



ENTERPRISING
Partnerships Pty Ltd



Cultov8
POWERED BY YOU

CULTOV8 SUMMARY REPORT

Business Startup Weekends
and pre-accelerator programs for migrants

2018–2019



Contents

Contents	Page
Executive summary	1
Business Startup Weekends	3
Pre-accelerator programs	5
Investment	6
Intercultural approach	7
Impact evaluation	8
Some participants' stories	10



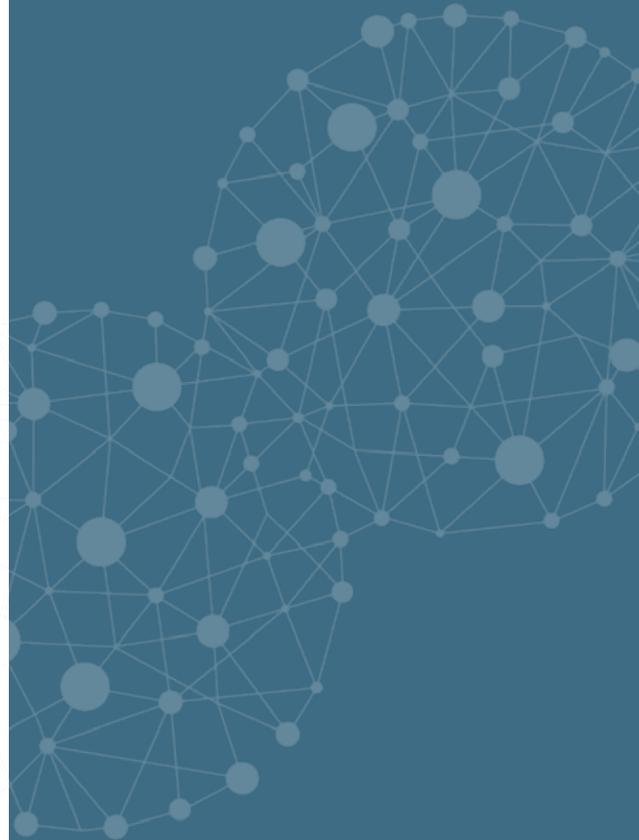
Hayley can we include an Acknowledgments section here?
I forgot to thank LaunchVic!

It is rare for a funding body to strategically identify who's 'not in the room' and directly allocate resources to change that situation.

In the case of its 2017 funding of Cultov8, LaunchVic, Victoria's startup agency, devoted funding in Round 3 to increasing the number of migrants in Victoria's startup ecosystem.

Hundreds of migrants who participated in Cultov8 have greatly benefitted from the startup knowledge; professional networks; new clients or supply chains; links to mentors and opportunities to meet and interact with people from different cultural, faith and language backgrounds to their own.

Our thank you to LaunchVic for providing financial support for our team to undertake such impactful and meaningful work through Cultov8.





Executive Summary

In 2016 as a follow on from the Techfugees Business Startup Weekends held in Melbourne in March, Enterprising Partnerships funded and trialled a 12 week pre-accelerator program for startups originating from Techfugees.

As this program was so successful, Enterprising Partnerships applied to LaunchVic for Round 3 funding in May 2017 to extend this pre-accelerator across Victoria focusing on migrant entrepreneurs.

Enterprising Partnerships was subsequently funded by LaunchVic to provide free 10 × 2 day Business Startup Weekends and 4 × pre-accelerator programs in 2018–2019 under the project title of *Cultov8*.

During this time, it was expected that Cultov8 would:



Work with
300
young migrants aged
18 years and over in the
**10 Business Startup
Weekends events**



Work with up to
80
migrants in total
in the 4 × 12 week
pre-accelerator programs

Based on participant feedback, there were changes made to *Cultov8*'s process. These increased the efficiency of the program and benefit to migrants in Victoria:

1. Registrations would not be limited to 30 participants per program.
2. High demand from people aged over 30 required re-consideration of the age limit and approval from LaunchVic was obtained to increase the age to 18+ years.
3. Open to male and female migrants from 18 years and over. As *Cultov8* is an inclusive program, migrants from all visa categories were eligible to attend.
4. Each Facilitator led at least three Business Startup Weekends and was second facilitator for at least three Business Startup Weekends. All three Facilitators led at least one of the pre-accelerator programs.
5. Enterprising Partnerships engaged twelve 'Support Crew'; eleven of whom are young people aged under 30 years who own their own business and have a range of skills to assist participants with skills and knowledge development. These skills included web development, app development, game development, multimedia, social media and entrepreneurship development. Our Support Crew were born in: India, Botswana, South Sudan, Australia, Burundi and Pakistan.



