



Young Entrepreneurs Camps Non-Residential Camps for Under-18's Brisbane

Edgware Creative Entrepreneurship

Wed 20 – Sun 24 January 2010 Brisbane

Wed 7 – Sun 11 July 2010 Brisbane

UPLOAD is designed for young people considering their options - life, love, work, the whole catastrophe.

This intensive holiday program offers people under the age of 18 years the chance to explore pathways to success.

UPLOAD is a one-week non- residential program offered at a central Brisbane location. Only 24 places are offered at each camp.

UPLOAD offers stimulating, accessible, enjoyable explorations of enterprise development and entrepreneurial skills, delivered through a series of interactive, hands-on workshops with expert trainers and young, real-world entrepreneurs. The program is supervised by a professional staff, two of them registered teachers and certified workplace trainer-assessors. The UPLOAD environment is safe, respectful, and drug and alcohol free.

UPLOAD arrives at an interesting time, when the international credit squeeze is underlining the volatile and unpredictable nature of the evolving global economy, and the inadequacy of 20th Century systems. It seems more fitting than ever that young people equip themselves to navigate the turbulent times ahead, to begin to create meaningful, sustainable and responsible employment and life pathways.

UPLOAD is supported by Brisbane City Council's Youth Program

DNA

UPLOAD is governed by Edgeware's 'organisational DNA', which emphasises the value of ethical business practice and social responsibility. We believe that socially responsible business can change the world. We also believe that a productive and sustainable business can provide a vehicle for creative and purposeful human development, especially where conventional, 'cookie cutter' education processes fail. Edgeware also practices with a 'coal to diamonds' approach, where we encourage participants to generate creative churn and work pressure around a business concept. Edgeware training programs are intensive experiences – hard work and great fun.

Description

Each day includes a series of seminars, lectures and hands-on workshops aimed at developing a one-page business plan (by the end of the week!) which participants can use to actually build a sustainable business. The program also includes a variety of personal development, team building and groupwork activities designed to develop and enhance the personal knowledge and peer support necessary in the entrepreneur's journey.

These experiences are flexibly adapted to the unique circumstances of each participant, no matter what stage of the entrepreneurial process applies – from the fuzziest notion of a business idea through to fully-fleshed business concepts that need structure and strategy.

A sample UPLOAD Schedule is attached. This will vary with the input of various presenters and the development of new, exciting UPLOAD tools and learning experiences.

Full-time Staff¹

Director: Michael Doneman – www.michaeldoneman.com
Education Director: Natalie Duncan – www.qldfilmlocations.com.au
Manager: Ludmila Doneman – www.edgeware.com.au

Michael and Ludmila are certified Workplace Trainers and Assessors; Michael and Natalie are registered teachers in Queensland²

Guest Presenters and Facilitators

UPLOAD Presenters are inspirational young entrepreneurs who have 'been there, done that', along with established business people with special interests and skills in working with emerging entrepreneurs. They speak from their experience and their hearts about the realities of starting and maintaining businesses - the highs and lows, the challenges, setbacks, achievements, and the friendships they experience. UPLOAD presentations are based on real, lived experience, and personal interaction with peers – the networking and personal support so necessary in building and growing an enterprise. UPLOAD presenters include such people as:

Ben Johnston – founder, Josephmark Creative – www.josephmark.com.au
Rebecca Leigh – founder, Rebecca Leigh Smart/Fresh Writing – www.rebeccaleigh.com.au
Esther Cole – founder, Frollop Photography and Design - www.frollop.com
Ian Plowman – creativity specialist, psychologist – www.plowman.com.au
Keith Murray – founder, Glasshouse Mtns Eco-Lodge - www.glasshouseecolodge.com
Eddie Harran – freelance Web 2.0 and SEO expert - www.digitalforgood.com
Elliott Bledsoe - Project Officer, Creative Commons Australia - <http://creativecommons.org.au>
Leesa Watego – founder, Blacklines Publications - www.blacklines.com.au

Investment

\$195 (GST inclusive) – includes tuition, materials, workbooks, morning and afternoon teas, and lunches. Thanks to Brisbane City Council's Youth Program for assistance in keeping camp fees low.

