



[mnminstitute.com](http://mnminstitute.com)

# Passion to Profit



mnm institute CRICOS Provider Code 03350J NVR Registered Training  
Organisation 40661

**Four Week (Full Time) Intensive Entrepreneur Bootcamp**

**Twelve Week (Part Time) Entrepreneur Program**



never trust  
a teacher

## ROBERT SCHAFFER

Founder - Chairman

Born in Sydney, raised in Vienna, worked all over the World. Held positions such as General Manager or National Marketing Manager and created a few businesses. Tried to quit. Played golf, got bored and founded MnM Institute to give back.

# NO JOKE

And if you think I shouldn't advise to never trust a teacher, keep reading.

Most industry sectors are missing talents with strong leadership and management skills. They are lacking entrepreneurial spirit and innovation while higher education providers keep producing graduates cast in the same mould and cut off from the reality of the markets.



Students are conditioned to believe that they can rely on diplomas and other degrees to secure a good future. They are taught to memorise textbooks and give answers that will please the teacher. The educational system is currently dominating is broken. It is not even paying attention to individuals who have the potential to create companies and employment. It sells lifelong job security and other crazy promises it can't keep.

We are serious about your future and we expect you to be too. MnM participants are dedicated, positive, entrepreneurial. They don't count their hours and graduate as CEOs or trusted freelancers. If you join the community, you will get to collaborate with these people and experienced mentors will be there to support you whenever needed.

Most of our participants are degree-qualified. They enrol to take things off the whiteboard and into reality because they know it is the only way that makes sense.

And you? Don't you want to break free?

## A stylized illustration of a ship at sea, with various icons representing business and technology floating above it, symbolizing the challenges of digital transformation. The ship is depicted with a large black hull and a white superstructure. Above the ship, there are several floating icons: a computer monitor with a bar chart, a document with a face, a coffee cup, a large black triangle, an airplane, a flag, a car, a speech bubble, and a gear. The background is white, and the overall style is minimalist and modern.

Why would work be opposed to life, as if you had to suffer to make a living, as if blurring the line between working and playing wasn't even an option?

We all have ideas others find crazy. These things we want to achieve and don't even dare to talk about. Because we are dreaming too big. Because it is foolish not to choose the "easy" option, the 9 to 5 lifestyle, the so-called safety.

But **does being reasonable really pay off?** A collection of degrees, from bachelor to master, isn't a guarantee to get a lifelong job anymore. Understanding how to market yourself and make your passion your competitive advantage, however, will allow you to get by, come hell or high water. Taking a leap of faith and giving our childhood dream a try will be more rewarding than persuading yourself it cannot come true.

**Think about the life-goals you could achieve** if, over the next two years and with support of committed mentors, you could focus on what you really feel like doing for the rest of your life. imagine what would happen if you could finally use your education, your knowledge and experience, for something that actually matters to you.

Maybe you already have a job, coming complete with long hours and good money. Perhaps you don't really like it and sometimes it is hard to find the motivation to get up in the morning, but your parents are proud and your friends envy you for what you can buy. You envy them for what they can live. Think about how much energy you waste hiding who you are, pretending you are the person your boss wants you to be, and being true to yourself only on your days off. Motivation solely based on greed is hard to sustain... And as a client, would you really trust someone who leads a double life?

**mm's Approach is focused on the candidates,** their passions, their obsessions, the absorbing hobby becoming a vocation and a life purpose. We don't teach participants how they should live their life, we coach them to identify their desired lifestyle and find opportunities to convert, we encourage them to do things, make mistakes and fix them. Because we don't all want the same things, because we don't all give the same importance to money or family, we shouldn't have to work towards the same goals just to please a teacher.

mnm's program aims at making you rediscover yourself and reinvent your life. When you know your strengths and weaknesses, your values and your priorities, the places where you want to be and the people you want to see, you know what you can bring to the World that you can do better than anyone else. Then all you have to do is show to your potential clients how your dedication to your passion responds to their needs.

We know our competitors and their promises to get you job ready. We are not in charge of the labour market. We prefer to give you the tools to be life ready, or rather life proof. You are never going to be 100% ready for change, and it is precisely why you should make it happen now. Fortune the brave.