After thinking about it for years, I actually started my business in one weekend!

**Maria,
Dandenong**



Key highlights

A total of **22** pre-accelerator participants benefited from:



\$66,000 in non-equity seed funding



a lap-top computer prize

4 pre-accelerator programs were held with **63** participants over **2** calendar years. **39** participants completed the program, a completion rate of

61%

That's **40%** higher than similar pre-accelerator programs



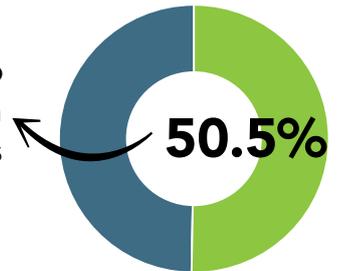
Registrants originated from **64** countries with the greatest number of registrations from people from African backgrounds

From February 2018 until October 2019,

489 people registered for *Cultov8* with ...

247 people attending 10 Business Startup Weekends with an average event attendance of:

That's **50%** higher than similar events



... signalling a *high interest* in entrepreneurial activities



Enterprising Partnerships via *Cultov8* partnered with

44 organisations

Learnings

- *Cultov8* has highlighted the need for a continuum of programs from ideation such as Business Startup Weekends to business model development in our pre-accelerator programs and, for several participants, acceptance into longer term accelerator programs in order for migrants to have longer term, focused and facilitated support.
- Migrants are a critical yet largely untapped resource for the economic development of Victoria.
- From the beginning of developing self-confidence, to developing knowledge of Australian legal, accounting and compliance systems, to understanding the various milestones and stages of business startup and execution, there is demand. *Cultov8* has proved to be an invaluable initiative activating migrant participation in the Victorian startup eco-system.
- English was a challenge but we remedied this with translation from within their community; for others it was having too many ideas and narrowing to one for a Business Startup Weekend; for many others, it was the nervousness about meeting people from outside their own cultural or faith community; and for those with existing businesses, it was the excitement of knowing they needed to do something but not being sure about the next steps.
- In total, 489 people registered and 247 people attended the ten Business Startup Weekends. In comparison to many free events, the average attendance rate of 50.5% across all ten Business Startup Weekends was excellent but took a lot of work to achieve.



Business Startup Weekends

Enterprising Partnerships focuses on developing an entrepreneurial mindset in participants within all their programs. The skill of identifying a problem and creating a solution is relevant to all parts of life including work and study and a good deal of time during the Business Startup Weekend was spent developing an entrepreneurial mindset.

Engagement strategy

1. Formation (where these didn't already exist) of partnerships with various relevant stakeholders including local governments and local multicultural and youth organisations.
2. Translation of hard copy flyers into 19 languages.
3. Posting translated flyers in local ethnic supermarkets, restaurants and cafes to increase visibility for our target audience. These locations were more than happy to assist as they wanted to ensure that people from their communities were aware of the opportunity for their community members.
4. Identification of leaders of local ethnic communities meeting with them at their homes, places of worship or community events. These meetings led to partnerships with individual ethnic communities that were unfunded by government.
5. ~~Our experience of government funded generalist ethnic community organisations that they were generally reluctant to become involved as they were not the funded organisation and were sometimes unreliable in terms of promotion. Communities are motivated to promote events as they have the best interests of their members in mind.~~
Recruit as widely as possible and directly into ethnic communities rather than 3rd parties such as schools, migrant resource centres, local governments etc.
6. An email to participants at the time of registration was personalised so that we could ascertain the person's country of origin, level of English proficiency and to identify any extra language support.
7. An email 2–3 weeks from the event.
8. An email on the Wednesday prior to event outlining that a participant needs to bring a laptop (or inform us if that isn't possible so our team could bring their laptops to use as extras).
9. A text message on the Wednesday before as a reminder and as a request to bring a laptop.
10. A text message the day before the event reminding of location, what to bring and to notify us if unable to attend.
11. A reminder on the morning of the event by text message.

