Young Entrepreneurs Challenge

THIS WEEK YOU WILL...

- Understand what the challenge is about (main goal, tasks and timeframes).
- Form your team and share your aspirations for this project.
- Produce your first output (basic website and team introduction).

INTRODUCTION

Have you heard the word 'sustainable' before? I bet you have. As the world's population continues to grow, humans consume increasing amounts of Earth's resources, to a point where protecting and fairly distributing what is left becomes really difficult. Some of the brightest people on the planet agree that sustainability will be the big battle of our generation. So, what do we do? We prepare. By inventing ways of living that are kinder to our planet, ourselves and others.

Main Goal

This year's ATSIAP Challenge will have you explore the multiple meanings of sustainability, while you build a **Sustainable Business Toolbox for Aboriginal and Torres Strait Islander Entrepreneurs.** In other words, you will:

- come up with a viable idea for a business,
- work out how to make it environmentally and socially sustainable; then
- publish your findings to inspire Aboriginal and Torres Strait Islander entrepreneurs throughout Australia.

Other Objectives

It's a brainy challenge. You'll be learning all about...

- nature-based businesses
- testing the quality of business ideas
- the social and environmental impacts of businesses.

But don't get too comfortable in that chair! It's very hands-on too. You'll be doing...

- stand-up creative brainstorming
- lots of interviews
- a Wikipedia-style website
- a 1-minute explainer video.

ACTIVITY 1 – *"What was that again?"*

The best start to any project is to ensure we have a clear understanding of the goal. So, let's recap. Using your own words, write short answers to the following questions:

What will you be producing for the ATSIAP Challenge?

Who will ultimately use/benefit from your product?

Why could this be important?

Now, share your answers with another student, taking turns to read aloud what you wrote.

- Are your answers similar?
- If there are differences, do you <u>complement</u> or <u>contradict</u> each other?

If you find contradictions in your understandings of the task, take some time to read again the introduction and adjust your answers until you're satisfied. If it helps, here's my own recap of the same questions.

What will you be producing for the ATSIAP Challenge?

Ideas, mostly. To start, an <u>idea</u> for a PRODUCT that can be sold by Aboriginal and Torres Strait Islander communities to make money. Then, <u>more ideas</u>, this time about ACTIONS business owners can take to avoid endangering the environment or affecting communities in a bad way. Finally, those ideas will be made PUBLIC (the website and video will definitively play a part in that).

Who will ultimately use it/benefit from your product?

Hopefully, Aboriginal and Torres Strait Islander individuals or communities thinking about or starting new businesses.

Why could this be important?

Aboriginal and Torres Strait Islander communities are best placed to care for our country's resources in a sustainable way. What kind of businesses could be run sustainably from regional/remote locations, which are uniquely suited to Aboriginal and Torres Strait Islander communities? Let's find out!

Time for team introductions

Introduce yourself to your team and listen to their introductions. Fill in the form below as presentations progress (don't forget to include yourself in the table!).

Team member name	Team skills		Aptitudes	
_____	☐ Leader ☐ Performer ☐ Evaluator	☐ Facilitator ☐ Thinker	☐ Business ☐ Society ☐ Writing	☐ Environment ☐ Technical
_____	☐ Leader ☐ Performer ☐ Evaluator	☐ Facilitator ☐ Thinker	☐ Business ☐ Society ☐ Writing	☐ Environment ☐ Technical
_____	☐ Leader ☐ Performer ☐ Evaluator	☐ Facilitator ☐ Thinker	☐ Business ☐ Society ☐ Writing	☐ Environment ☐ Technical
_____	☐ Leader ☐ Performer ☐ Evaluator	☐ Facilitator ☐ Thinker	☐ Business ☐ Society ☐ Writing	☐ Environment ☐ Technical
_____	☐ Leader ☐ Performer ☐ Evaluator	☐ Facilitator ☐ Thinker	☐ Business ☐ Society ☐ Writing	☐ Environment ☐ Technical

Keep this sheet handy throughout the challenge.

Every week, you will need at least **two performers** doing the heavy lifting. Working in small teams means you will be performing more than one role every week.
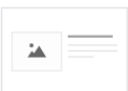
Some teams stay the same until the end. However, each new week brings a chance to rotate and try on new roles. It is also an opportunity to tap on the different aptitudes each member has. Take some time to review roles and responsibilities at the beginning of each week. If you'd like to play a particular role, let your team know!

- If you added a phone number earlier, Google will ask to verify it. Press "Skip".
- Lastly, under Terms and Conditions, click on "Agree".

Step 2 – Create a basic website

- Sign in to your team's Google Account.
- On the top right, there's a small icon with nine dots . Click on it to display the Google Apps that can be accessed.
- Look for the app called "Sites" and click on it. If it doesn't show, scroll up/down with your mouse, or click on "More".
- In "Sites", look for the plus button on the bottom right of the page, and click on it. This will create a new basic website, ready for editing.
- Begin by typing a site name on the top left (where it says "Enter site name"). Use something simple. For example: "ATSIAP 2009 | My School Name". Don't worry, you can change it later. Write it down here as well: _____.
- Now change the title page to 'Our Journey' (where it says "Your page title").

Step 2 – Publish your first content!

- In the right hand column, look for 'layouts', and click on the first option, showing an image and a piece of text.

- A new block will appear under the main title. Change the title of that new block to "Our Team". Afterwards, write a short paragraph underneath telling the world the names of your team members, the name of your school and your town, why you are participating in this Challenge, and one or two things you hope to achieve.
- Almost there. Hit "Publish" (top right). A window will open showing the future web address of your site. It is made up of the text "https://sites.google.com/view/" and the site name you chose earlier. Write down the complete web address as shown:

  https://sites.google.com/view/_____
- Click on 'publish' again. You're done!

In the future, we will continue to edit and improve this website using Google Sites. Keep your **Username** and **Password** handy. It is also a good idea to keep safe, **separate** copies of any text, images or video you produce (in the computer, a USB or paper).

If people external to the team wishes to see your website, share with them the web address you copied above. It is now live on the web for anyone to see.