

GROWING NEW ZEALAND'S NEXT GENERATION OF SOCIAL ENTREPRENEURS & ENTERPRISE

A REPORT ON THE LIVE THE DREAM PROGRAMME 2014–2017

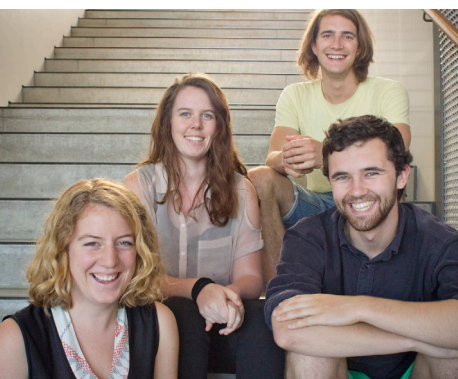


+

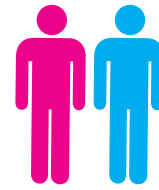


**Live the
Dream**

IDEAS FOR A BETTER NEW ZEALAND

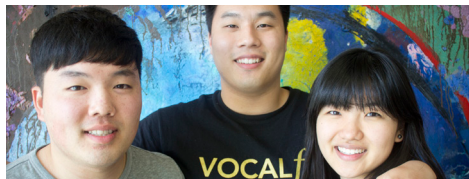


116
ALUMNI



72%
FEMALE
28%
MALE

70+
VENTURES



EXECUTIVE SUMMARY

Cast back to 2013. New Zealand had little-to-no support for social enterprise, no government position statement and very limited opportunities for young people interested in learning more, developing their capability or their ventures. The Kaplan Report had just been released, *Growing New Zealand's next generation of social entrepreneurs and start-ups* – we got to work.

Off the success of our national event *Festival for the Future (FFTF)* we built *Live the Dream (LTD)*. In classic youth-led creativity, naivety and resourcefulness – we built the brand, the website, Massey University donated a space to run the programme, and we put out the call for applications – all of this on less than \$1,000. Our intention was to use Festival ticket sales to fund the pilot, and at the 11th hour the Tindall Foundation came through with a \$20,000 donation. Seven early-stage ventures went through the programme. Their ventures spanned energy, housing, local food resilience, health and wellbeing, youth and community development.

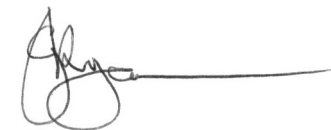
Fast-forward to 2017. We've now replicated the 9-week intensive summer programme across three cities – Auckland, Wellington and Christchurch. There are now 116 alumni. Our alumni have won international youth leadership awards, been shortlisted as finalists for Young New Zealander of the Year, and attended the Global Entrepreneurship Summit hosted by former US President Barack Obama.

Some alumni are still working on their original ventures – generating revenue, and creating impact. Some have gone on to start new ventures, whilst others have found purposeful work or are completing tertiary studies. This report details a handful of alumni stories, but there are many more we could tell.

LTD has had a positive impact in increasing entrepreneurial and enterprise capability. Participants have also reported that the programme has helped them to develop their sense of ambition, creativity, empathy, initiative, leadership, purpose and resilience – all critical qualities for the future leaders of

our nation. My favourite quote, and we've had many to similar effect, is this – “I've learnt more in the last 10 weeks than I have at 5 years of University.” The power of this immersive action-learning experience cannot be underestimated. To the many generous people and organisations who have played a critical role supporting this work – thank you.

Now is a critical time to build on this work. Our goal is to expand this support to back 400 young New Zealanders by 2020. Imagine – connected, entrepreneurial Kiwis making real progress towards creating solutions to the big issues of our time. Imagine expanding this support to more rural and provincial areas, stronger support pathways, seed funding, and viable social enterprises creating impact and operating at scale. You can be part of this – let's make history. Let's create the future.



Guy Ryan, *Founder & CEO, Inspiring Stories*

OUR BRIEF HISTORY

2011

The organisation Inspiring Stories founded by 24-year old Guy Ryan, launches into it's first year of operation with a big bold vision to back young New Zealanders to change the world.

Festival for the Future runs in WGN, 100 attendees. Run every year since.