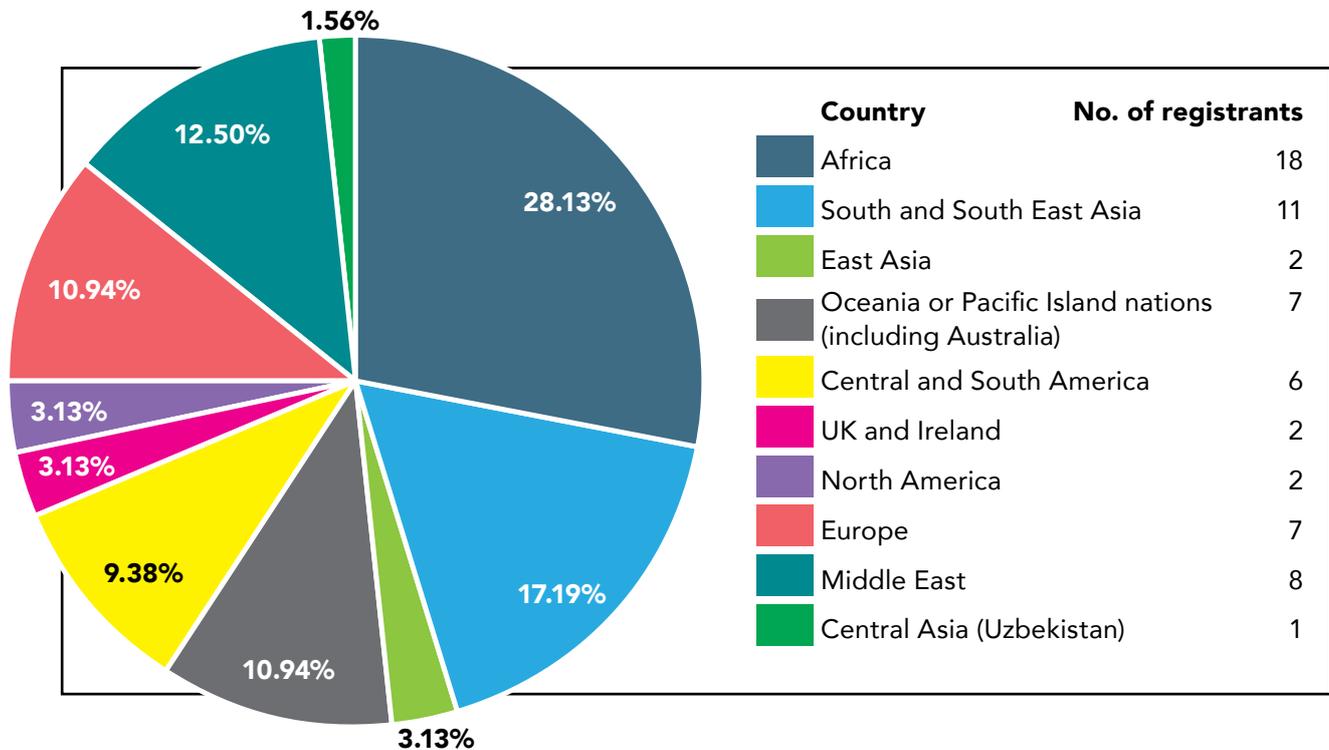
Tips for organising business startup weekends: ✖ ~~Tips for working with migrant entrepreneurs~~

