

# BIG IDEAS DAY



**EXTRACTING YOUNG PEOPLE'S  
BUSINESS IDEAS  
TO ACTIVATE COMMUNITY RECOVERY**

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# EVERYONE HAS AN IDEA THAT SOLVES A PROBLEM



## BUT IT'S THE IMPLEMENTATION OF THE IDEA THAT MAKES THE DIFFERENCE

Young people see our world differently.

Age, technology, education, family, cultural and faith experience, gender, politics and current events provide the lens through which young people 16 - 25 identify problems and solutions to those problems. The question for young people is 'how?'

"How good is my idea? How do I know it will work? How do I start a business? How do I find the resources, support, money, time and knowledge I will need to turn my idea into reality?"

The Big Ideas Day gives young people skills in business ideation and insights into what else is possible in their life.

iGen's Big Ideas Day has been designed as a 'first pass' entrepreneurial event to assist young people to evaluate the viability of their business idea and begin developing a problem-solving mindset.

### What happens during the day?

The 7 hour Big Ideas Day is a facilitated workshop using a proprietary Opportunity Analysis Canvas.

Participants work through a process of idea validation, market opportunities, investment requirements (time, money, resources) and by the end of the day have a Canvas which allows them to make further decisions about the future of their business idea.

Young people are given resources, coaching, frameworks and skills to move forward with a business now or into the future to support your community's post-COVID economic recovery.