



Venture Up

2016 PROGRAMME REPORT

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CREATIVE HQ

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INTRO



WHAT IS VENTURE UP?

Venture Up is an intensive entrepreneurship accelerator programme, full time for six weeks. It is built around 3 themes: **EDUCATION, CONNECTION & RESILIENCE**. There are up to 40 places available for NZ's top youth talent and submissions are received from across the country. Those who get offered a place on the programme demonstrate an interest in business, an open mind and drive to get things done.

The learning comes through experience. Participants are immersed in ideas and methodologies they apply direct to their own ventures. Business leaders and subject experts come in to inspire and empower; they share their own experiences and run workshops to fast-track the learning. The structured format includes key deliverables and targets, but participants are encouraged to think, act and derive the lessons themselves. One-on-one and team support is a strong part of the programme – we might be throwing them in the deep end but a life jacket is standard issue.

HOW DID IT COME ABOUT?

Venture Up was launched in 2015. A collaboration between Young Enterprise Scheme and Creative HQ, sponsored by Wellington City Council and Victoria University. Following the success of the pilot programme, funding from Ministry of Youth Development, Callaghan Innovation and Wellington City Council paved the way for 2016 and beyond.

WHO MAKES IT HAPPEN?

Creative HQ develop and deliver the programme. We draw from a wide network of startup and business communities for our awesome speakers and mentors. For the 2015/16 programmes Victoria University School of Design and Architecture generously provided a workspace in their Te Aro Campus. Our other sponsors provide the funds to make the programme happen and keep it almost free of financial cost to participants.

HOW WAS VENTURE 2016 DIFFERENT?

Venture Up 2016 saw a 40% increase in applications and participants from 2015. We stuck with a similar structure and content but decreased the number of speakers and enhanced their engagement and impact. We introduced 'prospective' as well as 'retrospective' sessions to cement experiences and lessons learnt, and stepped up the preparation and ongoing support for the mentor cohort. Finally, we reserved two days at the end of the programme for a full retrospective and in-depth evaluation, dedicated time to 'what comes next' and ongoing support mechanisms.

Following another successful programme we are looking forward to delivering a third in 2017. Alongside this, there is increasing potential around how Venture Up can be scaled and broadened to empower more of New Zealand's aspiring young leaders to *Venture Up!*

INSIGHTS



PARTICIPANT ATTRACTION & SELECTION

Over 200 young people attended the Venture Up Roadshow in July/August 2015. These full day workshops were held in nine centres across New Zealand, increasing visibility and generating interest for potential participants. Travelling the country also grew our national network through engaging local startup and business communities to promote and help deliver the workshops. The only drawback was explaining to all the excited Year 12 students they couldn't apply until next year! The Venture Up accelerator is only open to school leavers (i.e. Y13 or Y12 who are not returning).

A wider pool of applicants, alongside the strong showing from those doing Young Enterprise Scheme programme brought increased diversity, including Correspondence School students and those already in Tertiary studies.

PROGRAMME STRUCTURE

Daily workshops on key topics worked well by following a standardised format, including practical application and reflection. Participants said they learnt more through applying concepts to their business right away and having experts around to talk through the results. Speakers said they felt more engaged with participants, got a solid understanding of each unique venture and could assist more meaningfully.

Field trips to local startups and larger businesses provided inspiration, unique networking opportunities and business lessons in all shapes and sizes.

PROGRAMME FLEXIBILITY

It is important to set a steady pace and pressure while remaining open to cues and changing things up accordingly. Having a network of contributors to draw from and a few Plan B options at the ready allowed us to bring workshops forward or push them back, or bring in replacement speakers, to flex with demands.

SPEAKERS & MENTORS

To ensure speakers could be authentic and responsive to the unique needs of the group it was important to include them in the shaping of their sessions. While we provided a standard format and desired outcome for consistency, speakers were otherwise largely free to use their own content and style.

A structured meetup before and after the programme gave mentors an opportunity to build relationships, better understand the framework and objectives of the programme and approach the mentor role in a relatively consistent way.

INSIGHTS

VENTURE UP TEAM

Two full time and two part time staff across 38 participants works well in terms of the team being tight-knit. It is still a lean team and any extra resource could be used to spend more time assisting teams. Key skills for the team were expertise in startup methodology, strong communication and negotiation ability, passion and commitment to enabling others and an ability to adapt and make changes at short notice.