2013

Kaplan Report published: Growing NZ's next generation of social entrepreneurs and start-ups. We sought to build on it.

Live the Dream (LTD) runs for the first time, young people from across NZ relocate to Wellington for the summer. Seven early-stage ventures supported.

2014

LTD replicated, two chapters run in parallel across AKL and WGN.

Government releases official position statement on social enterprise for NZ.

2015

CEO & Founder, Guy Ryan, awarded 2015 Young New Zealander of the Year.

Guy invited to speak at the Social Enterprise World Forum (SEWF), and supports Akina's CEO, Alex Hannant, to present the bid for NZ to host SEWF.

Contestable MYD Youth Enterprise Fund – \$500K awarded to Inspiring Stories.

Three chapters of LTD run in parallel across AKL + WGN + CHCH.

2016

Future Leaders – our new programme piloted to support young people in rural and provincial NZ to develop their social entrepreneurship & leadership capability.

FFTF runs for the 6th consecutive year Aotea Centre, AKL. 900+ attendees.

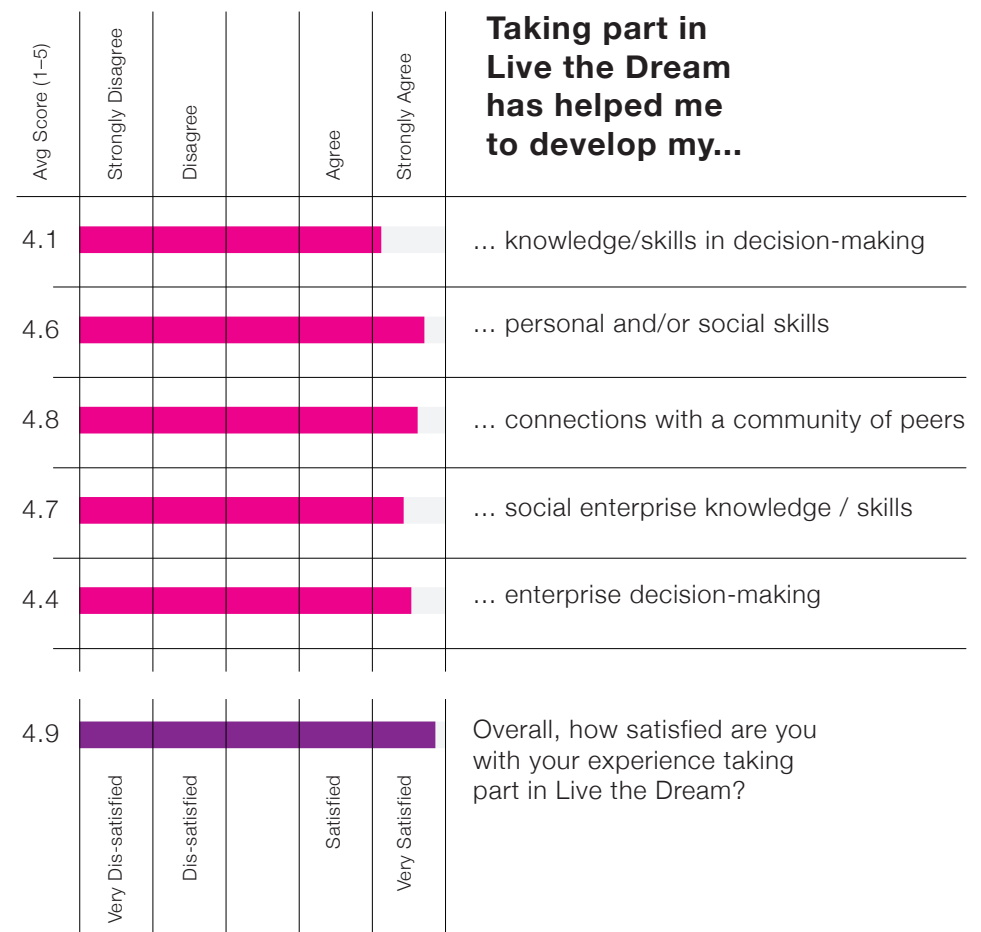
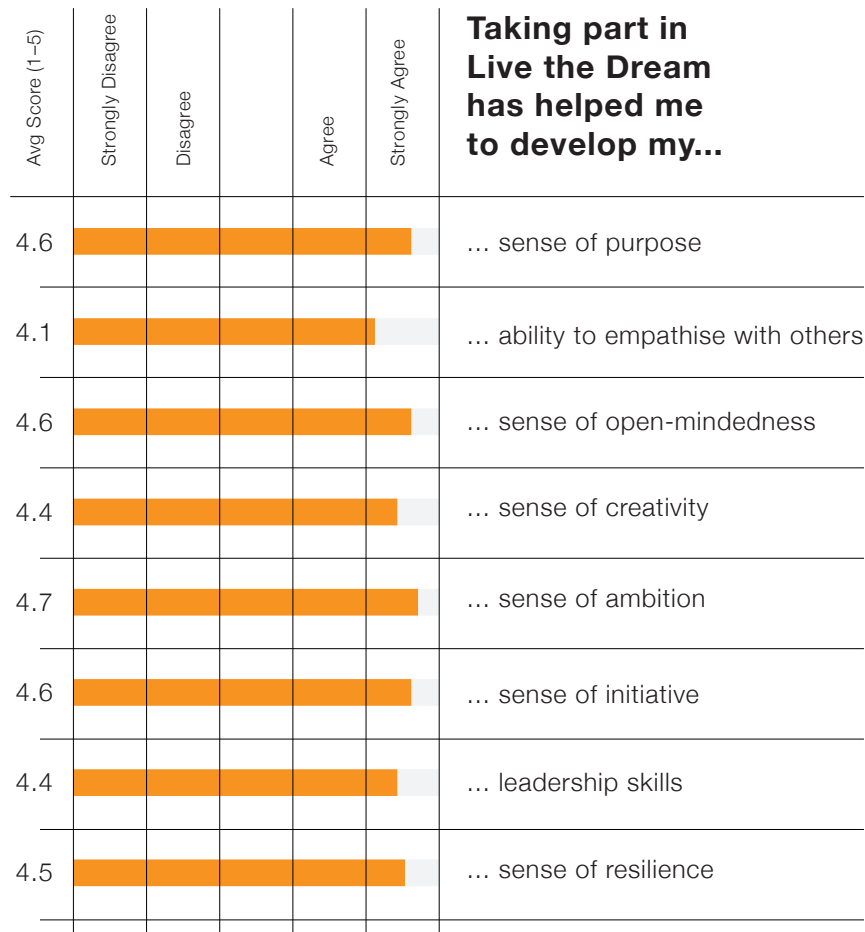
LTD runs in AKL + WGN + CHCH.