Enrolment

An enrolment form is available at www.edgeware.com.au/upload.htm

People under 18 need permission from parents/guardians – form is available at www.edgeware.com.au/upload.htm

¹ Staff and Presenters Profiles are attached

² Qld College of Teachers Registration Numbers: Michael - 559955, Natalie - 689506

What They Say About UPLOAD

A self-development and creative experience that was nothing short of breathtaking. - Mike Boyd

The Edgeware Upload experience is a must for any person who is thinking, has thought, or will think of being in business for themselves at any point in their life. It is truly inspiring to be involved with a network of creative free thinkers! - Jonathan Lai

It's not just a business development strategy – It's a journey of self discovery, self efficacy and self respect – it's an emotional and spiritual detox. - Jane Ryder

I know my business can work but I needed an ignition point, so I've made this experience that for me. I've had my thoughts on paper, but now I've internalized it more and I can leave Upload knowing what I'm doing beyond having just a plan. - Sarah Moran

If anything today I have spent time getting back in touch with my goals for the next five years. We will be each leaving on Friday with both a one-page business plan and a number of artistic representations of that plan. Sounds fun? Sure will be! - Nicole Jensen

What They Say About the Edgeware Experience

Without the wonderful relationship and discussion throughout your program I may not have had the self esteem to proceed with this venture at all. The friendships we have all made have been fantastic and every person has had very interesting and original business ideas within an ethical framework. Thanks again for all the valuable ideas, seminars and tools . I would recommend the course to anyone wanting to enter the world of self employment. - Jane Parker

Edgeware is a powerhouse of information and inspiration. It provides the wannabe entrepreneur with the ability to get things out of their head and on to paper. The combination of interaction with mentors and training in “business tools” guarantees rewarding end results! - Jane Parviainen

I had such a fantastic experience with the Edgeware course. I can't think of a better alternative for someone thinking of starting a business or who is in the early stages of a small business. It was really quite comprehensive in the topics covered and I don't think there was anything redundant in there - it's all gold. The way Michael has constructed the course is also so much more effective than for example a university or TAFE course in my opinion. The social conscience of the course also contributed to a very positive experience. - Jeanne-Marie Malan

I can't begin to express how much I gained from the edgy experience ... it has given me confidence, knowledge, focus, and a sense of support. - Sophee McPhee

CONTACT

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WEBSITE

www.edgeware.com.au/upload.htm

THE EDGEWARE BLOG – ON THE EDGE

Look for regular updates at www.ontheedge.net.au

Please email if you would like more detail or information – info@edgeware.com.au

SAMPLE UPLOAD SCHEDULE

WEDNESDAY	
8.30 – 9.30am	Arrival, Morning Tea
9.30 – 11am	Welcome, Intro of Staff, “Checking In”
11 – 12pm	Personal Development and Team Building
12 – 1pm	Lunch
1 – 2.30pm	Business Tools: Developing a Concept and Business Case: Focusing and Problem Solving: The Value Proposition
2.30 – 3pm	Afternoon Tea
3 – 5pm	Business is Business: Finances and Cash Flow
5 – 6pm	Download - Personal and Group Reflection and Learning

THURSDAY	
8.30 -9am	“Checking In”
9 – 10.30am	Personal Development and Team Building
10.30 – 11am	Morning Tea
11 – 1pm	Business Tools: Product and Market Segmentation: Customer Value: Business Design
1 – 2pm	Lunch
2 – 4.30pm	Excursion – A Young Entrepreneur’s Workplace
4.30 – 6.00pm	Download

FRIDAY	
8.30 - 9am	“Checking In”
9 – 10.30am	Personal Development and Team Building
10.30 – 11am	Morning Tea
11 – 1pm	Business Tools: Defining Business Objectives: Diversification: Creative Strategy Development: Prioritisation
1 – 2pm	Lunch
2 – 4pm	The Digital Landscape: Web 2.0, Viral Marketing, Social Networks
4 – 4.30pm	Afternoon Tea
4.30 – 6.00	Download

SATURDAY	
8.30 -9am	"Checking In"
9 – 10.30am	Personal Development and Team Building
10.30 – 11am	Morning Tea
11 – 1pm	Branding, Marketing, Leveraging the Concept Economy
1 – 2pm	Lunch
2 – 3.30pm	Business Tools: Operational Plan: Marketing Plan: Financial Plan: The One Page Business Plan
3.30 – 4pm	Afternoon Tea
4 – 5.30pm	Developing 3D model for presentation of the One Page Business Plan
5.30 – 6.30pm	Download
7.00 – 8.30pm	Gala Show – 3D Business Plans (Open to Parents, Family, Friends)

SUNDAY	
8.30 -9am	"Checking In"
9 – 10.30am	Finalisation of One Page Business Plans
10.30 – 11am	Morning Tea
11 – 1pm	Presentations of One Page Business Plans
1pm – 2pm	Lunch
2 – 3.30pm	Presentations of One Page Business Plans
3.30 – 4pm	Afternoon Tea
4 – 5.30pm	Download Checkout Activity – Staying in Touch and Networking