



KELLY+PARTNERS STUDENT INNOVATION PROGRAM

BUSINESS LEADERSHIP
FOR THE 21ST CENTURY



IN PARTNERSHIP WITH



UNSW
SYDNEY

FOUNDERS
FOUNDERS.UNSW.EDU.AU





Innovation, start-ups and entrepreneurship have become key drivers of the national and global economy. They are leading engines for employment growth and are central to our daily lives.

The Kelly+Partners Scholars Foundation aims to inspire and support the next generation of Australian entrepreneurs by giving them the necessary tools to understand and navigate the dynamic world of business.

At Kelly+Partners, we seek to help everyone we work to Be Better Off, and the Kelly+Partners Scholars Program embodies this spirit. We aim to motivate future leaders to build businesses that make a positive social impact on their local communities and our society.

Students will work in teams of 4-5 to create a presentation to be delivered to a group of judges at the end of the week. Judges will then select 20 students to be awarded a Kelly+Partners Scholarship and the opportunity to attend a study trip to Israel for 5 days in April 2023. Scholars will gain invaluable insights into creative business and social endeavors from the world's leading entrepreneurs.

This is a truly immersive experience and a unique opportunity to embrace Israel's ingenuity.

A handwritten signature in white ink that reads "Brett Kelly". The signature is stylized with a long horizontal line extending from the end of the name.

Brett Kelly

Chairman of Kelly+Partners
Scholars Foundation

Business Leadership for the 21st Century

In this hands-on practical workshop led by Dr Shai Harel, Director of the online MBA program at Tel Aviv University, students will gain access to real world training to create successful products and services. The workshop will be conducted over three days and is comprised of in-person lectures, practical training, and a guided mini-project.

In teams of 4-5, students will identify a pain point leading to a market need for a technological product or service. Their team will brainstorm a solution to tackle this problem and develop a new innovation.

Each team will then create a presentation to be delivered to a panel of judges.

Throughout this workshop, students will explore:

- What are the steps to establish a start-up business?
- How do you formulate new creative ideas for a business?
- What are the different financing options for start-ups?
- How do you develop a business model?
- What are the current methodologies to develop and test your concept?

DATE

December 6th - December 8th 2022

LOCATION

Michael Crouch Innovation Centre, UNSW Sydney
Level G, Hilmer Building (E10), Union Road
UNSW Sydney, Kensington

PARTICIPANTS

Up to thirty Year 10 and Year 11 Students

This fully-funded program is valued at \$2000 per a student

Maximum of 20 students will receive a full scholarship to travel to Israel in 2023

IN PROUD PARTNERSHIP WITH
THE UNSW FOUNDERS PROGRAM



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SYDNEY

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IT ONLY TAKES ONE PERSON TO MAKE A DIFFERENCE



A MULTIDIMENSIONAL EXPERIENCE

The Kelly+Partners Scholars Foundation provides enriching experiences through international perspectives, seeking to foster progress and entrepreneurship in Australia by actively encouraging the next generation of collaborative, agile, curious and adaptive problem solvers.

If you want to go beyond the horizon, develop global perspectives and open the door to your future in the commercial world, become a Kelly+Partners Scholar.



ITINERARY

The Australian Israel Chamber of Commerce in collaboration with Tel Aviv University and Kelly+Partners Scholars Foundation has curated an outstanding program of presentations and experiences that will ensure a life changing experience for our scholars.

TUESDAY 6 DECEMBER 2022

09:00 – 09:15	Welcome from the Chancellor of the University of New South Wales, Mr. David Gonski AC
09:15 – 09:40	Introductions, Expectations, Alignment & Ice Breaker
09:40 – 10:00	What Is Entrepreneurship & What Does it Take to Be an Entrepreneur?
10:00 – 11:15	How do you Find a Problem Worth Solving?
11:15 – 11:35	Morning Tea Break
11:35 – 12:30	Working In Teams - Deep Diving into a Problem Space
12:30 – 13:15	Lunch Break
13:15 – 14:00	What is a Persona and Customer Empathy Map?

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PARTNERS
SCHOLARS
FOUNDATION



TEL AVIV
UNIVERSITY



WEDNESDAY 7 DECEMBER 2022

09:00 – 09:30	How Do You Develop a Business Plan & Choose The Right Business Model?
09:30 – 09:45	Principles of Customer Exploration
09:45 – 11:00	Rapid Prototyping 101
11:00 – 11:20	Morning Tea Break
11:20 – 12:00	Working In Teams: Refine Your Solution
12:00 – 12:30	How Can You stand Out From Your Competitors?
12:30 – 13:00	Lunch Break
13:00 – 14:00	Introduction to Pitch Decks

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THURSDAY 8 DECEMBER 2022

09:00 – 10:15	How to Craft a Compelling & Persuasive Pitch?
10:15 – 11:00	Working in Teams: Pitch Building
11:00 – 11:20	Morning Tea Break
11:20 – 11:45	Working in Teams: Pitches Refinement
11:45 – 12:30	Pitch & Confidence Coaching
12:30 – 13:00	Lunch Break
13:00 – 14:30	Students Pitch to Judges

PROUD PARTNER OF THE UNSW FOUNDERS PROGRAM



UNSW Founders is Australia's most comprehensive university entrepreneurship program, comprising of multiple programs and services that can take ideas from curiosity to idea and startup. Providing entrepreneurs and innovators of all levels with the systems and training required to hone their skills and increase the probability of having a successful startup endeavour. Since 2018, UNSW Founders has supported over 600 startups, and seed funded over 80 of them through their world class flagship Accelerator, 10x. In fact, the program's alumni startups have gone on to generate over \$350 million in enterprise value since graduating.