2017

SEWF to run in NZ September 27–29.

help us write the next chapter!

OUTCOMES FROM 2016-2017



MOST **SIGNIFICANT** CHANGE

“

It's made me realise that I am capable of chasing a dream – one I'd thought about, but never actually put into action.

Terry Kim // Auckland 2016/17

It taught me that you don't have to be an expert or overly qualified to make a difference.

Maria Ji // Auckland 2016/17

I've learnt more in the past 10 weeks than I have at 5 years of University.

Lindsey Horne // Wellington 2013/14

“

The people, connections and opportunities that I've been given blow me away. As a business woman and a leader I have learnt so much!

Irene Wakefield // Wellington 2016/17

It's increased my ability to collaborate with others.

Trent Hohaia // Auckland 2016/17

It's given me the strength to invest in myself and go all in for my dream to cure treatable blindness.

Bonnie Howland // Wellington 2014/15

“

It really helped me set foot on a path to achieving my goal to make a difference for rangatahi Māori.

Tane Luafutu // Christchurch 2016/17

I've grown so much, developed so many amazing skills, and I just got offered my dream job. Thank you.

Maria Selva // Auckland 2016/17

I feel I've come from black & white into colour in terms of what I'm now capable of.

Nick George // Wellington 2014/15

ALUMNI PROFILES



LAURA O'CONNELL RAPIRA

Laura graduated LTD in 2014, and went on to lead **Rock'Enrol** – a venture that motivated thousands of young New Zealanders to enrol to vote in exchange for a ticket to a music concert. Laura then found her dream job as the Campaigns Director for **Acton Station**, having played a leading role mobilising a community of 150,000 New Zealanders to engage in campaigns that affect our future.



