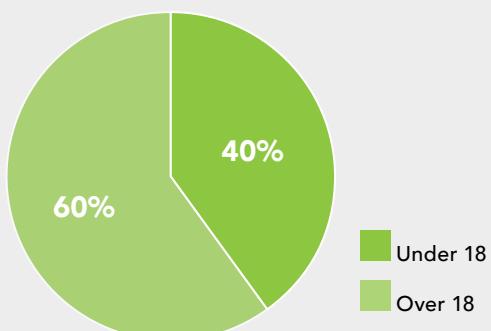
**Education**



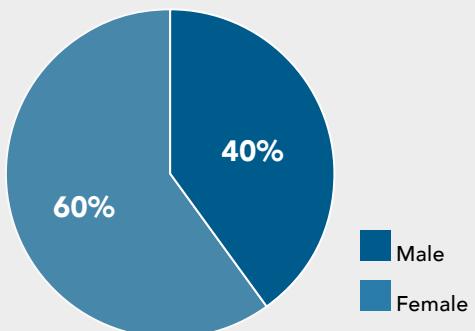
**Northern Schools**



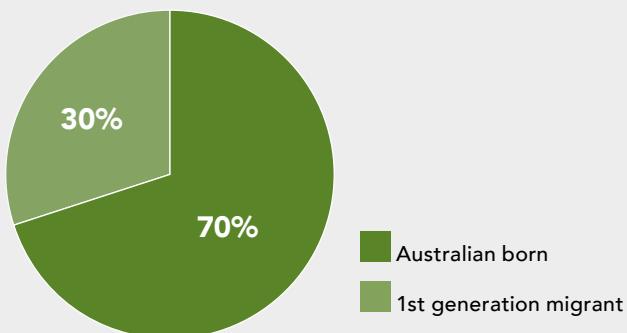
**Age**



**Gender**



**1st generation migrant  
vs Australian born**





# 6. Program Structure

The program successfully completed five intensive learning Stretch Days, with the last stretch day and graduation taking place on 17 November 2018.

All participants were provided with lightning learning presentations (online learning material) to watch prior to each stretch day to prepare for topics covered.

All Stretch Days were begun with a presentation from a successful young entrepreneur, someone close enough by age that the YEPP participants could envisage themselves being that person.

All learning activities, presentations and topics covered in each Stretch Day were carefully selected to ensure maximum engagement from participants and to leverage off feedback and learning from previous stretch day learning.

The Program Facilitator completed 2-hour one on one coaching sessions with each participant in between each stretch day via phone, Skype and in person. The coaching sessions drill deeper into the participant's ideas and provide a sounding board with which to discuss different approaches. If there are any introductions to be made, or advice to give, these happen within the coaching sessions.

Participants were supported and encouraged to challenge their abilities and go beyond their comfort zone through a range of methods, to 'pitch' their business idea to their peers and EP personnel and then go even further as to pitch their business idea to invited members of Government, community and the Stretton Centre.

## *Summary of topics covered at each stretch day:*

<b>Stretch Day 1</b> 7 April 2018	<ul style="list-style-type: none"><li>• Introduction of business idea's</li><li>• Networking</li><li>• Mapping of business linkages in the group</li><li>• Time management</li></ul>
<b>Stretch Day 2</b> 12 May 2018	<ul style="list-style-type: none"><li>• Opportunity Identification and Analysis</li><li>• Business Planning/Model</li></ul>
<b>Stretch Day 3</b> 28 July 2018	<ul style="list-style-type: none"><li>• Value Proposition</li><li>• Business Model Canvas</li><li>• Pitching approaches</li></ul>
<b>Stretch Day 4</b> 22 September 2018	<ul style="list-style-type: none"><li>• Financial Management</li><li>• SWOT Analysis</li><li>• Brand Positioning</li></ul>
<b>Stretch Day 5</b> 17 November 2018	<ul style="list-style-type: none"><li>• Learning resilience, ability to forgo alternatives when faced by choices</li><li>• Website development – design your own</li><li>• Pitch techniques, refining a business idea</li></ul>
<b>Graduation</b> 17 November 2018	Participants are acknowledged for their engagement in YEPP and awarded Certificates acknowledging their participation and the program they completed.

## *Program delivery process example*





# 7. Summary of Feedback

Feedback on the YEPP program was sought regularly and consistently from participants throughout the program by the Program Manager. Following each stretch day, participants were given the opportunity to provide feedback on the session through 1:1 phone discussions or emails. Receiving this consistent feedback enabled the YEPP team to tailor the subsequent stretch days to reflect participant feedback.

