

MnM

be a global startup

Institute

incubator



KOH SAMUI

VIENNA

SYDNEY

AWESOME 12WEEK STARTUP STUDY AND TRAVEL PROGRAM RUN BY EXPERIENCED ENTREPRENEURS.

TAKE THE LEAP AND MAKE YOUR PASSION PROFITABLE, you leave armed with a straight to market strategy! We will show you that you do not need a genie in a bottle to build your dream company or freelance business.

Your opportunity is here now to participate in a series of four week bootcamps across the world organised by Australia's top entrepreneurial education provider MnM Institute. This program brings together young entrepreneurs, students and mentors supporting your skill development in the field of marketing, business development and UX Design giving you the resources you need to get going.

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 that it makes a big difference to their ability to handle change later in their careers.

Applications are open for individuals wanting to take their idea from the drawing board and turn them into a reality. Building a successful startup is all about building a great network, pursuing your passion, and being open to learning something new every day.

BE A START UP!

don't just listen. CREATE

KICK OFF 1 MARCH 2023

APPLY NOW

THE PARTNERSHIP

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.

MNM INSTITUTE SYDNEY (AUSTRALIA)

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.

KOH SAMUI / SYDNEY

BSB40820
CERTIFICATE IV IN MARKETING AND
COMMUNICATION

BSB40320 CERTIFICATE IV IN
ENTREPRENEURSHIP AND NEW BUSINESS



INNOVATION SCHOOL VIENNA (AUSTRIA)

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

VIENNA

UX DESIGN BOOTCAMP



THE PROGRAM

HOW IT WORKS

Mentors are vital for new startup founders? Most startups fail. Undoubtedly, one of the biggest reasons for that is lack of experience. As a first-time founder, it's inevitable that you'll make easily avoidable mistakes. This could lead to a lot of wasted time, effort and capital.

FOR AUSTRALIANS

KOH SAMUI
WEEK 1 - 4



VIENNA
WEEK 5 - 8



SYDNEY
WEEK 9 - 12

FOR EUROPEANS

KOH SAMUI
WEEK 1 - 4



SYDNEY
WEEK 5 - 8



VIENNA
WEEK 9 - 12

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 brainstorming 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

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

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

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

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

MAKE YOUR PASSION

fortune favours the brave

PROFITABLE

APPLY NOW

COMMENCEMENT 01 MARCH 2023

AUD \$13,700

OUR GLOBAL OFFER?

WHAT'S INCLUDED IN OUR GLOBAL OFFER?

Study packages and training:

- 2 Certificate IV Qualifications delivered by MnM Institute.
- UX Design Bootcamp delivered by Innovation School Austria .

Accommodation:

- Koh Samui *
- Vienna *
- Sydney *

Conditions Apply: *No flights or transport included. Visa and travel documents are the responsibility of the individual

www.mnminstitute.com

[BROCHURE 2022 | 2023](#)

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CRICOS Provider Code - 03350J NVR Registered Training Organisation 40661 - ACN 150 105 721

APPLY NOW