COURTNEY DURR

As a personal trainer Courtney noticed a huge lack confidence for women in their bodies and themselves, and the impact this had on how they participated in society. She founded **Body Love NZ**, and through retreats, training and support is providing hundreds of women with tools they need to live a happy, healthy life, creating female leaders in the who inspire everyday women to shine.



TEAM CO-LIBERATE

The three theatre graduates – Bop, Jody and Sarah came into LTD looking to make theatre more sustainable, and discovered a way bigger need around people care. They're working to build the Les Mills of mental health, **CoLiberate**, helping Kiwis strengthen their mental health and wellbeing. CoLiberate is a Wellington based wellness studio creating a thriving community of wellbeing, empowerment and equality.



MARK BEKHIT

After graduating from LTD, Mark co-founded **The Learning Collaborative**, which provides academic coaching and intensive courses to help High School Students succeed through NCEA. Now in his 6th year of Medical School, Mark has taken on a new role with **Crimson Consulting** founded by fellow Kiwi Jamie Beaton, supporting young New Zealanders into the world's top-ranked Universities.



TAANIKO NORDSTROM

Māori are significantly over-represented in the prison population. Taaniko set up **Soldiers Rd**, fusing art, photography and storytelling to create vintage style portraits of Māori in-mates as a vehicle to reconnect them with their culture and identity. Building on a successful pilot, they have partnered with the Department of Corrections to transform prisoner cultural identity and self perception to reduce recidivism – it's working.



BONNIE HOWLAND

During time in Vanuatu, Bonnie learnt about a solo mum who had deteriorating eyesight with cataracts in both eyes – she wanted to help. She's fusing her passion for beauty and business as the Founder of **Indigo & Iris**, an ethical beauty company that apportions revenue to the Fred Hollows Foundation for restorative sight surgery. Bonnie's big goal is to cure treatable blindness in the South Pacific by 2025.

ALUMNI PROFILES



JESS WELLER

Dealing with “The Big C” is not something you expect on your Big OE. Jess was 27 years old, living in London, when she was diagnosed with breast cancer. Overcoming this traumatic experience she’s building out the **WELLer Network** to educate and empower young Kiwi women and girls to detect early-stage signs of breast cancer, speaking and running workshops throughout high schools.



MELODU GUO

Melody is the founder of **FuturE**, a one-on-one learning platform to engage NZ students in language and cultural studies with peers in China. Having now completed successful small-scale pilots in schools, the technology platform is now being built. Melody has received funding from Ministry of Youth Development, and was awarded a NZ International Youth Leadership Award.



LEVI WALFORD

Levi grew up in rural part of the Hawke’s Bay and has seen first-hand how a lack of aspiration and access to positive role models can have a detrimental effect on young people and the pathways they choose. Levi is passionate about creating opportunities for rangatahi to connect and expand their horizons, and realise their potential, and is doing this through a programme called **Tuia**.



LOUIS GO

Frustrated by the ridiculous amount of food waste in our world, Louis teamed up with one of Christchurch’s local food social enterprises, Cultivate, and developed a new service layer to their business model. **Cultivate Waste** is a paid food-scrap collection service in the heart of the CBD, which then feeds into the local community gardens, the organic food box scheme, and local education.



IRENE WAKEFIELD

A while ago Irene was in a relationship that was abusive, but at the time she didn’t realise it. Now, alongside her Co-founder Liv, Irene is on a mission to spark social change by giving young people the access to education about relationships and early stage abuse that they never had. Through **PrePair NZ**, they’ve prototyped a range of workshops, campaigns and merchandise to fuel the movement.



NIC LANE

Nic is Co-Founder of **Everybody Cool Lives Here**, a Wellington-based theatre company with a difference. Nic and the team work closely with artists, marginalised and vulnerable young people to co-create and tour theatre shows that provoke thought, reflect Aotearoa’s unique and diverse voices, and in the process help to build confidence and empower them to succeed and become leaders in their community.