## 7.1 Program Delivery

Participants identified early in the program that they preferred a more hands-on and engaging delivery method, rather than lecture and presentation style. The majority of participants found learning more enjoyable and relatable through group activities and open discussions. EP's curated learning mode was validated by the level of engagement of the young people.

## 7.2 Guest Speakers

The participants particularly valued having a guest speaker attend each stretch day and found listening to them share their journey and experiences. According to participant feedback; the real insight, variety of viewpoints and useful advice was most beneficial to the participants.

## 7.3 Venue

The stretch days are delivered at the Stretton Centre, located in Munno Para. Participants found the venue modern and flexible providing a suitable learning environment.

For some of the participants, transport was difficult due to the venue not being easily accessible via public transport.

## 7.4 Catering

The catering was arranged by the Stretton Centre. All the participants were impressed with the selection of foods provided at each stretch day albeit being young people they readily cleaned up the available food.

## 7.5 Program Facilitator

Participants found the Program Facilitators engaging and easy to relate to due to being entrepreneurs themselves.

## 7.6 Stretch Days

A number of participants found the stretch days to be too far apart and preferred the program to be over several consecutive days rather than bi-monthly. The spaced out stretch days was the result of the limited pilot program funding. An option would have been to compress the learning into a shorter timeframe, however this would have resulted in the young entrepreneurs not having sufficient time to review the webinars and continuously develop their business model and mindsets.

Some participants were unable to attend a stretch day due to other commitments on the day despite having the program calendar prior to the start of the program.

## Feedback process example





## 8. Mentors

### 8.1 Appointment of Mentors





## 8.2 Summary of Mentors

In recruiting mentors for the program, Enterprising Partnerships would like to acknowledge Kerry Sutton, Business SA and the SAYES program.

**Mentee Beatrice Nduwimana**

**Mentor Colin Shearing**

*Skills and experiences Strong in retail industry and skills; strong integrity and overall business management*

**Mentee Tamika Townsend**

**Mentor Tony Fairbairn**

*Skills and experiences Currently working as a management consultant for a number of clients in the Adelaide area including e3learning*

**Mentee Kuei Kuei**

**Mentor Ben Makepeace**

*Skills and experiences Creative, hands-on small business consulting for family business, start-ups, entrepreneurs, and franchise systems. Offering a wide range of services and a straight-up personal approach.*

**Mentee Stephanie Lai**

**Mentor Jeannine Malcolm**

*Skills and experiences Strong community connector, passionate about values-based start-ups, engineer by background.*

**Mentee Nina Tydeman**

**Mentor Jodie Cole**

*Skills and experiences Strong regulatory compliance and corporate affairs professional with 15 years' experience in the retail and telecommunications sectors. Extensive work experience with Coles.*

**Mentee Eleanor Stretton**

**Mentor Samone Wear**

*Skills and experiences An accomplished professional who works within business, start-ups and non-profit organisations, as well as non-profit events, educational seminars and group volunteer projects.*

**Mentee Karl Gursanski**

**Mentor Michael Wohlstadt**

*Skills and experiences A farmer running The Dairy Man in the Barossa.*

**Mentee John Nguyen**

**Mentor Gary Edwards**

*Skills and experiences A professional corporate magician with over 20 years' experience.*

**Mentee Rosa Kosol**

**Mentor Julian Van der Waal**

*Skills and experiences Executive Director and Founder at Spartan Alliance: a business with a complete network of in house companies and external affiliated organisations that aims to be Australia's premier business resource.*

**Mentee Francie Heinsen**

**Mentor James Martin**

*Skills and experiences Managing Director of Insider Guides for students. This guide ensures international students are prepared, welcomed and supported in their new home.*

Several of the young entrepreneurs were under 18 years and accordingly the mentors required approval to work with these young people. Unfortunately, despite two months prior request for these approvals, the relevant State agency had not completed the approval process for all of the mentors by the time the program concluded. EP will continue to monitor this process and match the mentors once the approvals have been received.



## 9. Where to from here?

EP appreciated the opportunity to contribute again to the youth entrepreneurship of the northern suburbs of Adelaide in cooperation with the team at the Stretton Centre.

We presume that in funding a 'pilot' that demonstrates the outcomes sought, the South Australian government may consider funding a full program; a pilot is designed to pull the big ship behind it and steer it going forward.

EP encourages the State Government to fund a full-scale program modelled on this pilot program and EP's original submission.

Further, we encourage an integrated model of support for young entrepreneurs whereby there is a clear pathway going forward supporting them and their business idea rather than a short-term project approach. A full ecosystem is required to maximise the capabilities of these young entrepreneurs and to grow the potential of their businesses; the alternative is to risk similar failure rates as small business generally.

