



Three potential approaches for providers to consider when utilising Te Kete Aronui resources

INTRO TO ENTREPRENEURSHIP

The following structure and resources could be useful for a programme introducing young people to the concepts and language associated with entrepreneurship and business, and how it might apply to them

1 Entrepreneurship & Me

- EF2 - What is Entrepreneurship?
- EF3 - Enterprising Mindsets and Skillsets
- EQ31 - Entrepreneurs I know
- EQ30 - Māuipreneurship
- EF2 - Entrepreneurship and You

2 Ideation

- EC12 - Products and Services
- EC13 - Ideation Game (can be done individually or in groups)
- EC14 - Unique Selling Point
- EC15 - Value Proposition Statement
- EC17 - 60-Second Pitch

TEN STEPS TO TAKE-OFF

The following structure and resources could be useful for a programme taking young people, who already have an idea, from validation to launch – including market research, marketing strategy and business plan development

1 Research

- EC20 - Market Research
- EC14 - Unique Selling Point
- EC15 - Value Proposition Statement
- EC18 - Marketing
- EC19 - Branding
- EC21 - Lean Canvas
- EC22 - Social Lean Canvas
- EF10 - Getting the most out of a Mentor

2 Set-Up

- EC23 - Set Up Structures
- EC25 - Funding
- EC27 - Relationships and Resources
- EF5 - Setting Goals
- EC28 - Awesome Websites

ENSURING SUSTAINABILITY

The following structure and resources could be useful for a programme supporting young people who are about to (or have already) established a business or social enterprise, to assist them in ensuring sustainability for their venture over time and in navigating changing circumstances

1 Personal Resilience

- EF10 - Getting the most out of a Mentor
- EF5 - Setting Goals
- EF6 - Time Management
- EF7 - Troubleshooting
- EF8 - Personal Wellbeing

2 Business Resilience

- EC21 - Lean Canvas
- EC22 - Social Lean Canvas
- EC27 - Relationships and Resources
- EF9 - Networking
- EC24 - The Money Stuff
- EC26 - Sustainability and Business Resilience
- EQ32 - Māori Business Concepts
- EC28 - Awesome Websites