ALUMNI PROFILES



BART DE VRIES

Formerly a physiotherapist and personal trainer, Bart came into LTD with a focus on mobilising people to engage in physical activity through **BustAMove**. Since, Bart has been involved a range of entrepreneurial and impact-focused initiatives. He's now a Co-Director of **Motif**, providing strategy and development support to a range of purpose-driven businesses and social enterprises.



TIANYUAN QU & IRENE KONG

This optomistrist and engineer power-couple are working to make eyecare more accessible for Christchurch's elderly community, who struggle to access the services they need through deteriorating eyesight, mobility and cost. Through **MobilEyes**, they've prototyped different ways to improve access to eyecare services, and are now raising funds to build a mobile eyecare clinic in Christchurch.



TEAM RATE MY FLAT

Cade, Leander, Letisha and Lindsey all met at Otago Uni and turned the 'worst voted' student flat into a low-energy liveable villa in partnership with their landlord. Through LTD they created **Rate My Flat**, a platform that reviewed 2,000+ student flats and fueled a national conversation about low-quality tenable housing. The team then went through Akina's Launchpad programme, but are now all exploring other endeavours.



APRIL MCLENNAN

On average we have about 80,000 working hours in our lifetime – why would you waste that time doing something that isn't meaningful? April is the Founder of **Limitless** – equipping secondary school students with capability and confidence to pursue purposeful careers, and has run a range of events and workshops in Christchurch. April attended the Global Entrepreneurship Summit hosted by former US President Barack Obama.



RUSSELL GOLDING

Russell is passionate about building a more sustainable economy through ethical consumer behaviour. He took an 'intrepreneurship' route through LTD, working in partnership with the social enterprise **Conscious Consumers** to help develop and test a new revenue stream through a new product tracking system that enables partnering businesses to better understand and engage with customers, and increase revenue.

