



Sydney Catholic Schools

Entrepreneurship BOOT CAMP

Created & taught by Daniel McQuade -
Columbia Business School Faculty



More than just a course – it's a journey that empowers students to envision, innovate, and shape the future of business.

On Completion, students get a Completion Certificate from the Mentor and the Ivy Learning Lab, as well as the opportunity to get Letter of Recommendation from the course instructor.

IVY[®]
LEARNING LAB

THE
BIG RED
GROUP



8 - 12 July 2024



Years 8 - 12

9.30am - 3.30pm

Students scan the QR Code to watch the video and learn more!



APPLICATIONS OPEN 29 APRIL AND
CLOSE 13 MAY

REGISTER HERE:
<https://brnw.ch/21wIFsp>



The camp will be held at
Marist Catholic College North
Shore,

PRE-ASSIGNMENT, TO BE COMPLETED BEFORE REGISTERING

Students to create ONE video that responds to the following areas in sections

Q 11 Your Entrepreneur venture idea:
Answer these questions in your video

- What is the opportunity (The Problem)?
- How will your venture solve this problem (The Solution)?
- Who experiences these problems primarily (The Customer)?
- What key benefits will your customer derive if they use your products or services (Value to Customer)?

Q 12 Is this Venture right for you? - Think about your venture idea and make an early assessment as to whether this venture idea is worth your time and effort. For this assignment, please respond to the following four areas.

- The four areas to assess and talk about in your video are:
- Market
- Feasibility
- Resources
- Personal Drivers

GOLDEN TICKET OPPORTUNITY

The fee is \$900.

One lucky student from each school will be selected to have the \$900 fee waived. Selections will be based on the ideas demonstrated in the student's video submission.

Daniel McQuade is a Senior Marketing and Advertising Executive with over three decades of experience in developing and implementing strategies for retail industries. He has also served as a Business Instructor at the Columbia-Harlem Small Business Development Centre.

For more information please visit <https://brnw.ch/21wID7P>