TEACHING STYLE

There is an ongoing balance to be struck between just giving the answers and assisting teams to work through to their own solution. It is important to consider the participants natural learning style, their previous learning environment (usually final year of High School) and looking at any issues on a case by case basis.

GOAL SETTING AND HARD TARGETS

Setting expectations for participants up front is critical – looking at the programme as a whole and then breaking down the objectives as well as the likely obstacles along the way. Weekly milestones and daily targets encourage accountability and should be communicated clearly at the start and end of each day. Participants need to be nudged consistently on these expectations and the impact of not meeting them.

PARTICIPANT SUPPORT

Openness and approachability of the Venture Up team (programme director, manager and coordinator) was critical. Dedicated one-on-one time for each individual built trust, respect and meant confidences or concerns could be shared and worked through. Feedback from participants was very strong and positive in this area.

ONGOING SUPPORT

The addition of a full two day Retrospective and 'What Comes Next' session provided time for teams and VU crew to reflect on the entire experience and consider a plan for life after Venture Up. This was invaluable in decompressing after the intensity of the programme, cementing relationships, articulating the major learnings and contemplating and planning opportunities after the programme.

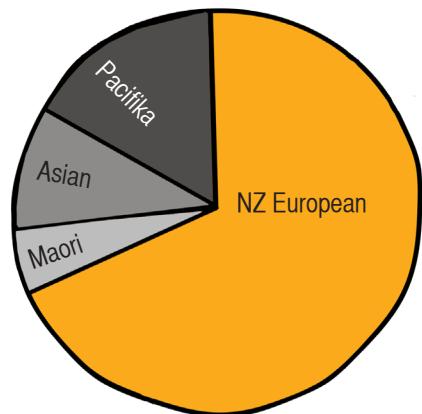
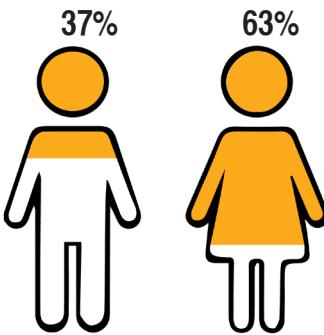


