

# MnM

be a "global" startup

# Institute



**DHAKA**

**BANGKOK**

**AWESOME 6 MONTHS STARTUP STUDY PROGRAM  
RUN BY EXPERIENCED ENTREPRENEURS IN YOUR  
CITY.**

**TAKE THE LEAP AND MAKE YOUR PASSION PROFITABLE,  
you leave armed with a straight to market strategy!**

**Commence your entrepreneurial journey in your country and  
on completion of the BSB40820 Certificate IV in Marketing  
and Communication after which you can select further  
options suitable to your needs.**

**If you want to start your own business or make a living as a  
freelancer then this fast track startup program is for you.**

**Your opportunity is here now to commence your study  
program with Australia's top entrepreneurial education  
provider. We will give you with the chance to complete the  
first part of the "Be an Entrepreneur" 2 year program in your  
own country and after the successful completion of the  
"Certificate IV Marketing and Communication" you will be  
afforded the added opportunity to make application for study  
at our Sydney campus.**

**Staying in different countries forces you to be more flexible to  
new surroundings, to new people, and to a new culture. Many  
participants who choose to study abroad find this an  
enriching if challenging experience. They find that it makes a  
big difference to their ability to handle change later in their  
careers.**

# **BE A START UP!**

**don't just listen. CREATE**

**APPLY NOW**

# THE PROGRAM

## HOW IT WORKS

KNOWLEDGE

PASSION

EXPERIENCE

MnM Institute is a world class startup educator that knows what it takes for the next generation of entrepreneurs and leaders to succeed helping you to turn your passion into profit.

DHAKA OR BANGKOK

**Be a StartUp (PART 1)**

**BSB40820 - Certificate IV in Marketing and Communication**

1 December 2022 to May 2023  
Part Time Blended Hybrid Face to Face - Online  
COST: \$4,000

**APPLY NOW**

SYDNEY - MNM CAMPUS

**Be a StartUp (PART 2 & 3)**

**BSB40320 - Certificate IV in Entrepreneurship and New Business**

July 2023 to December 2023  
Part Time Blended Hybrid Face to Face - Online  
COST: \$3,000

**BSB50620 - Diploma of Marketing and Communication**

January 2024 to December 2024  
Part Time Blended Hybrid Face to Face - Online  
COST: \$9,000

**We will give YOU all the tools, strategies, information, support and advice to turn your passion from a dream into a business reality.**

No matter what your passion is, we are living in an age where we can turn your visions into reality. There are endless markets all over the world, in fact a market for every personal and professional interest. Most of the time, what stops people from starting a business is feeling underqualified.

Your potential business could be anything at all. No matter what your professional goal is, the key to turning your passion into profit is knowing and capitalising on how your offering provides a new and better solution.

You can make it happen. You are absolutely 100% capable.

Mentoring is key to building a successful personal/business life and as an aspiring entrepreneur critical to help elevate and launch your ideas.

# TAKEAWAY

## AVOID A CAREER, Build a Lifestyle Business

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.

## 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.

## 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.

## MARKET 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.

## SCOPE & PITCH

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.

# WHAT WE KNOW

## 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.

# WHAT THEY SAY ABOUT US

## **ARNUN from Thailand - Kaizen Coffee Co**

MnM showed me the meaning of passionate entrepreneurship. I learned that life should be exciting and fun. With the right mindset and understanding of business fundamentals, I can turn what I'm really good at into my brand and enjoy doing everyday activities turning it into my business. [www.instagram.com/kaizencoffeeco](http://www.instagram.com/kaizencoffeeco)

## **DEBORA from Chile - Playa Papaya**

MnM helped me to take my project and vision to another level. Studying here and passing through all the subjects gave me perspective about all the possibilities for my brand, for today and future. Very thankful for this experience. [www.playapapaya.com.au](http://www.playapapaya.com.au)

## **STEFFI from Germany - Atelier Stefani**

MnM gave me the push I needed to keep up with developing my ideas and passion into a workable plan. Now Atelier Stefani creates meticulously handcrafted products of meaning that stand for individual style, comfort and quality. We turn tradition into modern art of the craft. Unrivalled skills bring the spirit of bespoke and innovation to life in every pair. [www.atelierstefani.com](http://www.atelierstefani.com)

## **CAROLINE from France - Rewildin**

It has been a fabulous journey being part of MnM institute, a safe and rich environment to turn ideas into startups. Our venture Rewildin was born at mnm. The trainers and mentors have been amazing, helping overcome startups challenges while developing Rewildin's concept and keeping my core values at the heart of everything. NOW - [www.bluemountainsstargazing.com.au](http://www.bluemountainsstargazing.com.au)

## **ALEX from America - Heart and Soul Hoops**

MnM has supported my entrepreneurial dreams in Sydney. I'm learning business & marketing from top-tier mentors in an enriching environment. My vocation has become my passion and my peers share the same experience. I'm blessed to call MnM my "home". [www.heartandsoulhoops.com](http://www.heartandsoulhoops.com)

# MAKE YOUR PASSION

fortune favours the brave

# PROFITABLE

**APPLY NOW**

COMMENCEMENT NOVEMBER 2022

## OUR GLOBAL OFFER?

### Study in Bangladesh

- 1 x Certificate IV Qualification delivered by MnM Institute in your city.

### Study in Australia

- 1 x Certificate IV Qualification plus 1 x Diploma Qualification delivered by MnM Institute at our Sydney campus

### Conditions Apply

- No flights, accomodation or transport included. Visa and travel documents are the responsibility of the individual.

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

**BROCHURE 2022 | 2023**

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**APPLY NOW**