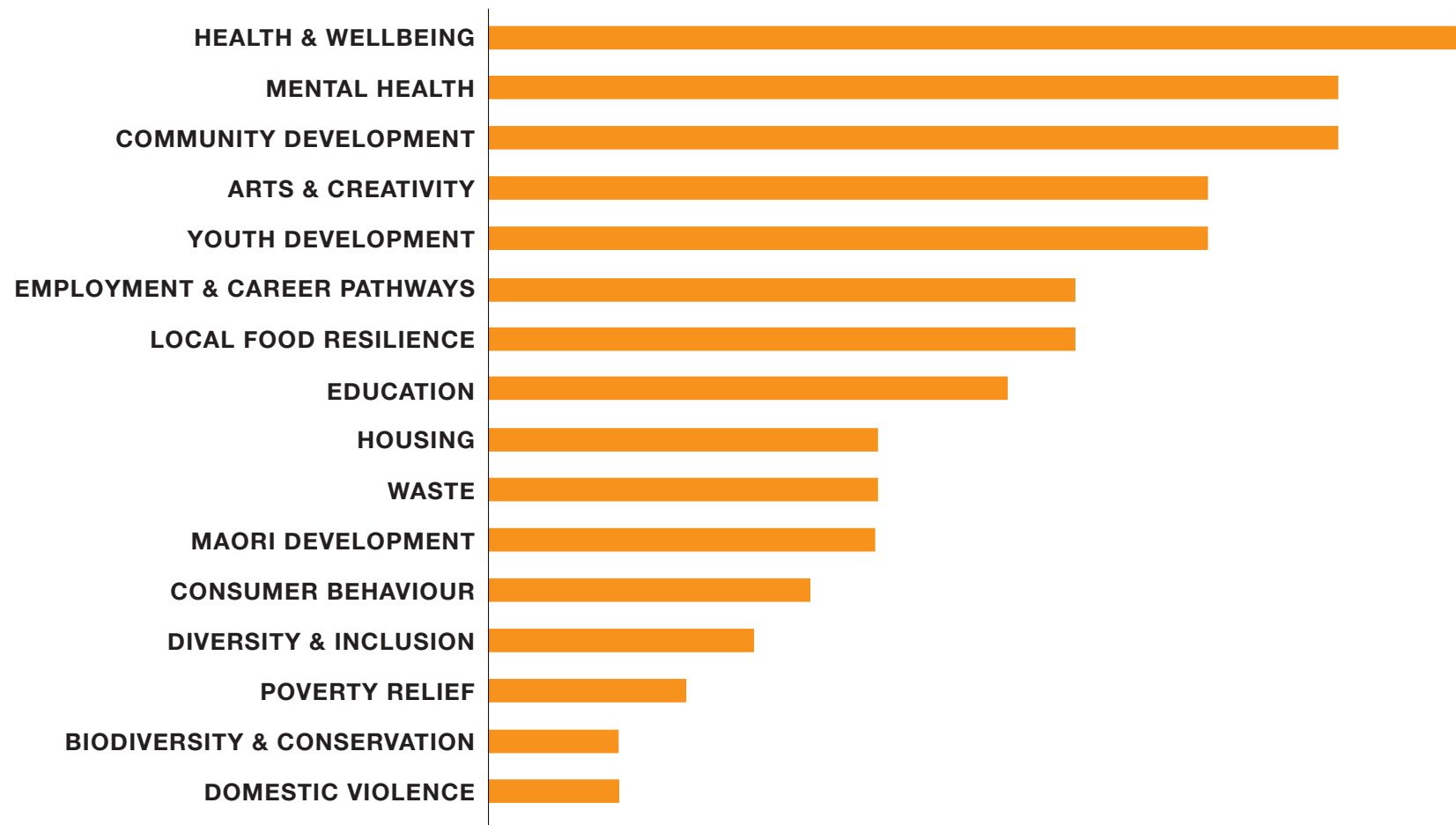


KAYE MAREE DUNNE

Kaye Maree is passionate about building more resilient and sustainable communities. Originally coming through LTD she worked as part of the team **Grow Aotearoa**, with a focus on building local food resilience through permaculture. Since LTD she has completed the Leadership NZ programme, and is now working for **Māori Women's Development Inc**, providing training and support for more Maori women in business.

DIVERSITY OF VENTURES

New Zealand's young social entrepreneurs are driven to make a difference in a diverse range of areas. Below is a high-level summary of where participants have focused their efforts from 2014-17.



LEARNING & CHALLENGES

YOUNG SOCIAL ENTREPRENEURS NEED TO OVERCOME FIVE KEY CHALLENGES

1. A lack of confidence and fear of failure.
2. A lack of business / entrepreneurial skills.
3. A lack of people management or skills to mobilise people around an idea/problem, especially important in start-up phase.
4. A lack of networks, which can provide mentoring and support, legitimacy, as well as access to markets and opportunities.
5. A lack of ability to generate finance – this is a spectrum, which includes generating revenue from trading products and/or services, as well as other sources such as crowd funding, grant funding, loans or investment.

HOW WE'VE REFINED THE PROGRAMME & LEARNING JOURNEY

1. **Capability first, ventures second** – LTD is a capability building programme, where participants work to apply their learning to develop and test an early-stage venture. The ventures might fail, but the experience and skills will be transferrable.
2. **Love the problem, not the solution** – we started by accepting fixed 'ideas' into LTD, but found this limited a willingness to pivot. We've now placed greater emphasis on the drive to solve a problem, their proximity to that problem, understanding, and then possible solutions.
3. **More enterprise skills** – most of our participants are driven to create impact, but often lack commercial nous. We've increased the focus on business models, customer validation, sales, and revenue.

GAPS IN CAPACITY AND SUPPORT FOR YOUNG PEOPLE

Whilst we've refined the LTD programme over the past three years, there are still gaps in our capacity, as well as the wider ecosystem of support for New Zealand's young social entrepreneurs. If these barriers are removed, we could significantly increase success.

- Young New Zealanders are coming out of tertiary education with unprecedented student debt and cost of living is high.
- Inspiring Stories has been funded to deliver the intensive LTD programme, but currently lacks resources to adequately support participants post programme.
- Even our most committed and promising young social entrepreneurs struggle to find early stage seed funding, or get access to affordable space to work from.

HOW YOU CAN **HELP**

Generosity and support has enabled us to invest in intensive capability building for New Zealand's young social entrepreneurs. Now is a critical time to build on this work. Let's make history.

