

# Enabling the Innovation Generation



**YOUR INVITATION TO INVEST IN A FELLOWSHIP**

**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.....**

**Deloitte 2020**



# Innovation Generation

Hello. We are iGen Foundation Ltd. A registered charity with a commitment to cultivating entrepreneurship by young people, as well as 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.

Our new Fellowship provides 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 investing into Entrepreneur Fellowships.



# 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, creates new markets 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.



THE  
STUDIOHAWK  
ENTREPRENEUR

*Fellowships*

# Actioning Innovation

This is your opportunity to act on innovation and to help Victoria's economy thrive into the future.

Your opportunity to create positive social impact. To differentiate your business from competitors and make a real impact on the future of our society by paying it forward.

It's the chance for StudioHawk to be a named partner for developing Entrepreneurial Mindsets, Skills and Capabilities for the next wave of talented young people who wish to turn their entrepreneurial dreams into reality.

# Put Your Name on the Future



THE  
STUDIOHAWK  
ENTREPRENEUR  
*Fellowship*

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.

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

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

For the first time in the history of the program, we are offering the opportunity for a limited number of businesses, like StudioHawk, to take naming rights ownership of this Entrepreneurship Program.

## The StudioHawk Entrepreneurship Fellowship

Your investment of \$22,000 (inc gst) will fund 10 young entrepreneurs (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.

This Fellowship is a way to include you on their journey, and them on yours. Your support will foster a culture of community, collaboration, diversity and inclusion, and an ultimate belief that together we can make the world a better place.

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

# The Greatest Return

## CHAMPIONING FUTURE BUSINESS LEADERS

We believe that the greatest return for your investment will come through the young entrepreneurs 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 real 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 change leadership is integrated into your corporate culture.

We'll host a graduation ceremony for you to celebrate alongside your fellowship group and other like-minded leaders from business, government and community sectors who also have a commitment to championing the future of tomorrow's leaders.

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

# The Track Record

## ENTREPRENEURIAL IMPACT ANALYSIS

Getting Down to Business graduates have a track record of launching and maintaining successful businesses.

The numbers show:

- At least 71 of the 122 participants have successfully launched a business, a success rate of 58%.
- These alumni have launched close to 100 ventures, a
- striking ratio of 1.4 successes per individual.
- 4 in 5 of all participants are directly linked to the launch and operation of a **successful business**.

This data supports the idea that Getting Down to Business attracts and fosters exceptional young business leaders, and that for this type of personality, the experience and support gained through the journey of launching one venture, often builds the confidence and acumen to start additional ones.

# Life Changing Learnings



## NO ONE SAYS IT BETTER THAN THE GRADUATE

“I truly don't think that I would have been able to progress my business to the point it's at now in the time that it's taken if it hadn't been for the Getting Down to Business program. I may have gotten there one day in the future, but I'm not sure of how or when”.

**Louise Berger**

Founder of Louise B Creative | Graduate of Getting Down to Business 2015

“Getting Down to Business was one of the most vital stepping stones in my entrepreneurial journey in Australia and is a gift that continues to give, 3 years on”.

**Prenny Abraham**

Co-founder of HQ Workspace | Graduate of Getting Down to Business 2017

“Getting Down to Business has not only taught me new things that have catapulted my business and my client businesses forward, but it has also opened up a whole new world of opportunities that have allowed me to follow my dreams and passions of empowering others that I would have never thought possible.”

**Aaron Winning**

Founder of FL3P | Graduate of Getting Down to Business 2017

# The Stories of Success

## HEAR FROM OUR ALUMNI

Alumni from our **Getting Down to Business** program have shared their experience of participating in the program and what they have achieved in their businesses so far.

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

Harry Sanders - StudioHawk - <https://youtu.be/5jcLicwnl80>

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**

# 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.





# Make your mark on tomorrow, today

Contact us today to arrange your fellowship

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