PARTICIPANT DEMOGRAPHICS

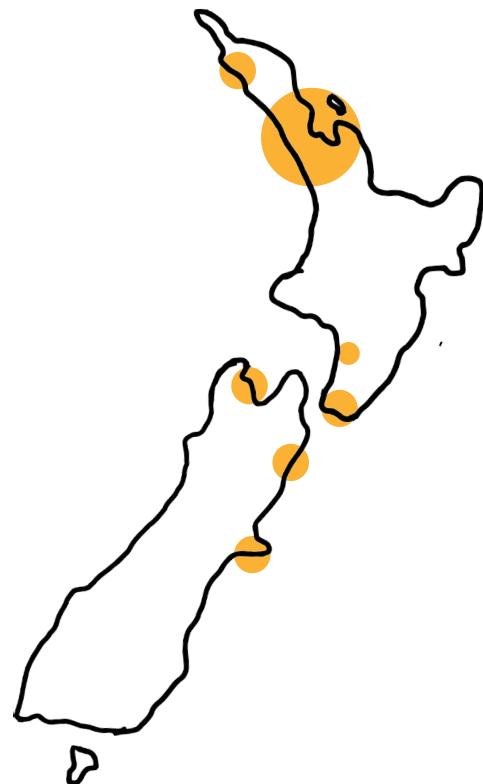
65 applications



27 participants



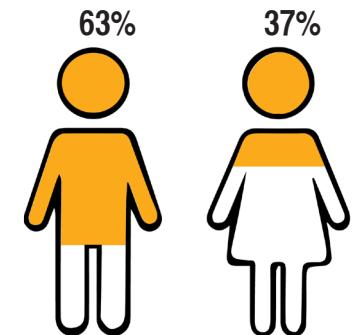
2015



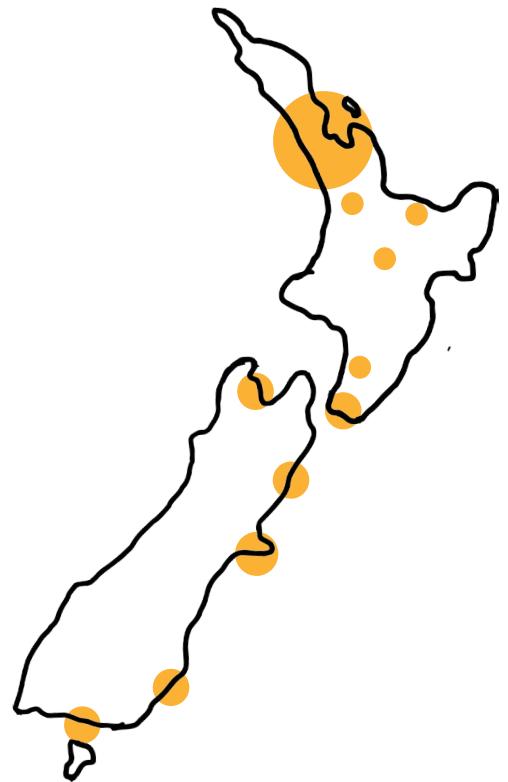
92 applications



38 participants



2016



PARTICIPANT FEEDBACK

EDUCATION; EXPERIENCE

LEARNING ABOUT STARTING A BUSINESS AND BEING AN ENTREPRENEUR

Along with the explanation and demonstration of practical tools and frameworks, Venture Up 2016 participants learnt the most from applying these to their ventures right away. While some students highlighted specific ideas or models, most cited the real progress came from execution and reflection.

What was your stand out EDUCATION learning or experience?

GG Actually understanding what it means to be problem orientated / being taught the lean start up methodology and how to use business iterations.

GG Different method of learning. I really loved the fact that you learn theory in the morning and you can put that straight into practice in the afternoon with your own business. I think that is the best way of learning!

GG Lean methodology - justify ALL of your assumptions. Fail fast and move on. So, so important for startups. Thrive off failure, you have to fail to succeed.

GG Starting a business is built on taking insightful risks. You build on recognising the problem before focusing on solution.

GG This question is impossible. I have learnt more within these six weeks than I have throughout my entire time at High School. If, however, I HAVE to choose one thing that summarizes it all, I will go with Jessica Venning Bryan's comment in her first talk with us, that being an entrepreneur is about being comfortable with being uncomfortable.

GG The importance of true validation and quickly disproving your idea.

100% said they acquired or improved their enterprise skills and knowledge

97% said they acquired or improved their skills in enterprise and decision making



CONNECTION; INSPIRATION

CONNECTING AND LEARNING FROM ENTREPRENEURS
AND BUSINESS PEOPLE

Venture Up 2016 Participants thrived on hearing many different perspectives, taking equal inspiration from people's personal and professional stories. They were blown away by the genuine enthusiasm and support of other more experienced entrepreneurs, giving them the confidence to build their own relationships during the programme and in the future.

What was your stand out CONNECTION learning or experience?

 Hearing different takes from many different people meant I could see how many different routes you can take and still be successful.

 Networking has by far been the biggest most compelling thing to me. I found out it's about the connections and talking to people.

 Venture Up has started to make me feel more confident in conducting business away from emails by getting out of the room, talking on skype, talking on phone etc.

 Business is not cold and ruthless like the impression you get from corporates. It's about humanity and connecting with people and knowing their perspective and intentions. It's all about relationships.

 The power of a strong network. Having people around you to help guide you and share their experiences in a different areas of business is extremely powerful.

 I never knew how important networking was until I took part in Venture Up. I learnt that so many people can assist you in so many different ways and it's really important to make an effort to connect with people.



A screenshot of a Twitter post from user @RachelTaulelei. The post features a yellow header bar with the Twitter logo and the word "Following". The tweet itself is enclosed in a white box with a yellow border. It includes a profile picture of a woman, her name "Rachel Taulelei", and her handle "@RachelTaulelei". The tweet content is: "Thanks guys - as usual, have left TOTALLY pumped about all those smart young minds! Love @VentureUp_NZ." The entire image is framed by a thick yellow border.



RESILIENCE; GROWING

EXPANDING YOUR SKILLS AND CAPABILITY UNDER PRESSURE

Venture Up 2016 participants developed these skills in many ways; managing themselves and their team dynamics under pressure, dealing with contradictory advice from speakers and mentors, drawing lessons and staying focussed when things didn't go how they expected, building the confidence to pitch at Venture Up Showcase.

What was your stand out RESILIENCE learning or experience?

 I learnt so much. Have a thick skin and take your mistakes as learning opportunities.

 Persevering with the lean start up methodology and learning to work while keeping our solution extremely vague / fluid.

 Getting the opportunity to speak at the pitch events and the final showcase has helped me to refine my public speaking skills and has also helped me to deal with different forms of feedback in terms of our business and my presentation skill

 The last night grew me into a resilient person, knowing that all my hard work and effort over the 6 weeks could become something like that. This changed me as a person.

