



Dare to Dream 1 day entrepreneurial event: Teacher led

The new 'Dare to Dream' downloadable teachers program is an enterprise program designed by some of Australia's top entrepreneurs to inspire and educate students, and prepare them for the future of work.



The 1 day Challenge

The Dare to Dream Apprentice challenge is an educational and fun team challenge where students get the opportunity to launch their own mini business and feel the rollercoaster of what it is like as an entrepreneur.

In teams students receive a business brief and a product. Acting in real business roles (such as CEO, CFO, sales and marketing and more) the teams go head to head to design a marketing campaign, a brand and social media strategy and then film and edit a 30 sec TV commercial. This all finishes in a grand finale 'pitch off' event where a presenter from each team will have present their work and pitch their idea to the judges.

Students will get pushed out of their comfort zones, get a taste of what it is like to run a business and learn important 'soft skills' that are needed for the ever changing future of work.

Outcomes

- Entrepreneurial mindset
- Leadership
- Team work
- Communication and presentation skills
- Critical thinking
- Problem solving
- Business skills

Research is showing that Gen Z will find it harder to transition from school into full time work.

Economic changes are transforming the workplace, with automation causing a reduction in entry level jobs.

Technology has impacted the development of cognitive social skills in our young people causing a 'skills gap'

Gen Z will have on average 17 employers and 5 separate careers in their lifetime



Resources

The 'Dare to Dream' program comes with everything a teacher will need to successfully run it with 20-150 students.

- Lesson plans
- Inspirational and education videos of successful entrepreneurs
- Student workbooks
- Exercises and games
- Posters and a step by step guide to run the Apprentice business challenge
- Inspirational entrepreneurs to visit the school to share their story (extra cost)

"A very engaging and educational workshop. Student were engaged and focused. It provide them with a tangible insight into the real world of business while provoking them to think about giving and caring for others."

Carmel Apap, Teacher

1 day event guide

Each module has been designed by a successful entrepreneur and includes short videos of each entrepreneur to use at the start of each class to lay the foundation of the education before the teams split off to work on their business.

1. Introduction to entrepreneurship and the Dare to Dream Apprentice challenge.
2. Students split into teams and choose their roles, and get the brief.
3. Module 1 – Marketing and Branding, designed by Sheryl Thai, Founder Cupcake Central
4. Module 2 – Sales and Marketing, designed by Jesse Volpe, Award winning sales entrepreneur
5. Teams create their brand and design their marketing campaign
6. Teams design and film their TV commercial
7. Module 4 – Presentation and Pitch skills, designed by Eric Chan, The Pitch Specialist
8. Dare to Dream 'Pitch off' showcase

Project Gen Z can tailor programs in different lengths, and we can incorporate speakers into the program if you wish to have a more personalised program.

For more information please contact liz@projectgenz.com.au



Inspiring, educating and activating
the next generation of world changers.



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