

MAKE YOUR PASSION

fortune favours the brave

PROFITABLE

#mnmakesense #dontfakeitmakeit #passionfounder

NEVER TRUST A TEACHER

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 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?

By Robert Schäfer
founder | chairman of mnm institute

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 and founded MnM Institute to give back.

**BE
A
START
don't just listen. CREATE
UP**

CHALLENGE THE RULES

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 with the 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?

MnM'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.

The 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.

WHAT WE KNOW

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

You'll leave armed with a 'straight to market' strategy plus we'll help you build the confidence you need to take the leap.

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 time 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.

Takeaways

Business Model Canvas + Lean Startup

Market Environmental Analysis

Target Audience and User Personas

Business / Marketing / Social Media Strategy

Company Setup and Funding Options

Web Domain / Hosting (1 Year)

Pitch Deck

Requirements

English Language Skills

Participants should bring a laptop.

ABOUT THE PROGRAM

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

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.

NOW - www.playapapaya.com.au

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

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

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

We don't teach participants how they should live their life, we coach them to identify their desired lifestyle and find opportunities to convert.

4C's Context, Critical, Controlled, Communications

MnM Institute's unique portfolio-based assessment method combined with our 4C's Learning Model will give candidates the opportunity to experience multiple daily issues, which practitioners are constantly faced with.

CONTEXT C'1 C'2 CRITICAL

The participant begins by identifying the context of their study at mnm Institute. Defining their vision by adopting a 'big picture' approach, to form a strategy to achieve a desired goal. This may be in the form of opening a business or pursuing a career goal.

The process whereby a participant is asked to brainstorm and evaluate ideas on how to achieve their goal using both a vertical and lateral thinking approach and selecting the best possible option to achieve their goals.

CONTROLLED C'3 C'4 COMMUNICATION

Establishing the framework to achieve a goal by adapting a step-by-step approach. The student establishes plans on how to get others involved and determine what would be their responsibilities.

The final stage of converting an idea into reality is about making contact by providing information, inspiration, motivation and instruction. The aim is to reach the rainbow, through taking action and implementation of a plan.

FLEXIBLE APPROACH

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 brainstorming 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. Startup 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"

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.

TOPICS:

1. How to Engage Your Audience
2. Ideate, Prototype, Test Digital Marketing
3. Customer Service Channel
4. Sales Channel
5. Web Development session 1on1 by Appointment
6. Public Relations (PR)
7. Managing your Startup
8. Scoping "Your Big Idea" - 12 months timeline
9. Resourcing "Your Big Idea" - 12 months schedule

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.

TOPICS:

1. Budgeting "Your Big Idea" - 12 months schedule
2. Creating Audience Awareness
3. From Elevator Pitch to Show and Tell
4. Get Funding Ready - Understanding Your Options
5. Pitching Skills
6. Launching Your Startup
7. Entrepreneurial Development (Leadership & Management)

WHAT YOU'LL STUDY AND WHERE

SYDNEY CAMPUS

PROGRAM TITLE: Be a StartUp

BSB40820 - Certificate IV in Marketing and Communication

BSB40320 - Certificate IV in Entrepreneurship and New Business

January 2023 to December 2023 | Full Time Blended Face to Face - Online

COST: \$6,000

PROGRAM TITLE: Be a Social Media Freelancer

BSB40820 - Certificate IV in Marketing and Communication

BSB50620 - Diploma of Marketing and Communication

Contact MnM for Intake Dates | Full Time Blended Face to Face - Online

COST: \$12,000

PROGRAM TITLE: Be an Entrepreneur

BSB40820 - Certificate IV in Marketing and Communication

BSB40320 - Certificate IV in Entrepreneurship and New Business

BSB50620 - Diploma of Marketing and Communication

BSB50420 - Diploma of Leadership and Management

Contact MnM for Intake Dates | Full Time Blended Face to Face - Online

COST: \$24,000

PROGRAM TITLE: Be a Leader

BSB50420 - Diploma of Leadership and Management

BSB60420 - Advanced Diploma of Leadership and Management

Contact MnM for Intake Dates | Full Time Blended Face to Face - Online

Cost: \$20,000

DON'T WASTE VALUABLE TIME

The first step to success involves getting out of your comfort zone. It involves taking a calculated risk by doing the thing you always wanted to do but for some reason or another were unable to commit or start out due to fear of failure or pressure from the outside environment.

It is OK to make mistakes as long as you learn from them. Put emphasis on living by your own ideas yet to do the right thing and not impede on the right of others to coexist. Create your own dream, to challenge yourself every day by getting out of your comfort zone.

Take a journey along the way of self development and self discovery and find your first customer. Earn some money and then you can talk about your achievements.

It has been said a lifestyle entrepreneur focuses more on the life rewards provided to people that enjoy and have a passion for what they are doing. There is a possibility that your business will do particularly well since if you show your passion for what you doing.

The temptation is always to claim the most points with the least effort. The temptation is to carefully integrate all incoming news in a way that lets us change our beliefs, and above all our actions, as little as possible.

John Kenneth Galbraith said: "Faced with the choice of changing one's mind and proving that there is no need to do so, almost everyone gets busy on the proof." And the greater the inconvenience of changing one's mind, the more effort people will expend on the proof. The point of thinking is to shape our plans and those few who actually accept the inconvenience that change brings along.

AVOID A CAREER, BUILD A LIFESTYLE BUSINESS

MnM

be a global startup

Institute

PROGRAM TITLE: Be a GLOBAL StartUp (PART 1)



DHAKA

BSB40820 - Certificate IV in Marketing and Communication

1 December 2022 to May 2023

Part Time Blended Hybrid Face to Face - Online

COST: \$4,000



BANGKOK

BSB40820 - Certificate IV in Marketing and Communication

November 2022 to May 2023

Part Time Blended Hybrid Face to Face - Online

COST: \$4,000

HOW IT WORKS

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

KOH SAMUI



VIENNA



SYDNEY



HOW IT WORKS

FOR EUROPEAN PARTICIPANTS

WEEK 1 - 4
KOH SAMUI

WEEK 5 - 8
SYDNEY

WEEK 9 - 12
VIENNA

FOR AUSTRALIAN & ASIAN PARTICIPANTS

WEEK 1 - 4
KOH SAMUI

WEEK 5 - 8
VIENNA

WEEK 9 - 12
SYDNEY

THE PARTNERSHIP

INNOVATION SCHOOL VIENNA (AUSTRIA)



LIECHTENSTEINSTRASSE 111-115, 1090 WIEN AUSTRIA

Innovation School Vienna is an innovative educational institute that uses a disruptive learning approach that puts people at the centre through a cutting-edge training methodology.

MNM INSTITUTE SYDNEY (AUSTRALIA)



35-39 MOUNTAIN STREET, ULTIMO NSW 2007

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.

PROGRAM TITLE: Be a StartUp

BSB40820 - Certificate IV in Marketing and Communication (MnM Institute)

BSB40320 - Certificate IV in Entrepreneurship and New Business (MnM Institute)

UX Design Bootcamp (Innovation School Vienna)

1 March 2023 to May 2023 | FULL TIME 12 WEEKS STUDY TRAVEL TOUR

Cost: \$13,500 including accommodation and study package

Contact Us

MnM Institute

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