1. Business Startup Weekends events held on a weekend are better attended than a week day event.
2. All food provided was halal and kosher, as well as vegetarian, vegan and gluten-free options. **2. Have a comprehensive engagement strategy such as the one we've developed.**
3. One of the regular issues for all free events is over-catering based on number of registrations versus actual attendance. From the third Business Startup Weekend and first pre-accelerator onwards, we contacted highly recommended kosher and halal local restaurants to purchase lunch on the day. These restaurants also provided gluten free, vegan and vegetarian options. This meant we catered only for the number of people in attendance. We provided biscuits, cake etc that had some shelf life and could be used at another time. **3. A regular issue for all free events is over-catering based on number of registrations v number of attendees. Prior to the event arrange with a local restaurant/s that can provide for halal, kosher, vegetarian, vegan, gluten-free, dairy-free etc options and then order once people attend. It is a good way to support small businesses.**
4. From the seventh Business Startup Weekend onwards we contracted a hospitality worker to prepare lunch based on dietary requirements. Whilst purchasing lunch on the day did not necessarily lead to any reduction in food costs, it did allow us to reduce food wastage and allowed our team to spend less time preparing food and more time supporting participants at the event. **4. Many participants (and some couples) head to trial dietary children. In only purchasing lunch on the day is difficult to organise. Children may not attend although care is arranged or too many or too few children attend for the number of child care staff. Many participants will not have a MyWorkie or Children card. For these reasons it is better that parents are completely responsible for the supervision of their children and sign a release form.**
4. We contracted a hospitality worker to prepare and serve the food, as well as clean up. This allowed our team members to spend more time supporting participants and facilitators and managing the day without the interruption of food handling/cleaning.
5. The number of expected and actual participants impacted the number of support crew engaged for each event. **5. The team must be culturally diverse.**
6. At many events we had people from more than 15 language backgrounds. Where there were members of one language group with very limited proficiency we paid a bi-lingual assistant to interpret over the weekend. **6. At many events we had people from more than 15 language backgrounds. Where there were members of one language group with very limited proficiency we paid a bi-lingual assistant to interpret over the weekend.**



Country of origin of registrants

Registrants originated from 64 countries with the greatest number of registrations from people from African backgrounds



Investment

Following 3 minute pitches, two monetary prizes were given at the end of each Business Startup Weekend event. The first, \$500 cash was deposited into the account of the Judges Choice pitch winner. The second, \$250 cash was deposited into the account of the People's Choice winner. A Judge's Choice and People's Choice trophy was also given to winners.



I would like to express my gratitude again for this awesome mentoring program. This is indeed a help for entrepreneurs like us who want to achieve something but are confused about guidance and pathways. The help I have received is beyond my imagination. Keep it up and keep on brightening others' lives with your brilliant knowledge and guidance.

Sadaf, Werribee



Pre-accelerator programs

Pre-accelerator programs in *Cultov8* are structured to follow each group of Business Startup Weekends as soon as possible.

The Melbourne metropolitan Broadmeadows, Dandenong and Sunshine Business Startup Weekends were immediately followed on the fourth Saturday by the first pre-accelerator program.

The regional Ballarat and Shepparton Business Startup Weekends were followed on the third Saturday by the first day of the second pre-accelerator program.

The Werribee, Footscray and Preston Business Startup Weekends were followed on the fourth Saturday by the first day of the third pre-accelerator program.

The fourth and final pre-accelerator program began later than anticipated due to partners already holding events in August – the time we had anticipated starting the pre-accelerator program. The Business Startup Weekends and this pre-accelerator program began in October 2019. The pre-accelerator online component was condensed into 8 weeks (reduced from 10 weeks) with two coaching sessions during the program in October and November and the final coaching session per participant held in January 2020 focusing on business planning for the rest of the year.

All pre-accelerator programs were twelve weeks long except for the final program which was condensed to 10 weeks in duration in order for the program to be completed by Christmas. One additional coaching session per participant was held in January 2020 to ensure each participant received three coaching sessions as part of the program.

Four pre-accelerator programs, two metropolitan and two regional programs were held during *Cultov8*:

- 1 Melbourne at The Difference Incubator
- 2 Bendigo Youth Services due to being central to the two Business Startup Weekends locations of Ballarat and Shepparton
- 3 Melbourne at ISTA and Pitcher Partners
- 4 ^{Geelong} Runway and Mildura Sunraysia Mallee Ethnic Communities Council





Investment

The requirements for eligibility to pitch for the pre-accelerator program \$3,000 seed investment at the end of the pre-accelerator were:

- Attendance at 8 out of 10 weekly online meetings; (in the case of the 4th pre-accelerator program, 6 out of 8 weekly meetings).
- Attendance at first and final *Cultov8ion Days*
- Pitching at final *Cultov8ion Day*.
- One prize of a HP laptop computer.

