

Enabling the Innovation Generation



YOUR INVITATION TO INVEST IN YOUNG ENTREPRENEURS

Innovation Generation

Hello. We are iGen Foundation Ltd. A registered charity with a commitment to cultivating entrepreneurship by young people, migrants and those in regional communities.

We provide dedicated learning to help develop entrepreneurial mindsets, skills and capabilities. Specifically, we work with young people to help them achieve their dream of running or growing their own business.

We're also offering businesses a real opportunity to advance their social purpose and strengthen their change leadership role - as well as create a virtuous circle of social improvements and economic benefits, by helping companies easily invest into training programs for young entrepreneurs.



As part of Australia's commitment to the United Nations Sustainable Development Goal #8, iGen Foundation strive to be "actively promoting sustained, inclusive and sustainable economic growth alongside full and productive employment and decent work for all"



Investing for Social Impact

Investing for social impact is gaining momentum and, as a result, corporate giving has become an important contributor to how our local and international communities address challenges across society, economy, environment and health.

In the 2015-2016 financial year alone, Australian businesses gave \$17.5 billion in the form of community partnerships, donations and non-commercial sponsorships (a massive increase of \$14.2 billion over the course of a decade).

Deloitte Access Economics (June 2020) in their report titled **Productivity is not an accident - The economics and impacts of Victoria's startup ecosystems** reiterated that the challenge for governments and businesses is to find sources of growth and productivity to create a new and higher economic growth path – one which generates jobs and secures prosperity into the future.

And that the solution for our economic recovery lies in fostering collective action and innovation; both of which are at the core.

They also concluded that embracing innovation, fostering entrepreneurs and increasing the role of the startup ecosystem in creating jobs and growth could see the startup sector increase Victoria's Gross State Product (GSP) by \$7.6 billion over the next 20 years, adding an additional 15,700 jobs.

Reimagining Youth Unemployment

Now, more than ever, we need to invest in skilling young entrepreneurs; creating new pathways out of the recession; supporting the next generation of business owners who think outside the box.

These young men and women are our future business leaders, they will fuel our nation's vibrant business culture, keep our local economies ticking, and inspire us with their drive and innovation.

They are ready to work hard to build their dreams and prepared to act on ideas and implement new technologies to create thriving businesses. They simply need experienced and dedicated training to skill them on how to bring it all to life. You have the opportunity to help make entrepreneurship a real and successful pathway for young people.



Seeds of Success

The **Getting Down to Business** Essentials Course, run through Enterprising Partnerships, is a six month program designed to equip young entrepreneurs with the tools and knowledge they need to turn a business dream into a reality.

The Essentials Course covers a broad range of disciplines and topics from Communications and Networking, Business Planning and Modelling, Opportunity Analysis, Value Proposition, Cashflow Management, Marketing, Resilience and Ethics, Product Design and Time Management.



How Does it Work?

GETTING DOWN TO BUSINESS PROGRAM

This is a tailored program for a small number of motivated, innovative go-getters who will become part of Melbourne's entrepreneurship community, connecting with mentors, speakers, investors and incubators.

Your investment of \$2,200 (inc GST) will fund a young entrepreneur (15-25 years) to participate in the Getting Down to Business Essentials Course and allow them to embark on their entrepreneurial path with confidence and skill.

Your investment is not transactional. We include you on their journey, and them on yours.

Where businesses have historically had much success in investing in young people through traineeships, apprenticeships and internships, this is an opportunity for investment in the next generation of all types of businesses.

Your investment can be recorded as promotion or in-house training for your company, making it tax deductible.

Paying it Forward

CHAMPIONING FUTURE BUSINESS LEADERS

Businesses are increasingly looking for ways to engage in social impact ventures and initiatives that live outside of their core business offering.

This is your opportunity to step into change leadership, to differentiate your business from competitors and make a real impact on the future of our society. Who knows where 'your' young entrepreneur will end up?

By supporting the next wave of talent who are promoting innovation in our economy, you are fostering a culture of community, collaboration, diversity and inclusion, and an ultimate belief that together, we can make the world a better place.

We believe that the greatest return for your investment will come through the young entrepreneur (or entrepreneurs if you invest in more than one) meeting with your team to discuss their innovative ideas as a way of stimulating creativity and entrepreneurial mindsets within your own company.

Breaking the hold of convergent thinking to access divergent thinking, opening up in real team conversations about what is possible in a changing world.

You'll also be making a transformation impact in employment pathways, improving your image, brand and social license, increasing staff motivation and retention by showing how social impact is integrated into your corporate culture.

Recognition and Connection

In recognition of your support, the entrepreneur will credit your sponsorship on their social channels and across their emerging and existing networks. Beyond this, your involvement will be communicated across iGen Foundation's owned channels including our website and LinkedIn, as well as in our many conversations with local and state governments.

You'll also be invited to present at their graduation ceremony and connect with like-minded leaders from business, government and community sectors who have invested in the capability and future of these young people.

As an investor, you'll be invited to workshops, webinars and leadership breakfast sessions and we will host an exclusive session to upskill your executive team on the Maths Model, a strategic thinking tool.



The Stories of Success

HEAR FROM OUR ALUMNI

4 in 5 of our alumni are directly linked to the launch and operation of a successful business - results that support this training program's ability to attract and foster exceptional young business leaders, and that the experience and support gained through the journey of launching one venture, often builds the confidence and acumen to start additional ones.

Make sure you watch the alumni videos. They're all under 26 years old and their achievements are extraordinary!

Harry Sanders - StudioHawk - <https://youtu.be/5jcLicwnI80>

Dmitri Dalla-Riva - LearnMate - <https://youtu.be/Q3PIFsv8a28>

Mehak Sheikh - <https://youtu.be/ES48Dvk3-RI>

We invite you to read more case studies of our success stories achieved by these young entrepreneurs who were given the opportunity to forge their own career path.



Alumni, Harry Sanders - StudioHawk



Make your mark on tomorrow, today

Contact us today to arrange your investment

0414 392 323 | frank@igenfoundation.org.au | www.igenfoundation.org.au