# MAKE YOUR **PASSION** PROFITABLE

## *Become an Entrepreneur*

OVER THIS PROGRAM YOU WILL BE GIVEN ALL THE TOOLS, STRATEGIES, INFORMATION, SUPPORT AND ADVICE TO TURN YOUR PASSION FROM A DREAM INTO A BUSINESS REALITY.

Do you find it difficult to focus, knowing that you want more from your life? Knowing that deep down you can achieve more than a dull, average 9 to 5 life. Do you doubt yourself and lack the confidence to take the leap into making your own business dreams a reality?

You've sat through numerous boring meetings, suffered a stream of never-ending mundane emails and feel distraught that you aren't achieving the things you really want in life. You're unable to focus as your mind escapes to your 'happy place'....

The place where you can work when, where and how you want. No boss breathing down your neck, just YOU making it happen. Maybe you also dream of building something that you are truly proud of, rather than simply making it through the week and chasing that Friday feeling.

If that sounds like you, prepare yourself because we are about to tell you something you know is true, you CAN achieve your business dreams. You can make it happen. You are absolutely 100% capable. There has never been a better time to break free from your old life and start making your passions work for you.

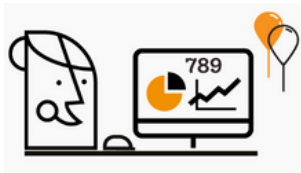
It's time for a lifestyle shift and time to work on your goals, **not making someone else money.**



# WHAT WE KNOW

As a world class startup educator we know what it takes for the next generation of entrepreneurs to succeed.

## 1. START UP NETWORK



When you're an entrepreneur it is priceless to be connected with others like you. People walking the same path, sharing the same challenges. Networking is a true investment in your business and if you are well connected, you will find what you need at your fingertips.



## 2. BUSINESS OPPORTUNITIES



Learn about quick and affordable ways to grow your brand. Choosing the best growth strategy for your startup can be tricky but we will show you how to transform your ideas into profitable business opportunities.



## 3. GUIDANCE / ASSISTANCE



Mentors have gone ahead of you in their journey, they have experienced the ups and downs of entrepreneurship. Your chance of success increases with getting access to the business knowledge and guidance of our experienced professionals.





# FLEXIBLE APPROACH



## OPTION ONE: FULL TIME

- Four weeks.
- Monday, Tuesday & Wednesday.
- Contact hours are 9:30am - 4pm.

## OPTION TWO: PART TIME

- Twelve weeks.
- Wednesday evenings 6pm - 9pm.
- Saturday mornings 9:30am - 1pm.

# REASONS TO COMPLETE THE PROGRAM



In today's rapidly changing world, the ability to adapt to changes and seize new opportunities is more important than ever.

This Powerful Entrepreneurship Programme will enable you to become an innovative leader and you will learn how to identify new ideas and opportunities, turn them into a working business, sustain competitive advantage, and strategically grow your own brand.

You will have a unique opportunity to hone your entrepreneurial skills and perspectives by spending 4 weeks learning how to turn your vision into reality following our practice-based accelerated learning model.

Get an edge for your venture and find the essential skills, knowledge, and tools to get noticed in a highly competitive start-up ecosystem.





# CURRICULUM OVERVIEW



## OPTION ONE: FULL TIME

Wednesday, Thursday & Friday. 9:30am - 4pm.

WEEK ONE:

**START UP  
KIT**

WEEK TWO:

**BRAND  
HACK**

WEEK THREE:

**MARKETING  
STRATEGY**

WEEK FOUR:

**FINANCES +  
PITCHES**



## OPTION TWO: PART TIME

Wednesday Nights. 6pm - 9pm + Saturday Mornings

WEEK ONE:

**START UP  
KIT**

WEEK TWO:

**START UP  
KIT**

WEEK THREE:

**START UP  
KIT**

WEEK FOUR:

**BRAND  
HACK**

WEEK FIVE:

**BRAND  
HACK**

WEEK SIX:

**BRAND  
HACK**

WEEK SEVEN:

**MARKETING  
STRATEGY**

WEEK EIGHT:

**MARKETING  
STRATEGY**

WEEK NINE:

**MARKETING  
STRATEGY**

WEEK TEN:

**FINANCES +  
PITCHES**

WEEK ELEVEN:

**FINANCES +  
PITCHES**

WEEK TWELVE:

**FINANCES +  
PITCHES**



# STARTUP KIT



## DEFINING YOUR IDEAL LIFESTYLE SHOULD BE THE START OF YOUR JOURNEY.

When you know your strengths, your values and your priorities, the places where you want to be and the people you want to see, you know what you can bring to the world that you do better than anyone else.