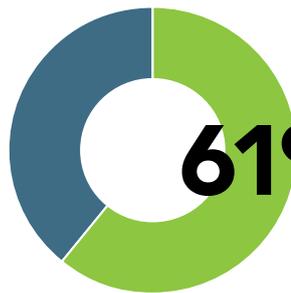
Tips

Facilitators

1. ~~The Program Manager~~ ^{Facilitators} attended each event (including all Business Startup Weekends) and ~~Support Crew~~ ^{Facilitators} were engaged to ~~support~~ ^{increase the skills of} participants. ~~To see out support groups please see~~ ^{participants.} <https://www.enterprisingpartnerships.com.au/our-team>
2. In each regional pre-accelerator program skilled local people were engaged as Support Crew to increase local networks and ability to source local support for participants.

To meet our team, please see www.entrepreneur.com...
Move link to bottom of this box

Reasons for non-completion of pre-accelerator program



61% of total enrolments completed the program

Here's why ...



Caring for family members



Unexpected and planned overseas travel



Sporting commitments



Illness



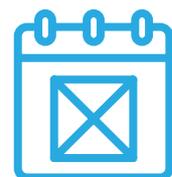
Pregnancy



Work commitments



Too busy operating own business



Did not attend mandatory first day





Intercultural approach

The name *Cultov8* created by Enterprising Partnerships, is an abbreviation of two words: inter**cult**ural inn**ov**ation. The term represents the creation of relationships between people from different cultural, language and faith backgrounds; the fostering of growth that occurs in new businesses; and the innovation that comes from diverse thinking and decision making.

When people know others outside their own cultural, faith or language backgrounds, create innovative solutions to solve problems together and understand each other better, we believe Australia will be stronger and more cohesive as a society.

There are a number of definitions for the term interculturalism but the one we use is by Council of Europe Intercultural Expert, Lynda Ford:

At every opportunity, the intentional bringing together of people from diverse cultural, language and faith backgrounds including Australian-born Indigenous and non-Indigenous people which result in meaningful interactions that help people to:

 Increase understanding	 Engage in conversations
 Create new ideas and businesses	 Reduce fear of each other
 Share experiences	 Become friends

needs a line as per above for consistency

Cultov8 actively supports the formation of relationships between people from different language, cultural and faith backgrounds to see a problem from multiple perspectives – the more diverse the collaboration, the more perspectives there are to contribute to a better solution.

Interculturalism results in economic and social outcomes which are particularly important for Victoria. The ability of migrants to use business experience gained from overseas and to activate their international networks, especially in the case of refugees who are sent by UNHCR to countries all over the world, will increase the opportunity for:

- Victoria’s economy to grow,
- International networks and export opportunities to develop
- The impact of social cohesion to result in greater collaboration and innovation as Australian and overseas born people see the value in harnessing the advantage of diversity.

ISS an international company and the [New Danes Association](#) in Denmark revealed that “companies operating with the most diverse teams have a 12.6% higher profit margin” than comparable companies without diversity. [Harvard Business Review](#) supported the Danish research finding that, “diversity represents a tangible missed opportunity and significant potential upside for most companies. In total, the presence of these enabling factors is worth up to 12.9% points of innovation revenue ... by 1% by enriching the diversity of the management team, 1.5% with respect to national origin, 2% with respect to industry origin, 2.5% with respect to gender, and 3% with respect to managers with different career paths.”

Engaging migrants in developing startups increases the way in which new products and services are developed, expanded markets are identified and suppliers are accessed.

A unique feature of all entrepreneurship programs conducted by Enterprising Partnerships and borne out by *Cultov8*, is the increased innovation, market, skills and knowledge base arising from new culturally diverse businesses.





Impact evaluation

Themes have emerged from consultations during and post Business Startup Weekends and pre-accelerator programs relating to the impact of both programs on migrants.

