



YOUNG ENTREPRENEURS BOOTCAMP

PROGRAM

25 – 28 June 2024



Young Entrepreneurs Bootcamp

A four-day immersive experience for teenagers to build businesses that tackle big social, economic and environmental challenges.

Session name:	Time (Min)	Day 1 – 25 June	Time (Min)	Day 2 – 26 June	Time (Min)	Day 3 – 27 June	Time (Min)	Day 4 – 28 June
Focus area		Foundational knowledge in entrepreneurship, innovation and an overview of the program themes.		Introduction to human centred design, identifying customer problems and building a value proposition.		Learn how to prototype and test your business idea.		Selling your business idea to customers and investors.
Duration	6 hours	9:30am – 3:30pm	6 hours	9:30am – 3:30pm	6 hours	9:30am – 3:30pm	6 hours	9:30am – 3:30pm
Learning topics: A combination of theory and activities.	9:30 am	Welcome and overview of the program	9:30 am	Welcome and overview of the day	9:30 am	Welcome and overview of the day	9:30 am	Welcome and overview of the day
	10:00 am	Guest Speaker talk – Design Challenge	10:00 am	Introduction to research	10:00 am	Idea generation	10:00 am	Storytelling and pitching
	10:30 am	Guest Speaker talk – Design Challenge	11:00 am	Morning Tea	11:00 am	Morning Tea	11:00 am	Morning Tea
	11:00 am	Morning Tea	11:15 am	Sense making	11:15 am	Guest Speaker Talk –Tom Potter	11:15 am	Getting customers to act
	11:15 am	Guest Speaker talk – Design Challenge	12:15 pm	Lunch	12:15 pm	Lunch	12:15 pm	Lunch
	11:45 am	Guest Speaker talk – Design Challenge	1:15 pm	Mentor Session	1:15 pm	Guest Speaker Talk – Tom Potter	1:15 pm	Mentor Session
	12:15 pm	Lunch	2:15 pm	Customer interviews	2:15 pm	Concept testing	2:15 pm	Customer validation
	1:15 pm	Team formation	3:15 pm	Wrap up and reflection	3:15 pm	Wrap up and reflection	3:15 pm	Wrap up and reflection
	2:15 pm	Problem framing (in teams)	3:30 pm	Close	3:30 pm	Close	3:30 pm	Close
	3:15 pm	Wrap up and reflection					6:00 – 9:00 pm	Showcase
	3:30 pm	Close						

More about ThinkPlace and the main presenter.



Our award-winning team combines capability in design thinking, behavioural insights and big data as well as a commitment to pioneering mindsets, methods and tools that place us at the 'bleeding edge' of global change-making.

Think about a challenge you might have – something complex, where action seems difficult, stakeholders are dug into positions and the status quo feels intractable.

We tackle challenges like this all over the world, every day.

Whether it's a new strategy, a policy initiative, a digital transformation, a service delivery innovation, a change to your organisation, or a research need to guide decision-making, ThinkPlace helps leaders from the public, private and NGO sectors change things for the better.



Michael Bye

Michael is a designer, strategist, facilitator, and storyteller who believes the world's toughest challenges are solved at the intersection of culture, creativity, and technology. His passion is helping organisations bring purpose to digital through clarity of vision and measured impact.

Throughout his career, Michael has worked with a diverse client base in Australia, the UK, Europe, and the United States in government and private sectors. He has domain expertise in health, justice, finance, mental health, and sport and has led and managed co-design projects at all levels of government. He has helped start-ups launch products in new markets and has led the design, development, and implementation of enterprise software for multi-national organisations.

Michael knows the realities of building and launching digital products – from mobile apps to cloud based SAAS products. His approach is agile (lowercase 'a') and believes that an empowered team, with a clear vision, and a bias towards action can change the world.

Some of our Speakers



Yas Grigaliunas

Yas, a visionary entrepreneur, is the Chief Circular Entrepreneur of Circonomy. She is known for her work in promoting circular economy principles through her award-winning social enterprise Circonomy and as the inaugural Chief Circular Entrepreneur of Circular Australia. As President of the Queensland Social Enterprise Council (QSEC), she supports social ventures and drives positive social change.



Peter Laurie

Peter is the founder of Junta through which he participates heavily in the innovation ecosystem. A major role that he performs is interfacing between corporates and new ventures. He has coached and advised 800+ startups and new ventures on how to innovate, implement, and deliver to both consumers and businesses. He has been the Mentor in Residence at River City Labs for over nine years. An Entrepreneur in Residence on twelve different programs over the last few years and also mentor on 15+ startup programs nationally. He has been doing large scale software development for the last 25 years for both enterprise and new ventures.

Peter has an MBA from QUT specialising in strategy, entrepreneurship, and microeconomics. He is a sessional lecturer in innovation, entrepreneurship, and business strategy at both UQ and QUT.. Peter won the Queensland Pearcey Entrepreneur Award for 2018.



Ash Ivory

Hey 🙌 I'm Ash, quietly causing a stir in the product world, and by 'product world' I mean Meanjin. My journey from a fresh Business Development Manager with Outfit.io to Head of Product roles at various scale ups was less like a meteoric rise and more like a really determined hike – with a few coffee breaks along the way. As an aside, I love coffee and hikes.

At my core though, I'm just someone who loves blending all of the things I know and the things that I'll come to know into an elegant way forward no matter the challenge. When I'm not shuffling product ideas into reality, I can't really say what you'll find me doing, but it'll probably be interesting. If you're into low-key chats about innovative ideas, the joys of a well-brewed cup, or the merits of LEGO as an adult – I'm your person. Let's connect!



Gavin Keeley

Gavin is an experienced technologist and business leader with a career spanning over 35 years in international consultancy and executive corporate roles across a diverse range of industry sectors, working in Europe, North America, Asia and Australia. He holds a diploma in Company Direction from the UK Institute of Directors and is a Graduate of the Australian Institute of Directors. Gavin has just been appointed Chair of Regional Development Australia Moreton Bay and Sunshine Coast Inc



Tom Potter

Tom opened Australia's first regional pizza chain Eagle Boys. Over the next 20 years he opened over 300 stores to become Australia and New Zealand's largest privately owned pizza company. Tom was named Australian Young Business person of the Year allowing him a scholarship to go to Harvard Business School ,where he graduated 3 years later as class valedictorian. Tom served on multiple boards including Brumbys Bakeries, The Ports Corporation of Queensland, Soul Origin, Doc Popcorn (USA), Wallace Bishop Jewellers, The Board of Brisbane and the AFL Commission. He is a Fellow of the Australian Institute of Company Directors and has been inducted into the Franchise Council of Australia's inaugural Hall of Fame. Tom now operates crusty devil bakehouse and Galactic Donuts in Queensland.



Lucy Collier

Lucy is a 4171 local who grew up in Hawthorne and now lives in Bulimba with her husband Matt and daughter Maisy. She is passionate about the local community, having been the past President of the Bulimba Community Centre, helped run the I Love Bulimba and 4171 community Facebook group, Secretary of the Morningside 1 Camp Seven Neighbourhood Watch and been the volunteer co-ordinator for local ANZAC Day services for many years.

Lucy is the Deputy Leader of the Opposition in Council and Opposition Spokesperson on City Planning and Suburban Renewal Committee and is a member of the Economic Development and the Brisbane 2032 Olympic and Paralympic Games Committee.