

Weekly Career News

Term 1

Wednesday 14 March 2018

FOCUS ON ENTREPRENEURSHIP

Many young people start their own business. The following stories focus on two young people who started their own business in Sydney and Melbourne.

You don't need to complete a university degree to start a business. You can undertake studies at a vocational education centre, undertake a traineeship or create a business based on your own research.

Meet Tim Bennett, co founder of Humble Body,
www.humblebody.com

What education have you undertaken post school?

I completed a Bachelor of Commerce (Entrepreneurship and Innovation) at Swinburne University.

Tell us about your small business Humble Body:

Launched in July 2014, we're a Melbourne bred natural skincare label at the forefront of hemp-based skincare in Australia. Using some of our friend Mother Nature's finest renewable and natural ingredients, we've developed a suite of products that revitalise and enrich the skin you're in.

Humble Products are distributed online as well as in around 30 retailers in Victoria and New South Wales. At the beginning of 2015 Humble extended its reach to North America via Urban Outfitters (both online and in-store).

The core mantra of Humble is helping to shape a world that uses only what it needs and nurtures our natural resources and environment.

We are expanding nationally and adding to our product lines. We have had an amazing start on our journey as a small business and we continue to be motivated by our underlying goal of being the best new business in the Industrial Hemp Industry in Australia.

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What inspired you to start a small business? A cocktail of passion, frustration and a burning desire to change some parts of the way the world works.

In 2014, whilst I was working at Swinburne, I was living with an engineer (Matt – Humble founder) and a fellow entrepreneurship student (Angus – Humble founder). At the time we had two whiteboards in our back shed that were always covered in business concepts, brainstorming, and expanded ideas.

Humble was one of several ideas that came from these whiteboard origins, but as well, we had brainstormed and developed ideas concerning anything from crowd-funding gigs to bringing international artists to Australia, to building a social network style social enterprise based on sharing food.

The engineer had been studying the uses of Industrial Hemp fibres, seed and oil. For example, Industrial Hemp can be used for durable and comfortable clothes, strong paper, building materials, textiles and biofuel. As well, the seeds are a natural super food and contain more protein than almonds. When cold pressed, the oil from the seeds has AMAZING benefits for skin.

The more we learnt about what this sustainable resource could do, the more we struggled to understand why hemp wasn't more commonly used, particularly at a time where the health of our environment is severely threatened.

In this context it is important to know that Industrial Hemp is a brilliant sequester of CO₂ and has the genetics and makeup that could potentially replace the carbon spewing petrochemical, paper mill, textile, clothing, and building material industries.



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Matt, Angus and I were passionate about creating a product that delivered real value to customers and helped educate and inform people about what Industrial Hemp can do. Skin care was not something we ever thought we would be in, but we realised it was something nearly everybody uses on a daily basis. When we consider the natural benefits of Hemp seed oil (rich in EFA's Omega 3, 6, 9, comedogenic rating of zero, rich in antioxidants) it was the perfect choice to form the basis of our new business.

We wanted to influence and change how the world used its resources, one satisfied person's skin at a time.

What advice can you give young people who are considering starting their own business?

Do it and don't be afraid to try your idea. There'll never be a 'perfect time' to try your idea. It's like learning a new language. You won't ever know ALL the words to start speaking, but that doesn't prevent you from being able to have a go at communicating. And you'll learn a TRUCKLOAD from that experience. If you DO give your business idea a go there are two possible outcomes:

1. You learn what NOT to do next time. This isn't failure unless you repeat the same mistake. These practical lessons from personal experience are just as valuable, if not more so, than academic theory you may learn in a university course. Both modes of learning have merit and compliment each other.
2. You succeed!

So what is there to lose?

In terms of thinking about what opportunities exist, DON'T think about where you can make the most money. Focus firstly on what you know from your own experiences and observations. Importantly, think about what problems YOU'VE had in the past. If you've experienced difficulties, annoyances or inconveniences, then chances are other people have had that same experience too.