These impacts are:

- Having time to explore an idea or focus on a business as this time is not usually available due to family or other commitments impacting on the ability to intensively develop an idea or plan for expansion. This means the initial idea or ideas for business expansion is lost in the responsibilities of everyday life.
- Having access to skilled and experienced Facilitators and Support Crew who understand starting their own business and have identified the opportunities and challenges and are prepared to share that with participants.
- The opportunity provided by *Cultov8* to meet people from outside own cultural or faith community to create increased understanding and friendships with people who aren't 'like' us. This leads to increased potential for innovation, greater sense of community connection, deeper understanding of the commonalities rather than differences between us and has led to supplier and collaboration arrangements between people of different cultural, language and faith backgrounds, an important social and economic outcome for Victorian local governments.
- The usefulness of finding others who are potential suppliers e.g. graphic designers or web developers amongst peers from the Business Startup Weekends or pre-accelerator programs
- The importance of hearing that other participants are concerned about the viability of their business, lack of self-confidence – the feeling of "I am not alone" all of which increase motivation to begin or expand a business.
- Increase in entrepreneurial mindset which can be applied to everyday life. For example, participants at two different Business Startup Weekends said that when they apply for a job they will use this mindset to assess the problem being experienced by an employer who has a job vacancy and apply for the job from the perspective of solving the employer's problem.
- Increased entrepreneurial mindset used for the purposes of intrapreneurship. After Business Startup Weekends a number of participants said they would not continue on to create their own business as they now understood the commitment of time and other resources but would take the processes of the Business Model Canvas and Opportunity Analysis Canvas into their workplace so these tools could be used to help their employer to review their existing business or explore the viability of new products and services.
- Better understanding of the legalities and compliance requirements of starting a business in Victoria.
- As migrants bring a fresh perspective to the cultural and structural way of life in Victoria, they identify opportunities that people born in Australia may miss as we are used to way we live. Some migrants spoke about feeling they had been given 'permission' to speak confidently from a problem solving perspective about gaps in Australian systems, structures or 'ways of doing things' that may contribute to improvements in government, not for profits or society as they bring an external view to life in Victoria.



It was an excellent way to understand my customer base and I found the business model really useful. It was also lovely to connect with such a diverse group of people, and hear their ideas.

Alison, Shepparton



- Validation of the value of their life and business experience prior to Australia. Many people discussed the issues of feeling as though their life before Australia was not important and not valued particularly in relation to the skills, knowledge and experience they had gained prior to arrival not being valued in looking for work. They see entrepreneurship as a way of creating employment for themselves and others; as an opportunity to activate their creativity with the result of faster settlement in Victoria, enhanced networks and greater likelihood of business success through understanding the foundations of building a business in Victoria.
- Female migrants were a specific recruitment target in *Cultov8* and were highly represented at each Business Startup Weekend and pre-accelerator program. One of their most reported barriers to entrepreneurship was family commitments, particularly with caring responsibilities for children and older people. Their perspectives were that *Cultov8* provided them with legitimate space for thinking and/or building their business; allowed them to share some caring responsibilities with their partners as they could leave their children and parents/parents-in-law for certain periods of time to attend *Cultov8*'s weekly online sessions and Business Startup Weekends or *Cultov8tion Days* and feel able undertake their idea/business development in a safe and culturally diverse environment which they had not before experienced. With this in mind, it is worth noting that children accompanied their mothers and in some cases, parents, at four Business Startup Weekends and two pre-accelerator programs.

For an overview of learning and the value of *Cultov8*, please watch:



How our Business Startup Weekends are helping migrants to start their own business in Australia!

<http://bit.ly/2w1EGEx>



Amona shares her experience of the *Cultov8* pre-accelerator program.

<http://bit.ly/38TaaKo>



Kelvin shares his experience of the *Cultov8* pre-accelerator program.

<http://bit.ly/2ITbZME>



ENTERPRISING
Partnerships Pty Ltd

Some participants' stories



Cultov8 is helping keep me accountable on a development and growth path as well as helping me expand my network. I would hope that by the end of the incubator program, I'd have a good understanding of my target customers' problem and I'd have built the first version of the necessary components to launch my product.