INVEST IN YOUNG NEW ZEALANDERS

We're looking for visionary partners who can help us back **400 young New Zealanders by 2020**. Imagine – connected, entrepreneurial Kiwis making real progress towards creating solutions to the big issues of our time. Imagine expanding this support to more rural and provincial areas, stronger support pathways, seed funding, and viable social enterprises creating impact and operating at scale.

1. Backing 400 young NZers by 2020.
2. Expanded support for rural/provincial NZ.
3. Stronger pathways post-programme.
4. Seed funding & support for NZ's most promising young social entrepreneurs.
5. 100 profitable SE's creating impact.

PARTNERS & SUPPORTERS ACROSS 2014–17



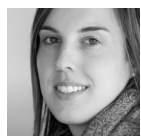
OUR CORE CREW

CORE OP'S TEAM



Guy Ryan

CEO & Founder, leadership, strategy and partnerships.



Jo Bailey

Operations Manager, providing support across our programmes



Thomas Maharaj

Business development and commercialisation.



Shruthi Vijayakumar

Learning and development manager across our programmes.



Anna Watson

Working across programme design & delivery – FL & LTD.



Hana Osawa

Head of design and digital across our portfolio of brands & websites.

inspiringstories.org.nz/operations-crew

BOARD OF TRUSTEES



Martin Enright // Chair

Previously BDM for Warner Bros International & SKY Digital



Jacque Lethbridge // Dep. Chair

Commercial Litigation Partner at Lowndes.



Vanisa Dhiru // Board

Acting Community Programme Director, Internet NZ



Blake Wong-Ling // Board

Young Pasifika Leader and Engagement Advisor, Careers NZ



Agnes Naera // Board

Director Equity at AUT University, Global Women Alumnus



Steve Barr // Board

Ex-hollywood suit, and jack-of-all-trades in the film industry

inspiringstories.org.nz/board-of-trustees



www.inspiringstories.org.nz

OUR SUITE OF INITIATIVES



Future Leaders (FL) backs young people from provincial New Zealand to develop their social entrepreneurship and leadership capability. Throughout the year-long programme, they develop and test initiatives to make a difference in their own backyard.

See www.futureleaders.kiwi



Festival for the Future (FFTF) is a vibrant national event that celebrates youth-led Kiwi innovation, supporting the next generation to spark and grow ideas for a better world.

See www.festivalforthefuture.org.nz



Live the Dream (LTD) is an intensive 9-week accelerator programme that develops young social entrepreneurs and their ventures. The programme runs in parallel across AKL + WGN + CHCH. See www.livethedream.org.nz



We're building The Future Fund to provide seed funding grants and support for NZ's most promising young social entrepreneurs. We've raised \$80,000 so far, and are now looking to make the first distributions in 2017.

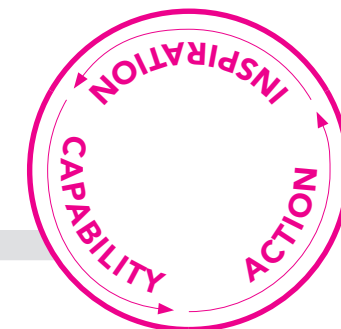
See www.thefuturefund.org.nz



Our national film competition, attracting a diverse range of 3-5 minute documentaries about young Kiwis making a difference.

See www.makingadifference.org.nz

OUR THEORY OF **CHANGE**



INSPIRATION – 1,000,000 young New Zealanders feel inspired to make a difference

What we're doing...

Creating / sharing inspiring stories of young Kiwis making a difference. Showcasing what's possible.

How we're doing it...

Storytelling – films, photo-journalism, public speaking, film competitions, social media, partnerships, etc.

The impact this is having...

Young people feel inspired and think 'wow, that's cool – maybe I could do that too' – a catalyst for next steps...

Target Outcomes by 2020...

1. Year-round production capability
2. Major distribution partnerships
3. 1,000,000 young Kiwis impacted

CAPABILITY – 10,000 connected, capable and confident young New Zealanders

What we're doing...

Developing social entrepreneurship and leadership capability through programmes and partnerships.

How we're doing it...

Building strong cross-sectoral partnerships and world-class programmes: FFTF, LTD, FL, etc.

The impact this is having...

'Life changing' experiences through programmes, young Kiwis are more connected, capable, and confident.

