



Entrepreneurial learning in action for students in rural and regional Australia

AgriFutures Australia and startup.business have joined forces to deliver an exciting education program that teaches high school students (BusinessKids) in rural and regional Australia to solve the problems facing agriculture using innovation and an entrepreneurial mindset.

We are working closely with teachers to deliver (inside and outside the formal curricula) this groundbreaking program. Right now, young people are learning how to establish and grow social and commercial enterprises in schools across Australia.

■ ENTREPRENEURIAL LEARNING IN ACTION

At startup.business we want to show young people how the skills and mindset of entrepreneurs can allow them to create their own jobs. If our youth don't feel like they know what to do, how to do it, or who to do it with, there is no way they can aspire to change the world, build their wealth, or become a business leader.

Whether they want to be a social or commercial entrepreneur, or

even an employee or professional, they need the basic skills and nous to succeed.

We learn because of our curiosity, the challenges we face, and the things we do...we learn we grow.

■ OUR TECHNOLOGY & EDUCATION

The core focus of the program is seeing and understanding the possibilities in entrepreneurship. Our learning is designed around the concept of Problem-Based Learning (PBL) reflecting the way people learn and develop in real life.

The aim is to provide the problems (not the solutions) to facilitate learning. Educators are mentors (not teachers) as the community of practice must go far beyond one person with answers. It's an important shift in the philosophy of learning.

We have a modular design that builds over two levels. Each level focuses on the key elements of business:

Module	Apprentice (Level 1)	Warrior (Level 2)
1. What can I do? Who can I become?	Exploring resources, capabilities and mission	Warrior materials about the three types of data: observations, opinions, opportunities build on Apprentice learnings
2. What is going on out there?	Including understanding consumers with segment, target and positioning	Adding to the Apprentice consumer focus are Warrior materials on industry
3. How do I build my business?	Focused on the who, what, where, when and how of the business strategy	Builds on Apprentice learnings around business strategy with learning how to align that strategy
4. How do I manage and lead?	Focused on leadership	Adding to the Apprentice leadership focus are Warrior materials on managing uncertainty, risk and loss
5. How do I report and track performance?	Including revenue, expenses, profits	Warrior materials build on prior learning, looking at variable/ fixed costs and working capital
6. My business and me	Focused on wellbeing	Looking at the benefits of listening and mentoring

Inspiring stories shared by video and text anchor the students' learning like Melati and Isabel. **Melati & Isabel Wijsen** are sisters who were aged 13 and 15 and living in Bali. Confronted by the considerable litter and garbage, they decided to take action with beach clean-ups and campaigning to limit the use of plastic bags. Their story informs our Apprentice module 'How do I report and track my performance?'

Or **Taj Pabari** who, by the age of 14 was running Fiftysix Creations. Taj is now 18 years old and has employees in six countries. His story informs our Apprentice module 'My business and me.'

We seek to develop BusinessKids' practical wisdom, their ways of thinking, practical nous, and notion of the common good – *phronesis*.



■ OUR FOUR KEY LEARNING OUTCOMES ARE:

Seeing *Know key concepts & challenges in business.*

Thinking *Appreciate how entrepreneurs create opportunities.*

Doing *Understand how entrepreneurs develop & implement strategy.*

Being *See the possibilities for themselves & others in entrepreneurship.*

Each level of the AgriFutures™ startup.business program will be taught in terms 2 and 3 in 2018, in either: Commerce, Agricultural Studies or Geography.

■ WHAT'S SO DIFFERENT ABOUT STARTUP.BUSINESS?

Current pathways of education are not inspiring impacting nor nurturing nascent entrepreneurs. We know that young adults (like adults) don't want to be trained... but they do want to learn.

We learn because of our curiosity, because of the challenges we face, because of the things we do..., and as we learn we grow. That's why we've brought together entrepreneurs and academics to design a unique program of learning.

Dr Richard Seymour has built and led the entrepreneurship & innovation program at The University of Sydney for over 10 years. His programs reach well beyond the University, with initiatives throughout SE Asia and Australia. In addition to his work at the University, he is founder of the Entrepreneurship Development Network Asia (EDNA) and co-founder of Phronesis Academy (the parent of startup.business).

Jo Burston has been recognised as one of Australia's top entrepreneurs for the past six years. She is a leading authority on women's entrepreneurship, SMEs and global business. She is the founder and CEO of Job Capital, co-founder of Phronesis Academy and founder of the entrepreneurial movement Inspiring Rare Birds.

“ Not everyone will become an entrepreneur, but we're confident everyone will benefit from innovative and creative ways of seeing, thinking doing and being. Throughout this experience it is our belief that our BusinessKids will develop a deeper appreciation and understanding of the issues and opportunities available to impact Australia's agricultural industry. ”

Contact liz@phronesis.academy for more information and visit our website www.startup.business