Nadine

Nadine – Broadmeadows

Nadine is 26 years old, has a Bachelor of IT and currently works as a freelance software developer and digital product manager.

She attended the Broadmeadows Business Startup Weekend as she had an idea for a little while but hadn't actioned it. A colleague shared details about the *Cultov8* Business Startup Weekend on LinkedIn and she said that she had nothing to lose by giving it a go.

She said she was thrilled when she was accepted in the *Cultov8* pre-accelerator program following the Business Startup Weekend.

She completely changed her original idea at the start of the pre-accelerator and is now really excited about what she is building.

Nadine's idea is an online gift idea finder that eliminates indecisiveness and saves time by providing people with a small selection of gift ideas curated by a gift consultant for every budget and occasion.

Yunus – Werribee

Yunus is a 41 year old man who was born in Nigeria. He is a cybersecurity officer with a bank. He moved to Australia 3 years ago.

In 2018 he attended a business coaching program which focused on importing to Australia and during that program had an idea to make bamboo clothing. After research however, he and his wife Sidiqat decide to focus on the production of disposable, bio-degradable nappies.

His wife, Sidiqat was informed of the Business Startup Weekend by an email from Wyndham City Council.

Having no background in manufacturing or chemical interaction, he had to rely on China-based manufacturers for production. Yunus and Sidiqat have prototyped the product and in the next two months will apply for a design patent.

Yunus and Sidiqat won the People's Choice Award (\$250) at the *Cultov8* pre-accelerator program at 1 June 2019. Yunus and Sidiqat also won the People's Choice Award (\$3,000) at the *Cultov8* pre-accelerator program on 1 June.



Yunus with Deputy Mayor of Wyndham City Council, Cr John Gibbins and Carlos Renteria, lead facilitator, Wyndham Business Startup Weekend. Sidiqat unfortunately needed to leave prior to the pitch on Sunday afternoon.



Hanan – Shepparton

Hanan, from Malaysia, is the mother of seven children (two of whom attended the weekend). For the twelve months prior to the July Business startup weekend. Hanan has operated a Shepparton based business where she buys \$10,000 worth of clothing from local boutiques each month to send to six distributors in Malaysia.

At the time, she sent the stock to Malaysia in an 8 cubic metre container. She attended so that she could grow her business to 20 cubic metres and \$30,000 of stock each month as there is a significant demand in Malaysia for Australian clothing labels.

Over the weekend, Hanan branded her business as MyKangaroo and created a web presence via our web development Support Crew.

Hanan and her husband (the President of the Goulburn Valley Malaysian Association) and two of her children with Mayor Kim O'Keefe.

Hanan won both People's Choice and Judge's Choice pitch prizes. She said that she would use the money as a deposit on an e-commerce website that she will develop in 2019 as she was using an excel spreadsheet. She is currently using an excel spreadsheet to manage all her stock and logistics.

The former Mayor of Greater Shepparton, Cr Kim O'Keefe attended as a Pitch judge and said that she had not known that Hanan or her business existed in Shepparton and doubted that very many businesses in Shepparton and made such a significant contribution to the Shepparton economy on a monthly basis. She was delighted that Hanan intended to grow her business and that local businesses would remain the beneficiaries of Hanan's business growth.

On the pitch panel was a representative of La Trobe Accelerator Program (LTAP) who immediately offered Hanan a place in the LTAP 6 day Accelerator Program and she took this opportunity as well as the opportunity to participate in the 12 week *Cultov8* pre-accelerator program.

Gama – Sunshine

Due to the experience of frustration, time taken to book and uncoordinated appointments requiring significant time and travel costs experienced by friends and family, Gama attended the weekend to explore the idea of starting an online booking service for patients and specialists.

He developed a business model canvas, identified costs, partnerships, value proposition, customers etc and pitched his idea to a panel of judges including Cr Daniel Allan, Deputy Mayor of Brimbank.

Gama won the pitch and received \$500 towards further development of his idea. Gama then entered the pre-accelerator program and during this time he identified competitors both in Australia and in the USA and decided that it was a crowded market. He is now considering starting an ice cream shop in St Kilda with a friend.