Target Outcomes by 2020...

1. 10,000 young Kiwis have a better understanding of 'future challenges', increased capability and confidence.

ACTION – 1,000 impact-driven projects, ventures and enterprises

What we're doing...

Backing young people to take action – from small scale voluntary projects to viable, scalable social enterprises.

How we're doing it...

Building the Future Fund and partner leverage to help with mentors, space to work from, seed funding, etc.

The impact this is having...

Sparking hundreds of youth-led projects and ventures, each creating impact, ideally growing to scale.

Target Outcomes by 2020...

1. 1,000's of ventures sparked.
2. 100 profitable social enterprises that create employment and impact.

REACH & **IMPACT** / 2016–2020

OVERVIEW

SNAPSHOT OF 2016

VISION FOR 2020

IMPACT BY 2020



The 9-week accelerator programme developing young social entrepreneurs and their ventures every summer.

- running in x3 cities: AKL + WGN + CHCH
- 90 alumni have graduated since 2014
- 1/3 alumni working on original ventures, 1/3 started others, 1/3 found employment

World-class programme, strong flow-on support enabled by The Future Fund & partners, world-class alumni.

400+ alumni; 100 sustainable youth-led social enterprises; Alumni deeply engaged as mentors to support the next generation;



The year-long programme backing young people from grassroots NZ to make a difference in their backyard.

- small-scale pilot running for the first time in Buller, Otago, Whakatane, Kawerau, Manawatu, Palmerston North and Rotorua
- gearing up to run 2.0 in 2017

Supporting young people in every region nationwide. Tangible positive impacts for grassroots NZ.

200+ alumni; 5,000+ wider community involved; Programme running in 15+ regions; Positive impacts for grassroots NZ;



The national event that celebrates youth-led Kiwi innovation, growing ideas & skills for a better world.

- 6th annual Festival, Aotea Centre AKL
- 900+ attendees, twice as big as 2015
- 250+ scholarships provided since 2011
- Goal of 2,000 attendees in 2017

The calendar event of the year, a world-class event attracting talent from across the globe. Accessible for any young Kiwi.

10,000+ alumni; 2,000+ attendees; Young Kiwis from every region in the room, catalytic, strong flow-on support for them beyond Festival.



Film competition attracting a diverse range of entries around the theme 'young Kiwis making a difference'.

- previous winners featured on Air NZ flights
- entries increasing in quality each year
- interest from new partners Weta Digital and Park Road Post

Strengthening the link between storytelling and social change. Best-in-industry partners for capability and distribution.

Films have 1,000,000+ combined audience reach across Air NZ, schools and tertiary nationwide, other network partners, etc.



Providing scholarships, seed funding & support to back young New Zealanders to unleash their potential.

- \$80,000 collectively donated by 200 generous Kiwis to kick-start the Fund
- conversations with several high net worth Kiwis who have an interest in our work

\$10m endowment fund by 2020 that distributes \$500k each year to better back young New Zealanders.

200+ scholarships provided; \$500k+ supporting NZ's most promising young social ent's; An amazing legacy for NZ;

OUR ENTERPRISES

In working to build a more resilient financial model, Inspiring Stories is now developing three new commercial ventures. 100% of the profit that these generate will help to support our programmes.

SPEAKER BUREAU

Inspiring Speakers is a boutique speaker bureau that gives you access to top young talent to inspire your audience.

Our network includes Forbes 30 Under 30, previous Young New Zealander of the Year recipients, and other leading and award-winning young innovators and entrepreneurs.

Even better – the booking fee goes to Inspiring Stories to support our programmes.



RECRUITMENT

Millennial Talent is a specialist recruitment agency that helps purpose-driven businesses discover and place top young talent.

We work with you to understand your business needs, put the opportunity to our network of young innovators and influencers, and present you the best candidates for the role.

Once successful, the placement fee goes to Inspiring Stories to support our programmes.



CREATIVE AGENCY

Inner Creative produces dynamic video content for web, helping you engage your audience and share your inspiring stories.

Over the past five years we've produced work for a diverse range of clients with contracts ranging from \$10,000–\$200,000. Building out the creative agency is a natural evolution.

By commissioning us to produce regular video content you help to expand our programmes.