 To follow your gut, especially if things aren't going the way you'd hoped, and learning to accept that things you've invested time into may not work out and moving on.

 I had no clue what sort of resilience and skill set I had inside of me till I came to Venture Up. Being thrown in the deep end, brought out skills and capabilities to carry out tasks I had no clue I had.

 Pressure has never really been an issue, but something I have greatly expanded on is being able to take on board criticism (in any form), look into why the issue is there, and then make decisions is the issue is truly large enough.

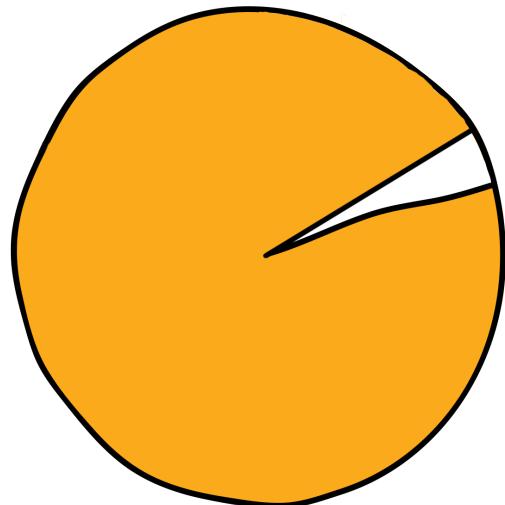
100% said they acquired or improved their confidence in decision making

100% said they improved their personal / social skills

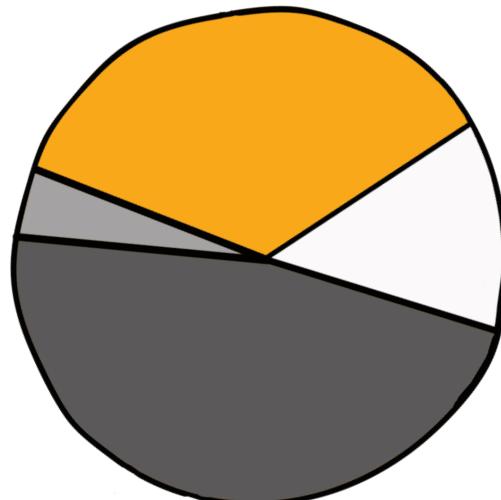


PARTICIPANT FEEDBACK

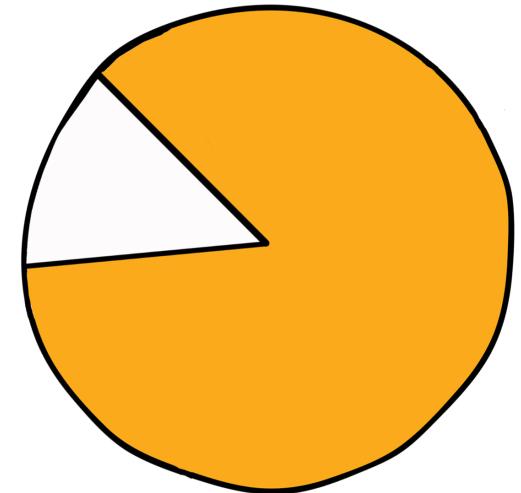
95% rated their overall Venture Up experience as awesome



37% agreed that Venture Up was the main factor in changing their plans for the future



90% would absolutely recommend Venture Up to other students



- Awesome
- Satisfactory
- Disappointing

- Yes, Venture Up was the main factor
- Yes, Venture Up was a minor factor
- Venture Up has simply reinforced my previous decisions
- No, Venture Up has had no impact on my decisions

- Absolutely, everyone would get something out of it
- Possibly, there will be benefits for some people
- No, I would not recommend

PROGRAMME SUMMARY



WEEK 1

TEAMS & TOOLS

Build your Venture Up teams
Understand the main tools
Confirm market validation plan
Identify Goals for Venture Up Showcase

 This week is packed tight with idea storming and team forming, tools and methodology, and challenging existing mindsets. Excitement and energy fuse with brimming opportunity.

WEEK 2

CUSTOMERS

Understand your detailed market validation
Identify core customer set
Build strong proposition around MVP
Confirm roles and vision/mission for team

 Mentor whiplash is getting real as teams cement their vision and mission while hearing the good, bad and ugly from customers and mentors as they validate problems BEFORE solutions.