Challenge your assumptions and focus on your aspirations to define your vision.

Engage in brainstorms to find out how you can have a positive impact on the world and make a living doing what you love.

### TOPICS:

1. Welcome to the MNM institute "Passion to Profit"
2. Ideation - Discover the possibilities
3. Start-up DIY Mindset
4. Design Thinking & Strategic Thinking
5. Idea screening
6. Concept Development Process
7. Packaging Benefits - Your Value Proposition
8. Personal Concept Pitch
9. Lean Marketing Concept
10. Industry Evaluation - Trends Analysis
11. Pitch Deck Introduction

# BRAND HACK



## DESIGNING A BRAND IDENTITY, LOGO AND, WEB TO PROMOTE YOUR BRAND.

Your brand is your way of communicating to the world what your product stands for and your way to be different from the competition. If you want your brand to succeed and thrive in the future, you need to build a brand identity that accurately conveys everything that you stand for.

To build your brand we'll take you through tried and tested steps resulting in an intimate understanding of your brand. We'll focus specifically on the visual elements of your brand identity as well as helping you develop your logo and overarching brand strategy.

### TOPICS:

1. Target Persona - Segmentation
2. Opportunity Search
3. Brand Hack
4. Brand Archetype
5. Brand Equity - What's in a Name?
6. Brand Manifesto
7. Graphic Design Assist - Your logo and visual identity
8. Web - Wireframing your Web
9. Domain Day "www.YOU.com"

# MARKETING STRATEGY



## FOCUS ON CONTENT THAT WILL BENEFIT YOUR BUSINESS.

Create engaging content and learn advertising tactics that work. Facebook, Instagram, YouTube, Google Adwords... Let us help you to tell your story on the major digital platforms.

We cover everything from tools for content creation to specific proven tactics that will help you to find not only new followers, but the new customers.

What content types will help you to grow your social media quickly? What are the nuances of Facebook Ads and how to test and scale them? How to set up your e-mail marketing automation? This is your fast lane to becoming a social media expert.

### TOPICS:

1. Welcome to the MNM institute "Passion to Profit"
2. How to engage Your Audience
3. Web Development session 1on1 by Appointment
4. Ideate, Prototype, Test Digital Marketing
5. Web Development session 1on1 by Appointment
6. Customer Service Channel
7. Sales Channel
8. Web Development session 1on1 by Appointment
9. Public Relations (PR)
10. Managing your Start Up
11. Scoping "Your Big Idea" - 12 months timeline
12. Resourcing "Your Big Idea" - 12 months schedule
13. Web Development session 1on1

# FINANCE & PITCHING



## GETTING TO GRIPS WITH THE FINANCIALS IS PIVOTAL TO YOUR SUCCESS.

We'll help you plan your finances, create your startup budget and turn your brand into a business. Get ready to pitch to investors if necessary.

It's important at this early stage that you establish your ROI and crunch the numbers with our innovative risk management plan.

You'll learn the basics of business accounting and walk out with useful spreadsheet formulas and to forecast the financial performance of your new venture. Finally, we will also help you craft a perfect pitch so your plan will be clear to potential investors and you can raise money easier.

### TOPICS:

1. Target Persona - Segmentation
2. Budgeting "Your Big Idea" - 12 months schedule
3. Web Development session 1on1
4. Presentation Skills
5. Creating Audience Awareness
6. From Elevator Pitch to Show and Tell
7. Get Funding Ready - Understanding Your Options
8. Pitching Skills
9. Launching Your Startup

**FINAL PITCH OFF: WINNER  
RECEIVES \$3,000AUD SEED FUND**

# Rewards

## TOOLS OF THE TRADE



YOU'LL LEAVE ARMED  
WITH A STRAIGHT TO  
MARKET' STRATEGY

Plus we'll help you  
build the confidence  
you need to take the  
leap!

