

The journey to self-employment



**Growing self-employment
and micro businesses in
your community.**



Self-employment for self-determination



Hello, we're iGen Foundation.

We're on a mission to assist unemployed people to take charge of their employment future.

We help people to develop entrepreneurial mindsets and skills that support business ownership - and here is your opportunity to partner with us in delivering these critical skills to your community.

iGen Foundation is a charitable organisation created and funded by Enterprising Partnerships focused on supporting people to develop entrepreneurial mindsets, skills and capabilities that set them on a pathway to achieve their dream of running their own business.

Our unique skills-based, person-centred programs are designed to accelerate problem-solving mindsets and capabilities - activating pathways towards business ownership.

We've refined our training resources into two in-person events for up to 50 people:

- **The Big Ideas Day**
- **Business Builder Workshop**

The programs are designed to work separately or in tandem, developing and then fostering longer-term skills and self-empowerment tools for local residents.

Now is the time to foster entrepreneurial mindsets, skills and capabilities. To give all people - young people, unemployed people, women, migrants, Indigenous people, people with disability, people with limited education, people with criminal histories - every single young person, the support, tools and resources they need to create and grow their own business.



Big Ideas Day



A 7-HOUR WORKSHOP TO ASSIST YOUR RESIDENTS TO CONSIDER THE VIABILITY OF THEIR BUSINESS IDEA

The Big Ideas Day brings together aspiring business owners in your community to gain skills in business ideation, entrepreneurial mindsets, problem solving and opportunity identification - tools to transform their business idea - and tools for life.

Snapshot

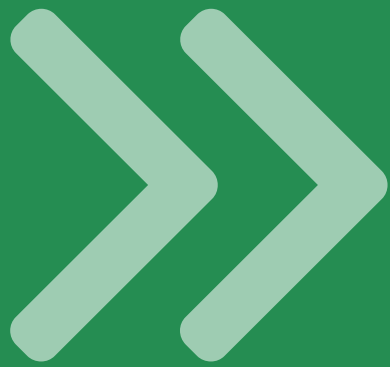
- One day workshop to show residents that Council is keen to foster local business ideas
- 'First pass' review of business idea
- Help residents to imagine a new future
- Provide new pathways to employment

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 practical tool which allows them to make further decisions about the future of their business idea.

Participants are provided with resources, coaching, frameworks and skills to move forward with a business idea now or into the future.



Business Builder Workshop

TWO DAYS OF EXPLORING, TESTING AND CONSOLIDATING BUSINESS IDEAS

With a business idea in hand, the Business Builder Workshop invites participants to join a group of like-minded residents to dig deeper to uncover longer term potential for their business idea.

Facilitating a process that takes participants on a journey of exploration across customer validation, value proposition identification, cost and revenue analysis through to identifying channels to market, the Business Builder Workshop prepares residents for the challenges and opportunities which bring their business idea to life.

The Business Builder Workshop is also ideal for existing business owners to assess new products or services.

Snapshot

- Opportunity to network with like minded future business owners
- Build resilience and confidence
- Ensure business ideas are pitch ready
- Clarify goals, insights and thinking to position a business idea for start up



The skill of pitching; the art of telling the story of a business is a key component of the Business Builder Workshop and culminates in a pitch session at the end of the final day.

Participants leave the Business Builder Workshop with skills and resources to take the next step to business ownership or growth. And importantly, a team of like-minded allies to call upon for support as they take their next step.

They leave empowered in knowing that they can not only carve out their own future - but one that could deliver employment solutions to their wider community of family, friends and peers.

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





Matched commitment

WHAT IGEN WILL DO

- Facilitate a Big Ideas Day or Business Builder Workshop in 2021 for up to 50 people
- 1 x pre-event online meeting with interested participants to ascertain their business idea or enterprise stage of maturity
- Provide the materials necessary to facilitate the day including facilitation team
- Provide Canvases, handouts and other tools
- Train local young business owners as 'Support Crew' to assist at the event
- Undertake a brief, at event evaluation, which can be included by a Council in their event report
- Attend online or in person post-event meeting with Council or external networks

WHAT YOUR ORGANISATION WOULD DO

- Promote the Big Ideas Day or Business Builder Workshop via internal and external networks such as the Neighbourhood Houses and Community Centres, Councillors, Indigenous and multicultural community leaders.
- Recruit up to 50 people to participate
- Make efforts to ensure registrations attend
- Promote 1 x pre-event meeting opportunity with interested young people to discuss their business idea
- Assist with finding local 'Support Crew'
- Arrange 1 x post-event meeting with relevant networks to discuss outcomes and further community/business support and networks for participants
- Coordinate iGen Foundation's input into any follow up Council or other reports



An Economic Ripple Effect

THE VERY REAL IMPACT TO YOUR COMMUNITY

Entrepreneurship skills delivered during our Big Ideas Day and Business Builder Workshops enable your residents to have business ownership as a legitimate life goal and to take charge of their own future.

Our business events open doors and opportunities to business ownership, in turn creating a positive ripple effect to the wider community as, over time, many participants engage and create employment opportunities for themselves and others.

When we talk about entrepreneurship, we don't mean the billion-dollar-unicorn-type of entrepreneurship. We mean self-employed business ownership; the type of micro and small businesses that make up 98% of all businesses in Victoria [a].

Entrepreneurship skills for business ownership give more 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.

That's good for them. It's good for your local community. And it's brilliant for the social and economic recovery of Victoria.

With your support, we can uncover the next business owners and leaders in your community.



[a] <https://hub.business.vic.gov.au/business/small-business-in-victoria-by-the-numbers/>



Join us to stimulate micro business in your community.



THE FUTURE OF WORK CALLS FOR INNOVATIVE ACTION

LYNDA FORD

Director | iGen Foundation

E: lynda@igenfoundation.org.au

Ph: 0414 440 483

www.igenfoundation.org.au