WEEK 3

PRODUCT / MARKET FIT

Understand the market potential and map it
Build customer contacts into firm leads
Identify potential partners/channels
Confirm your sales proposition

 Resilience levels and team dynamics are pulled in all directions. Knockbacks sting and wins provide bricks for the rebuild. At all costs participants are learning to find the lesson and grow from it.



Venture Up
@VentureUp_NZ

Following

Top notch ideas coming from the #VentureUp_NZ participants today!



Venture Up
@VentureUp_NZ

Following

Starting the day with @strataspire on customer engagement! #energyfordays #startup #askingtherightquestions



Tom Harding
@tghHarding

Following

You gone full dragons den @RolloWenlock? Gold on the @VentureUp_NZ @Snapchat story today



Is he a chef? Because he's roasting hard



WEEK 4

MARKETING & SALES

Understand what it will take to grow your business

Build your revenue and pricing model

Confirm your business partnerships

Refresh Goals for Venture Up Showcase

 Teams are finding their feet and wading through the huge amount of info they have received. Concepts become familiar, routines are formed, the path to Showcase is becoming clearer.

WEEK 5

GROWTH

Understand basic growth finances and forecasting

Identify your growth targets and future roadmap

Confirm your business governance and connections

Build your Venture Up pitch deck

 Digging deep to finalise all that came before while focussing on the pitch & demo day.
Trying to stay in the now while looking forward.

WEEK 6

SHOWCASE & RETROSPECTIVE

Identify what you need from the showcase

Perfect your Venture Up pitch

Understand what you have learnt at Venture Up

Confirm where to next

 The climax of the Showcase event and the reality that it's almost all over. Our network of supporters and sponsors get a front row seat on the action. Time to relax and reflect, and plan for the future...



Following

#Photoception #nightout #summer #business
#entrepreneurship #accelerator #VentureUpNZ
@WhyWellington @WgtnCC



The BizDojo
@BizDojo

Following

great to have @VentureUp_NZ using our
#wellington space for their pitch practice w/
@CreativeHQ



Following

Bright future ahead for these entrepreneurs!
Take a bow @ventureup_nz



THE TEAMS

Influencqr

A service that builds meaningful relationships between influential 'Instagrammers' and brands to create organic marketing.

Used Venture Up to validate their market and test their solution. Running two successful campaigns with Wellington businesses and building on leads for several more. The team honed their approach and business model throughout.

ONE MONTH ON: All are continuing with their venture, albeit across different cities, building their campaign portfolio. Looking into fashion influencers and YouTube advertising as areas for growth.

influencercrew@gmail.com | www.influencerland.com



Felix, Hunter, Omer, Rachel, Jordan

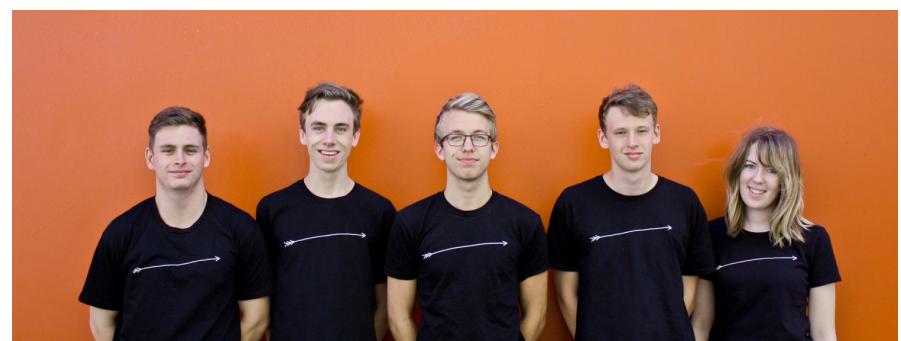


A simplified online platform to solve social indecision around choosing what and where to eat at meal times for busy professionals around the city.

Used Venture Up to better understand the problem and market, develop a solution, build a test customer base and develop an MVP app.