EP will continue to work with the State Government, the Stretton Centre and the young entrepreneurs to support their ongoing growth and to support the development of an integrated and inclusive ecosystem.

The Young Entrepreneurs have been invited to join a 'Converge of Young Entrepreneurs', a group restricted to those who have completed one of the young entrepreneur programs, and their facilitators, provided by EP.

### **Case Studies**

EP have developing a series of case studies of the participants and their journeys as entrepreneurs as stories speak volumes; these are now attached to this report.

### ***The Team on the day of the Graduation***



Several participants were unable to attend due to illness, sporting conflicts, and family matters.



## The Pitch Winner

Tamika Townsend accompanied by Mayor Glenn Docherty, Frank Wyatt, Dermot Cussen, Ms Paula Luethen MP, Tony Piccolo MP, Mayor Karen Redman, and Stretton Centre and Anneliese Powell, SAYES, Business SA representative.



Again, our thanks go to the Stretton Centre and Business SA for the awards provided to Tamika, the Pitch Winner and all of their support throughout the program.



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Young entrepreneurs learn about entrepreneurial mindsets, starting and growing an enterprise through hands-on facilitation, coaching and mentoring from industry experts and from other young entrepreneurs.

In a collaborative eco learning environment entrepreneurs share ideas, knowledge and experiences and make valuable network connections.



For more information contact:

**Frank Wyatt** Enterprising Partnerships  
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[frank@enterprisingpartnerships.com.au](mailto:frank@enterprisingpartnerships.com.au)



**John**

*Entrepreneur and Founder  
Huemur*

John graduated from the YEPP program in 2018. John joined the program with the humble intention to help people be humorous. The young go-getter is studying year 12 at Trinity College Senior school and is on a mission to find a unique way to educate and entertain people simultaneously using infotainment primarily propelled by his love of humour.

It was evident in the early stages of the program that John was a big picture thinker. He thrived in the entrepreneur collaborative learning environment where he had the opportunity to naturally explore his ideas in a raw and honest space and his big picture thinking was valued and accepted by other entrepreneurs. John formed collaborative partnerships through networking with his entrepreneur peers in the program.

Throughout the program John was able to refine his big picture thinking to achieve a feasible business model, with a clear purpose to provide an online infotainment tutorial to help people find their comedic value. As the program progressed, so did John's value proposition to his potential customers and the business venture Huemur was born.

John succinctly and confidentially pitched Huemur to his peers from the program, family, members of the local community and Government representatives.

He was able to take his big picture humour concept and transform and refine his thinking to a workable and informed business venture that considers client offerings, pricing, brand exposure, competition, target markets and parameters.

"YEPP has allowed not only myself but everyone involved, to embrace and stretch our entrepreneurial capabilities in ways none of us could imagine. We were pushed out of our comfort zone and were constructively criticized for what we had to offer, and for that I am grateful. Without YEPP, I wouldn't have created connections with mentors and other entrepreneurs, as well as gain clarity in my shifted mindset on newly developed habits such as reading, waking up at 5am and meditating. I wasn't the same 'John' by the end of the program, it is safe to say I haven't changed either, but I'd like to consider myself now as a better John, an upgraded John even."

Starting from a speck of a business idea on what I wanted to build, I had come to the final understanding on 'why' I wanted to build it in the first place. To be put quite bluntly, I want individuals to express confidence in embracing their comedic value so that this world becomes a little more happier."

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**John**

*Entrepreneur and Founder, Huemur*



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### Francie

*Entrepreneur and Founder  
The Kindness Cards Movement*

Francie graduated from the YEPP program in 2018. The young entrepreneur has applied her creative thinking to tackle the global issue of relentless negative media facing the public, particularly the millennial generation that live in the world of cyber bullying.

"Negative TV news is a significant mood-changer, and the moods it tends to produce are sadness and anxiety" according to Graham Davey, a professor emeritus of psychology at Sussex University in the UK and editor-in-chief of the *Journal of Experimental Psychopathology*\*.

A study, from the Universities of Pittsburgh and West Virginia studied almost 1,200 students between the ages of 18 and 30 about their social media use and found that for every 10 percent rise in negative social media interactions a person experienced, their risk of depression rose significantly by 20 percent#.

Francie, a year 11 student of Xavier College school set up 'The Kindness Cards Movement' to help end the rise of depression in young people by increasing positive media and creating opportunities for people to perform acts of kindness for one another.

Throughout the YEPP program Francie has refined her business idea to combine the traditional concept of giving and receiving a physical kindness card with the ever so tech savvy generation to enable users to scan the act of kindness barcode to receive options for potential acts of kindness. Users can choose the act of kindness they would like to perform, and as a result increase the probability of the act taking place.