# FEES



## COST:

The Early Bird tuition fee is \$3,700 (for both FT and PT)

We would like to make our programs accessible to as many people as possible, so payment plans are available.

Payments are not requested until after you have been through the application process and offered the position.

## INCLUDES:

One on one mentoring with industry experts

- 30+ class members to hold you accountable
- Post program mnm Membership
- **Final Pitch: Opportunity to win \$3,000 seed fund**

## DATES:

The Full Time course commences on XX October 2019.  
The Part Time course commences on XX October 2019.

All application must be submitted by XX September 2019.

Once your application form and supporting documents have been received we'll get in touch to confirm your place.

If you receive a Letter of Offer, you must hold your position with a \$750AUD non refundable deposit.



# Mentors



**ROB**

**MARKETING / BUSINESS / STRATEGY**

Born in Sydney, raised in Vienna, worked all over the world. Held positions such as General Manager, National Marketing Manager and created a few businesses. Tried to quit. Played golf, got bored, founded mnm to give back.



**NICK**

**SOCIAL MEDIA / MARKETING / STRATEGY**

Nick has 15-years of experience working in advertising, digital media, and strategy. He has worked with global brands such as Facebook, Samsung, Subaru, Billabong, CBA, Toyota, Tsingtao, 4 Pines, and many more local businesses.

He is the Founder of digital marketing consultancy Pineapple Marketing. Pineapple delivers world-class marketing strategy and digital media execution. Pineapple delivers Nick a true 'freedom business' as he runs it between Sydney, Byron Bay, California, and Amsterdam.



**AUDRIUS**

**WEB DESIGN**

His passion is web and graphic design. He is building website for good decade and love the opportunity to help other businesses with their digital presence.



**DAVE**

**MARKETING / BRANDING / STRATEGY**

David has over 15-years of experience working in market and events. He has worked with global brands such as Google, Apple, Facebook, Spotify, Optus, Red Bull, Nike & MTV to name a few.

David is the founder of Growth Tank a specialist marketing agency based in Sydney. He also founded Youth Marketing Australia conference held annually in Sydney and Melbourne.





There's no limit to passions. Doesn't matter what you do, if you do it well, people will like it.



JC Gars developed his Lekker Tucker brand at MnM Institute as a sustainable business in line with his strong values about the ethical sourcing of all ingredients.

His healthy beef snack product is a win-win product for farmers, nature, customers and of course for himself as well.

That's the right and the only way how business should be done.



Watch our interview with JC:

[www.mnminstitute.com/JC-Gars](http://www.mnminstitute.com/JC-Gars)



*we  
don't see  
resources,  
we  
see  
nature.*

Jean-Charles Gars, France  
Founder of Lekker Tucker

\*Testimonials need to be finished and pictures changed - website was not complete.

# WHAT OUR ALUMNI SAY:



**ALEX**  
**HOOPS**

MnM has supported my entrepreneurial dreams in Sydney. I'm learning business and marketing from top tier mentors in an enriching environment....



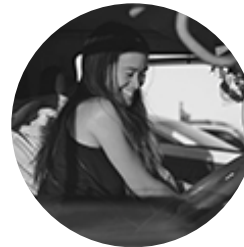
**KAIZEN**  
**KAZIEN**

MnM showed me the meaning of passionate entrepreneurship. I learned that life should be exciting and fun. With the right mindset and understanding...



**DEBORA**  
**FLOP**

MnM helped me take my project and vision to another level. Studying here and passing through all the subjects gave me perspective about all the....



**CAROLINE**  
**REWILDIN**

It has been a fabulous journey being a part of MnM Institute, a safe and rich environment to turn ideas into startups. Our venture, Rewildin, was born at MnM....





# Contact Us



## ADDRESS

Level 4, Liverpool Street, Sydney, 2000, NSW

## PHONE NUMBER

(02) 9261 2922

## EMAIL ADDRESS

[hello@mnminstitute.com](mailto:hello@mnminstitute.com)

mnminstitute CRICOS Provider Code 03350J  
NVR Registered Training Organisation 40661