ONE MONTH ON: Nick, Jacksen, Jacob and Jakobb are continuing with Crave alongside their tertiary studies. Alana is looking into other startup opportunities. All want to remain active in their local startup & business community.

hello@craveapp.nz | www.craveapp.nz



Jakobb, Nick, Jacob, Jacksen, Alana

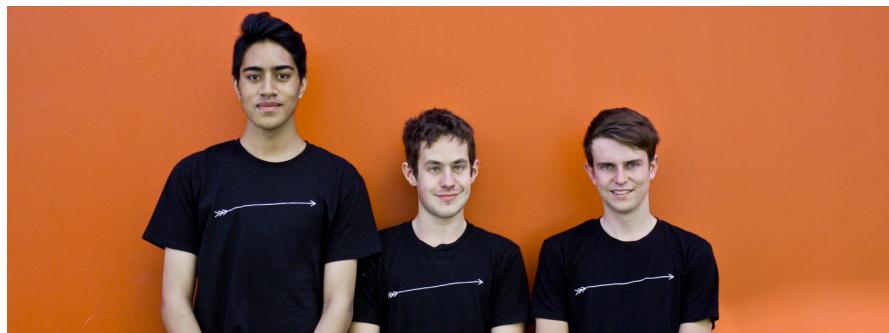
INTRUDE A LOCK

A device that offers peace of mind and security to help travellers identify where illicit baggage tampering has occurred while in transit.

Used Venture Up to validate the problem, market and solution. Pivoted from working with Transport and Insurance industries to consumers and the Travel industry. Built several leads with major organisations to collaborate on a bespoke product.

ONE MONTH ON: Elisha and Hayden are continuing with Intrude-A-Lock, currently confirming ongoing roles. Keith is working on another business in the health & beauty industry. All are active in their local startup & business community.

www.intrudealock.com | intrudealock@gmail.com



Keith, Elisha, Hayden

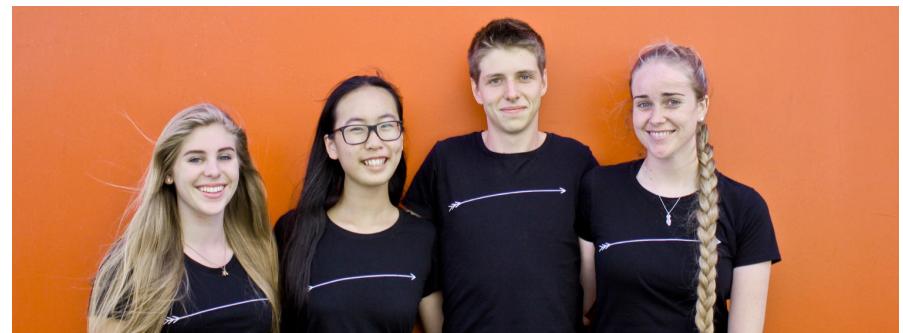


Simplifying complicated menus to make dining more accessible for tourists and anyone wanting clarity over what they are ordering.

Used Venture Up to investigate a series of problems relating to travel and tourism in NZ. Settled on assisting individuals who struggle with complicated menus and surfaced various potential markets. Developed an MVP website.

ONE MONTH ON: Kim and Toby are continuing with Multi Menu while continuing their tertiary studies. Tiger and Charlotte have commenced tertiary study in business in Auckland. All are keen to stay active in their local startup & business community.

www.themultimenu.com | contact.multimenu@gmail.com



Charlotte, Tiger, Kim, Toby



An online platform that connects high school students with part time jobs through personalities, not CVs

Used Venture Up to validate their problem, market and build a database of 1300+ students looking for jobs. Developed website and researched potential alternatives to written CVs.

ONE MONTH ON: Rebecca is continuing with Part Timer. John, Dani and Dylan are continuing their tertiary studies and other businesses. Loren & Michael have commenced tertiary study. All are keen to remain active in their local startup & business community.

www.parttimer.co.nz contactus@parttimer.co.nz



Rebecca, John, Loren, Michael, Dylan, Dani

///RELAY

A platform that allows for a peer to peer delivery network personal pick up/drop off service to save your time so that you can do what you do best.

Used Venture Up to validate their problem, better understand their market, build an interactive site and run an MVP version of the business for a test period. Relay used the data to modify their business offering and model.

ONE MONTH ON: The team are working on how to continue with members spread across NZ and other countries. Derek, Sophie and Cameron have undertaken tertiary study. Sam and Aidan are taking up different work and travel opportunities. All are keen to remain active in their local startup & business community.

www.relayapp.nz | hi@relayapp.nz



Aidan, Sophie, Derek, Sam, Cameron



A web-based platform that harnesses the power of storytelling to connect small charities with potential donors.

Used Venture Up to investigate a series of problems from food waste to the struggle of small charities in NZ. They built a solid network of like-minded individuals and organisations to better understand their problems. After settling on a concept, Story Unfolded produced a short video for a Wellington charity and developed an MVP site for potential donors.