For me, entrepreneurship is fundamentally about finding new solutions to a problem. That might relate to saving people time or money, or increasing feelings of wellbeing. That is, entrepreneurship is all about finding ways and opportunities to create value.

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Be aware that whilst an idea or concept might sound valuable in your own head, a very important step in developing a viable business is research, that is, to test and validate the assumptions you have made.

I like to use a process that first appeared in *The Lean Startup* by Eric Ries - **Build, Test, Measure**.

Build: If you have an idea, build a prototype (for a product) or a clear concept (for a service). Get clear on **what** your product/service will do and **how** it solves a problem.

Test: You can then get direct feedback by asking questions to your potential end users (people who you think it will be helping). For example: "We're developing a new skin care product (a moisturising aloe vera spray). Would this product be something you'd be interested in? Have you used a spray moisturiser before? How much do you value organic ingredients in your skin care? Where do you currently purchase your skin care products from? What would you be looking for in this type of product? How much would you be willing to pay?" This step is also called 'validation' as you are trying to validate your assumptions; this can be an invaluable step!

Measure: The responses from your questions will help reshape and redevelop your concept to better meet the needs of the user.

Lastly, take advantage of the smorgasbord of resources that exist today, whether online courses (codeacademy), mentor relationships, TED talks, or just reading and learning about a given topic. Remember that if your business is centred on something you love and are passionate about you'll be far more driven to pursue success even when there isn't money involved. You might even be excited to get up on Monday morning!



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Meet Warwick Levy, founder of Lonely Kids Club,
www.lonelykidsclub.com/

What education have you undertaken post school?

I finished a Public Communications degree at University of Technology Sydney with a major in Public Relations. It was a really fun course that I enjoyed a lot. No exams just heaps of assignments which is up my alley. Aside from that I haven't really done anything else. I dropped out of my first degree and never actually studied fashion or E-Commerce.

Tell us about your small business:

Lonely Kids Club started off as a T-shirt label but over the duration of 7 years expanded into a fully-fledged clothing label. It's definitely something I've always considered a passion project and a creative outlet so it's really cool that I've been able to continue doing it this long. It's a pretty funny concept though, I make clothes that I like in limited edition numbers and hopefully other people like them too. I keep it all ethical and made in Sydney which no one else is really doing right now.

What inspired you to start a small business? It was always a dream of mine, and something I wanted to pursue. I realised one day if I didn't try to do this when I had the chance I'd regret it forever so I figured out how to do things and launched the brand. It's been both one of the hardest and most rewarding things I've ever done and I've been grinding hard with it ever since.

I do remember being maybe 15 and admitting to my dad I had absolutely no interest in working for other people and competing to climb the chain so he said well if you don't want to do that you should run your own business. 14 years later and I still have that mentality.



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What advice can you offer young people considering starting their own business?

Definitely do it. Not only does it force you to grow as a person, but you learn so much about how things work and how to be business minded. But remember that when you first launch a new business, it more or less sucks. You're working like crazy, not earning much, and can't see the light at the end of the tunnel. But if you can keep pushing before you know it things are actually starting to work and if you get to that point, you've done better than most.

Thanks to Warwick for sharing his story and advice.

Careers in Entrepreneurship (Articles from The Footnotes website):

- Will you invent the next big thing?
- Is blogging an actual career?
- Boost Juice founder Janine Allis shares her advice
- Lessons from creatives – six lessons for finding success in the creative world told by six of the best
- The story of Mon Purse – how they went from \$10,000 in sales a month to \$20,000,000.
- 9 things you need to know if you are thinking of starting your own business.
- How stylerunner got off the ground
- Advice from Gen who founded OneShift at age 21.
- How it all began for the founder of leather label MAID.