The Kindness Cards Movement is not limited to the public to perform acts of kindness. Francie has also placed the onus on businesses, schools, Government and local communities to step up and invest financially in the concept to take responsibility in addressing the global rise of depression in young people.

"I know that my original idea may not be the same in years to come, but I know now as an entrepreneur that I have the skills and drive to pivot my idea until I reach a viable and profitable business model. There is no wrong way, it is all part of my learning as an entrepreneur.

Moving forward, I am going to focus on researching and forming a genuine and viable value proposition for businesses to invest in my The Kindness Cards Movement. I am confident that the skills and experience I have been given through YEPP will place me in good stead to start this process with confidence"

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### Francie

*Entrepreneur and Founder, The Kindness Cards Movement*

\*<http://time.com/5125894/is-reading-news-bad-for-you/>

#<https://www.forbes.com/sites/alicegwalton/2018/06/07/depression-may-be-linked-to-negative-experiences-on-social-media/#733e0dbd4a60>



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### Tamika

*Entrepreneur and Founder  
Capturing the Essence of Love*

Tamika is a graduate of the 2018 YEPP program. The Year 11 Craigmore High School student joined the program with the intention of starting a photography business.

Throughout the program, the clever entrepreneur researched photography businesses and found an interest for starting a newborn baby photography business called 'Capturing the Essence of Love', offering convenience for parents where the safety of newborn babies is paramount.

Tamika's calculated approach to achieving her goals and understanding potential barriers was impressive to say the least. Her systematic planning identified several short and long-term goals that would need to be achieved before her business could get up and running; including a financial investment to enroll in an online safety course and Certificate IV in Photography.

On completion of the program the savvy planner was able to clearly articulate her photography business to her entrepreneur peers, family, community members and Government representatives.

Tamika confidently explained that her business will offer payment plans, a stress-free environment, safety and that she will be immunized against common newborn viruses.

"I am happy that I have had the opportunity to explore my photography business idea through the YEPP program. Through my research I learnt that I need to be older to meet the entry requirements for the safety and photography course as well as the time and financial investment. I can prepare financially so I can start my training when I reach the age entry requirement. In the meantime, I will also seek work experience with a baby photographer.

When I pitched my business venture to my entrepreneur peers it gave me reassurance that I have a strong business idea and they were able to help me offer more to my customers".

---

### Tamika

*Entrepreneur and Founder, Capturing the Essence of Love*



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**Nina**

*Entrepreneur and Founder  
MERC*

Nina graduated from the YEPP program in 2018. Nina initially applied for the program with a business idea to care for animals while the owners were away from home by walking, grooming and tending to the animal's needs. It wasn't long before the year 10 student from Trinity South realised her creative flair for fashion exceeded her passion for her former venture and the idea for an online fashion website was born.

During the program Nina was quick to apply her theoretical knowledge to her business concept and in true entrepreneur form, she modified and re focused her business model to reflect the new vision of the online fashion website MERC.

The 'Think Big Case Study – The Psychology of Entrepreneurs' by Stephen Lew, founder of The School of Positive Psychology discusses the mindsets entrepreneurs should have. Lew explains that running day-to-day operations requires a growth mindset, one that is open to learning from others and flexible enough to adapt to changing situations. "If entrepreneurs are able to switch to this mindset when the situation calls for it, they will be better prepared for the challenges ahead" \*.

The program equipped Nina with the skills to identify gaps in the online fashion sector and more importantly challenged her thinking in how her business could address these gaps. Nina branded MERC as a reasonably priced, ethical, high quality, unique online fashion ecommerce business targeted at Australian millennial women, that doesn't come at the cost of the environment. Nina's entrepreneurial mindset allowed her to identify ways to leverage off social media platforms commonly used by millennials, including engaging with social media influencers and ambassadors to attract business to her website.

Throughout the program Nina continued to position herself as a positive influencer, constantly supporting her entrepreneur peers with words of encouragement and constructive feedback. Her ability to understand her core purpose and what she can offer both her own business and potential employers will position her well for years to come.

"When I pitched my business idea to my entrepreneur peers, I realised that an international brand MERC exists, so I am in the process of overcoming this issue. I know this won't be the only challenge I will be faced with in my entrepreneurship journey, but as I continue to develop my mindset as an entrepreneur I am confident I can find a way to make it work."

The program has taught me how to quickly identify ways to adapt, change and shift my focus when required and I know this will be beneficial both as a business owner and if I chose to work for a business one day."

**Nina**

*Entrepreneur and Founder, MERC*

\* <http://www.canon.com.sg/thinkbig/think-big-case-study-the-psychology-of-entrepreneurs>



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