ONE MONTH ON: The team have decided to move on from their venture, pursuing their own respective studies, business and travel opportunities. All are keen to remain active in their local startup & business community.



Francisco, Emily, Liberty, Eleanor, Emma, Nicholas



A service that aims to expose old spaces to young faces, giving one of the most underrepresented demographics a voice through placing youth in areas of business providing feedback to board level,

Used Venture Up to validate their problem, better understand potential markets and business models as a solution. They consulted with several small to medium businesses and had a lot of interest across sectors.

ONE MONTH ON: All are continuing with their venture alongside tertiary studies. They are currently working on a short-term plan to progress the interest they received from several companies.

www.youthonboard.weebly.com youthonboardnz@gmail.com



Cameron, Joy, Logan, Jimmy

THE Venture Up SHOWCASE



1 VENUE

Wellington's stunning City Gallery

3 SPEAKERS

Celia Wade Brown, Wellington Mayor

Hemi Rolleston, GM Maori Economy, Callaghan Innovation

Terry Shubkin, CEO, Young Enterprise Trust

8 PITCHES

135 GUESTS

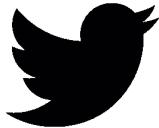
Including startup and investor community,
public and private sector, local government
and MPs, friends & family

Venture Up 2016 in the words of participants
Jimmy Philip and John Rassie...

"It's fair to say School was never our thing, but as soon we went to the roadshow we knew Venture Up was right for us. Real world experience is where our strengths lie, and this programme has offered us the perfect opportunity to showcase that. We've learnt more in the past six weeks than we ever learnt in the classroom. Jimmy's attendance rate went from 60% to 100% but my poor spelling never changed. In saying that we have thankfully realised that entrepreneurship isn't about having the best grades, the most experience or being the smartest guy in the room. It's about connecting with people, creating innovative ideas and being willing to learn from failure. Words simply cannot explain how much John and I have learnt and we are truly grateful for this."



SOCIAL MEDIA



We used Twitter to share real-time experiences and events, primarily with the wider startup and business communities. We maintain a presence here alongside many of our supporters and contributors. Activity peaks at the time of VU workshops and programmes.

#thenumbers

308 followers

1.1k impressions each day since launch (19 Nov 2015)

40k impressions over duration of VU programme (6 weeks)



We used Snapchat through MishGuru to build energy and engagement for participants during the programme. We also have a wealth of user generated content for future promotion and marketing. This was a first for the 2016 programme.

#thenumbers

1,164 Snaps received

104 followers

185 Screenshots



We used Facebook to stay connected with the wider Venture Up community – alumni and prospectives, supporters and contributors. We use a closed group for each cohort leading up to and during the programme, then combine them with the Alumni group when a programme finishes. We're looking to build the community page over time as awareness of the programme and national workshops grows.

#thenumbers

130 active members – Venture Up public group

71 active members – Venture Up Alumni

Emily Tasker@emi_born2try

@VentureUp_NZ 2016 has finished. Well done to all involved! Love this quote "you've successfully disrupted my life!"

Steve O'Connor@ChiefFlickster

Thanks for the opportunity to meet the whole @ VentureUp_NZ gang. Super inspiring bunch of young peeps.

Hemi Rolleston@hemiroll

Callaghan team had gr8 time supporting @ VentureUp_NZ @callaghannz awesome inspiring young entrepreneurs

Stephanie Benseman@StephBenseman

So proud to say I'm a @VentureUp_NZ Alumni and even prouder to have been apart of the 2016 crew!
#LoveThisProgramme

Christopher Bishop@cjsbishop

I'm with @toddmullerBoP at the @VentureUp_NZ final showcase. 40 young entrepreneurs from around NZ. Awesome

ALUMNI UPDATE

Graduates of the 2015 programme share what they're up to and the difference Venture Up has made for them...

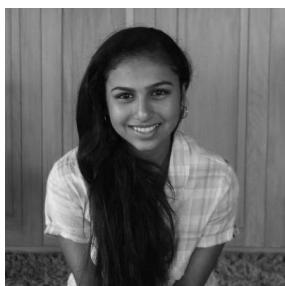


JONATHAN BRANDON

Studying at Massey University in Palmerston North, running his startup SearchMasters - a search engine optimisation agency.

