

January 2019

Dear successful business owner of our community,

- Have you thought about your Business Corporate Responsibility commitment for 2019?
- Did you know that we live in a community consumed by Social Change requirements? Drugs, homelessness, youth challenges, domestic violence, mental health, environmental decay etc..
- Did you know that over 58% of our High School graduates, in our community, don't go onto University or further education?
- Did you know that there are youth struggling every day to find a connection, commitment and passion towards what they are going to do in the future?
- Did you know that unemployment and no post school direction forms the largest cause behind the mental health issues of our youth today?
- Did you know that the Future Jobs of this world will start in as little as 10 years' time and Australia is already 5 years behind the rest of the world?

Co-Hub Perth was formed in the heart of this community to offer the solution we need towards entrepreneurship, small business and innovation. Never have we seen an incubator in our area before and the reason behind that is that they have never had the courage to think it will satisfy a purpose. **Well we are here to prove them wrong.**

Our youth and adults of this community deserve a space, designed programs and dedicated mentors; to encourage the new age development of what this future holds for innovative ideas and services that generate Social Change and Impact.

Recent studies show (clearly) that we need to make a change ASAP about how we design, develop and implement the future learning pathway(s) for all generations. We need to be creative, innovative, impactful and affordable so that all can access.

As an incubator we have spent the last 4-6 months designing what we deem one of the best Entrepreneur programs there is on offer. Combined with direct recognition from the Department of Industry and Innovation with recent grants and funding we have received to roll out and implement our programs, in 2019.

The programs will run across 3 core groups. One being those aged between 18 – 24 years of age. Giving access to a dedicated program that will allow the participants to access knowledge, hands on experience, life skills, the formation of an actual businesses and long term mentoring to make a long term impact. *There is simply nothing NOR on offer like this.*

We are now searching local businesses who will consider becoming a corporate sponsor. Each sponsor will sponsor one participant to officially be enrolled in the 12 month program.

For just \$320 per month you will give an opportunity of a lifetime to a member of the community that just needs a little bit of support to get on their way. You will basically be making a difference to one life but also several lives as the main focus about this program is; Social Innovation & Change. This means that every start-up that is generated through this program, will have a primary focus towards a service and/or; product that will make a much needed difference and impact to our community. That can be the environment, the people etc. It will be focused on long term sustainability and will generate a change that this community needs and deserves.

It will also develop empathy and compassion as well as a strong entrepreneur ability and focus. You simply cannot develop these skills elsewhere and we MUST as a community, support and encourage this pathway if we want our youth to become focused, capable and thrive.

The attached flyer outlines exactly what the program involves. It is both an accredited and non-accredited program. Including theory based classroom work and; hands on design and deliverables. We have several 'Experts in Residence' participating as key and core speakers and facilitators, throughout the entire 12 months. Each and every participant will go through the journey of a start-up design, pitch and creation and; each participant will also walk away with an accredited Cert 3 in Micro Business.

The program as a whole has a total value of over \$10,000 per participant but because our commitment is to give everyone an opportunity and focus on the social impact and change, we offer the program (including the Cert 3) for \$3840.00

Your commitment:

1. \$500 upfront fee to cover the resources cost of your sponsored participant
2. \$320 per month for 12 months ***Please note this is completely tax deductible via the NFP; The Impact Academy.*

Your return:

1. Corporate responsibility on a different level of return
2. Knowing you are supporting Social Change & Innovation in the community you are servicing as a business
3. All Social Media marketing exposure
4. Visual exposure by being branded on all direct visual marketing of your participant
5. VIP guest to the Pitch Night of all participants
6. And more....

I hope you have reached the end of this page and something has “struck a chord”.... and you are not going to just close up email and carry on with your day. Instead you want to chat to Co-Hub Perth more about this and get on board and assist us with this amazing opportunity for a member of our community.

I shall let you digest for a few days and post that I will give you a call....

As business owners we don't always get it wrong, we learn from failures and we dedicate our time and effort to achieve. How can we expect the future of tomorrow to develop the same skills if we have no place as an option to engage such?

Speak soon...

Becs Nguyen

Founder

Co-Hub Perth

The logo for Co-Hub Collaborative Education Hub is centered on the page. It features a large, light blue circular graphic with a textured, brush-stroke-like border. Inside the circle, the text "Co-Hub" is written in a large, grey, serif font. Below it, the words "Collaborative Education Hub" are written in a smaller, grey, sans-serif font.

Co-Hub
Collaborative Education Hub