Gama (right) with Cr Daniel Allan, Deputy Mayor of Brimbank.



ENTERPRISING
Partnerships Pty Ltd

Some participants' stories



Amona – Broadmeadows

Amona's background in refugee settlement gave her the inspiration to work on 'Nativ tongue,' a startup helping former refugees to deliver language learning and tutoring to people who want to learn a new language.

Hearing about *Cultov8* via one of her colleagues, Amona wanted to try something new and challenging but had no idea of the type of business she could start.

During the weekend she explored an idea and over the 12 weeks of the pre-accelerator program she was exposed to new concepts in entrepreneurship which shaped her mindset on how to develop Nativ Tongue.

Amona was impressed by the highly diverse group of Facilitators. Weekly online sessions provided Amona with the support and accountability needed to keep her focused on her entrepreneurial journey. Together with the coaching component, the peer-to-peer Roundtables helped polished the Nativ Tongue idea.



Winning the 'Best Pitch' award alongside another participant was not only validating but encouraging to a self-doubter like myself. I would have never thought I could win but that reflects the resources and learning experiences *Cultov8* had provided me with.

Amona

Salih and Ibrahim – Werribee

Life was already busy for brothers Salih and Ibrahim before they attended the *Cultov8* Business Start Up Weekend. Not only are they studying at university, but had started to implement their 5 year vision of opening In Real Life, a gaming café in the western suburbs of Melbourne when they both finish uni.

Busy testing prototypes and establishing networks by running ad-hoc gaming tournaments across Melbourne during the school holidays gives Ibrahim and Salih an opportunity to evaluate what works well and what doesn't. They have also started workshops to help parents better understand gaming.

Salih and Ibrahim said they walked into the *Cultov8* Business Startup Weekend as two inexperienced 18 and 19 year olds, and walked out filled with ambition and confidence.

The networks we established and the support we received were incredible.



We learned the importance of committing to the idea NOW regardless of time! We created a business plan and while our steps are small, we're heading in the right direction towards reaching our goal.

Sadaf



Sadaf – Werribee

Sadaf attended the *Cultov8* Business Start Up Weekend as she had a fledgling business but needed some help with shaping it from an advanced idea into a ongoing business. After early customer validation, she is now the proud owner of www.qulfimart.com.

Sadaf attended the start-up weekend in March 2019 when, QulfiMart needed lots of planning and strategy to help the business consolidate and grow. She said she was so impressed by the weekend experience that she signed up for the Pre-accelerator and YourMentor programs.

Sadaf won \$3,000 at the final pitch session of the pre-accelerator program. She said, “at the moment all of our qulfi is made by hand which can be physically tiring and time consuming. As our demand is growing, we will use the prize money to buy machinery that will speed up production, improve efficiency and attract more customers.”



My biggest takeaway from the whole experience was having access to like-minded people who understood my challenges, who shared their ideas and helped me simplify the complex. I didn't feel alone in my venture anymore.

—
Sadaf



Eva – Footscray

Eva attended the *Cultov8* Business Start Up Weekend in March and the pre-accelerator program from March to June 2019 and was blown away by the support and guidance she received.

When she attended the start-up weekend, Eva had a solid idea about what she wanted for her business, but the workshop opened her eyes to areas such as customer validation, competition and pricing that she hadn't yet considered.

Eva's idea – now a business, HerGen, is about empowering and supporting women by showcasing stories of ordinary women with extraordinary stories.

These women are 'nonfluencers' without a million followers, but with soul, spirit and a story to share. HerGen tells these stories with the aim of empowering other women to know that their own journeys are just as incredible.

Eva is growing her business and recently launched her site. If you're a woman with an inspiring story, or know a woman with one, please contact Eva at www.hergen.com.au.



ENTERPRISING
Partnerships Pty Ltd



For more information contact:

Lynda Ford

0414 440 483 +61 (0) 414 440 483

lynda@enterprisingpartnerships.com.au

PO Box 484 Yarraville
3013, Victoria, Australia

www.enterprisingpartnerships.com.au