Venture Up supported and gave validity to a direction that I wanted to go in. Where university portrays entrepreneurship as a distant goal that “other people” are involved in, Venture Up taught me that it is a way of thinking that I can step into now with what I already have. The “that’s too hard” barrier has come down.

The idea of not being afraid to fail that Venture Up planted for me, has given me confidence to jump on an opportunity when I see it.



ADITI GORASIA

Studying Marketing and Finance at the University of Auckland, Women's Rights officer for the university's student association.



Not having a venture of my own makes me very nervous to attend networking events or workshops. However knowing that I've gone through Venture Up makes me feel valid being there, like I definitely belong in that world, that someday I will have my own journey to share too.

Most importantly VU has given me the most intricate web of contacts I could dream of. I feel empowered to be ambitious with my ideas because I know who to contact to help make it happen.



BEN SEELEN

Studying International Business in Dunedin, running his startup – Tribe, an energy food product.



I made some massive decisions because of it and am super grateful now that I slogged it out last year and didn't achieve much of what I wanted because it's put me in great stead for this year and I feel like I am crushing it!

I feel like Venture Up has developed a very resilient mindset which is definitely been helped from chatting to all the other Venture Uppers and seeing them all go and do great things. It just makes you push through for that extra hour to make sure you're doing a good job.

ALUMNI UPDATE

Startups that have continued beyond Venture Up...



Flatpak



Flatpak builds flexible storage solutions for transporting your precious cargo. Since Venture Up Flatpak has established its first distribution channels through Farmlands, brought onboard mentors - Victoria MacLennan and Mike Riversdale as directors and finalised the design of our first product the Flatpak Quady. This has taken us right around New Zealand on a national roadtrip where we visited 39 Farmlands stores, a handful of New Zealand's biggest sheep stations and participated in the Southern Field Days. – **Emily Tasker**



Filtr



Filtr helps tertiary students and recent graduates find jobs relevant to their degrees. Since Venture Up we have placed employees at various public and private organisations including NZTA and Virtus Group. With the number of job listings increasing, great support from universities and a new app in development the team is still committed to changing the way recruitment's done. – **Steph Benseman**



Notifr



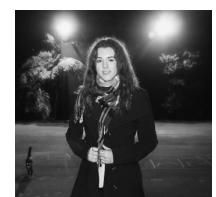
Notifr's jumping ahead, with customers in New Zealand and India. We've just been selected as one of the TNW Boost startup's for the Amsterdam conference. Check out [notifr.com](#) for more! – **Sam Kerse**



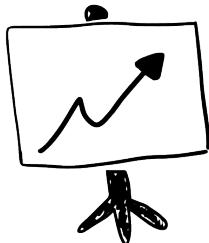
Wellington - LIVE & Vic Entrepreneurs Club



I created and have grown Wellington - LIVE to influence hundreds of thousands of people every week over multiple social media platforms. I plan to continue growth, along with collaboration, and monetization where reasonable. This year I am also bringing back to life the Victoria Entrepreneurship Club to help students turn ideas into actions, as well as selling 3D Printing Pens as 'YouCreate'. - **Lilia Alexander**



WHAT'S NEXT?



VENTURE UP ALUMNI

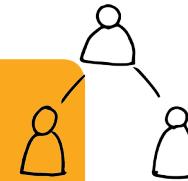
65 alumni from 2015 and 2016 programmes stay connected through a private Facebook group

Ongoing support for teams through monthly check-ins for the first 6 months and quarterly thereafter

6 monthly reunion get-togethers for alumni, Venture Up team and contributors

Ongoing access to Creative HQ's facilities and community, heads up on key events

Involvement in Venture Up Roadshows and future programmes – speaking, interning, developing programme content



VENTURE UP 2017

CONTENT AND DELIVERY – pretty much nailed, tweaks as new and emerging tools & technology come to light

PARTICIPANTS – solid selection process and pipeline from YES and Secondary Schools, will tap into other youth development groups

LOCATION – potential location change, watch this space...

INTERNSHIP PROGRAMME – working with startups and small businesses to place standout Venture Up graduates

VENTURE UP ROADSHOW

In 2015 we worked with over 200 young New Zealanders in 9 centres across the country

In 2016 we want to reach 400 young New Zealanders in 11 centres across the country



THANK YOU FROM *Venture Up*



Administered by the Ministry of Social Development



**Absolutely Positively
Wellington City Council**

Me Heke Ki Pōneke



To ALL the lead mentors, drop-in mentors, speakers, collaborators and supporters who made this programme not only possible but an experience that changes lives.





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