To read the articles, go to <http://bit.ly/2HsyDsw>

UPCOMING EVENTS

TVSA Pilot Training Open Day: At this open day you will be able to get an insight into the world of aviation, listen to Commercial Pilots speak about their career, experience piloting an aircraft first hand, test your skills on the Simulated Flight Experience and explore the training grounds.

The day will be held on Saturday 17 March at Bacchus Marsh, Victoria. For information on the event and to register your place, go to <http://www.tvsa.com.au/>

UPCOMING EVENTS

Interested in business, events, advertising or digital media? How about journalism, public relations or sports business? Not sure where a career in these study areas can take you? Macleay College is a private institute in Melbourne offering vocational and higher education courses in the above areas. Their next course information session is running on the 24th of April. Prospective students and their families are welcome to attend. For information and to RSVP, go to <http://bit.ly/2p5jw1g>

Interested in animation, game art and game programming? The Academy of Interactive Entertainment is a private college in Melbourne. Students interested in studying game art, animation or programming in the future are invited to participate in the College's school holiday programs on Thursday 12 and Friday 13 April. For information and to book your place, go to <http://bit.ly/2p7tUpD>

National Youth Science Forum (NYSF): Are you in Year 11 and have a passion for all things science? You should consider applying for the NYSF. This is a two week residential program where students are immersed in hands-on science activities, lab experiments, field trips and meet researchers who are leaders in their field.

Online applications are due by 31 May and your application must be endorsed by your local Rotary club. The two-week program will be held during January 2019. For more information, go to <http://bit.ly/2titZV9>

Victorian College of the Arts (VCA) Visual Art Folio Workshop: The VCA's Visual Art Winter School: Folio Preparation is an intensive short course in contemporary visual art practice. The program will suit students embarking on Visual Arts in Year 11 and 12 and also students who may need a folio for entry into a tertiary course in the future. The School will run between Monday 9 – Friday 13 April. For information and to book your place, go to <http://bit.ly/2Fw44pe>

Day In The Life of a Fashion Illustrator: Box Hill Institute is running this workshop for prospective students who would like to develop skills in fashion design and also start to develop a folio to support their entry into tertiary courses. The workshop will run on Wednesday 11 April at the Nelson campus. For information and to book your place, go to <http://bit.ly/2FBAB9C>

UPCOMING EVENTS

MARCH

- **17: TVSA Pilot Training Open Day:** Bacchus Marsh, Victoria, www.tvsa.com.au/
- **19: Monash Information Evening,** Warrnambool, <http://bit.ly/2GzbR1C>
- **20, 21: Meet Melbourne,** Melbourne University regional tour - Shepparton (20), Albury (21), <http://bit.ly/2lzP67x>
- **21: Parent Information Evening,** Charles Sturt University, Albury, <http://bit.ly/2aIXixn>

APRIL

- **3 – 5: Airline Pilot Workshop,** Flight Academy Australia, Essendon Airport, www.flyfaa.com.au
- **5: UMAT Preparation Workshop,** National Institute of Education, Victoria University, <http://bit.ly/2kPN0LN>
- **5 - 13: Step on Campus,** Deakin University, Melbourne, Geelong Waterfront, Geelong Waurn Ponds, and Warrnambool campuses, <http://bit.ly/2mHwAJC>
- **6: Experience Clever, La Trobe University:** Melbourne campus, <http://bit.ly/2p07y7b>
- **6: A Day at Melbourne,** The University of Melbourne, Parkville campus, <http://bit.ly/2EG1RqT>
- **9 – 13: VCA Visual Art Winter School,** Victorian College of the Arts, South Bank, <http://bit.ly/2Fw44pe>
- **11: A Day In The Life of a Fashion Illustrator:** Box Hill Institute, Nelson campus, <http://bit.ly/2FBAB9C>
- **12: Student for a Day,** LCI Melbourne, creative industry courses, <http://bit.ly/2BCpfTB>
- **12 & 13: Gaming workshops,** Academy of Interactive Entertainment, Melbourne, <http://bit.ly/2p7tUpD>