UNSW Founders is supported by UNSW's global ambition to be a leader in change, innovation and discoveries that translate into real-world outcomes. UNSW has a long-held tradition of sustained innovation, focusing on areas critical to our future – from tackling the effects of climate change, forging new systems to support society's most vulnerable, to developing lifesaving medical treatments and breakthrough technologies. In each of their endeavours, scholars, researchers, and entrepreneurs are committed to expanding, sharing and applying knowledge that will ignite change that will have a positive impact on the world.

UNSW's extraordinary track record of success includes;

- Ranked first in Australia as the best university overall for aspiring entrepreneurs by number of graduates attracting VC funding.
- More graduates that have built more billion-dollar companies, than any other Australian university. Esteemed Alumni include Atlassian's co-founders and co-CEOs Mike Cannon-Brookes and Scott Farquhar, AfterPay's co-founder and co-CEO Anthony Eisen and AirTasker's co-founder and CEO Tim Fung.



ADMISSIONS

APPLICATION PROCESS

Applications are open to year 10 and 11 students of any client family of Kelly+Partners who can participate in a rigorous and thorough selection process, designed to identify the most promising young leaders.

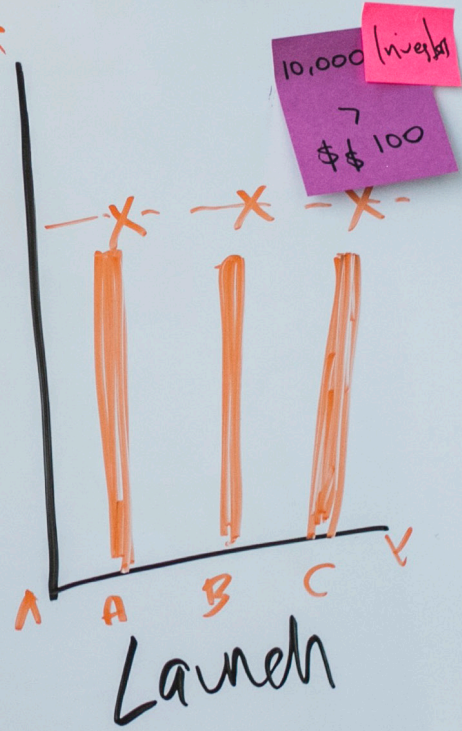
SCHOLARSHIP FUNDING

Successful students will participate in a fully-funded 3 day program from Tuesday, 6 December to Thursday, 8 December 2022 at Michael Crouch Innovation Centre, UNSW Sydney.

Up to 20 students admitted to the program will receive a full scholarship covering tuition, supervision, fees, room, board, and travel to and from Israel in April 2023.



test 9/33 design 9/34 Audience 9/35 plan 9/36 kick start



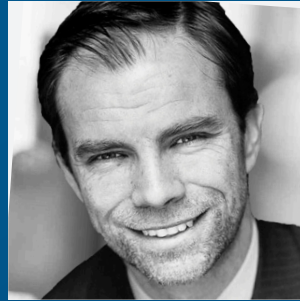
KELLY+PARTNERS SCHOLARS FOUNDATION ADVISORY BOARD

Kelly+Partners Scholars Foundation' Advisory Board will be comprise of leading Australian men and women distinguished in the fields of academia and business.



David Gonski AC

CHANCELLOR
UNIVERSITY OF NEW SOUTH WALES



Brett Kelly

CO-FOUNDER
KELLY+PARTNERS SCHOLARS
FOUNDATION



Jillian Broadbent

CHANCELLOR
UNIVERSITY OF WOLLONGONG



Jon Shein

BUSINESS LEADER

DESIGNED



Rebecca Kelly

CO-FOUNDER
KELLY+PARTNERS SCHOLARS
FOUNDATION



Peter Ivany AM

CHAIRMAN
IVANY INVESTMENT GROUP



Dave Sharma

FORMER MEMBER FOR
WENTWORTH

TO INSPIRE

KELLY+PARTNERS SCHOLARS FOUNDATION ALUMNI

See a list of our Alumni who were given the opportunity to meet and engage with individuals and organisations with innovative 'can do' attitudes and enterprises committed to social justice goals.

2017



Daniel Berson



Noa Challis



Georgia Cohn



Amber Linz



Ellie Schneider



Jake Wein

2018



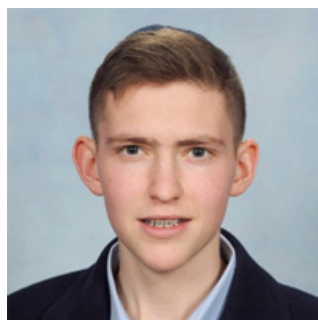
David Blau



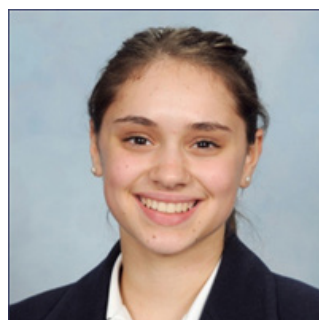
Judd Katz



Jaime Levine



Joshua Todes



Sabrina Zulman

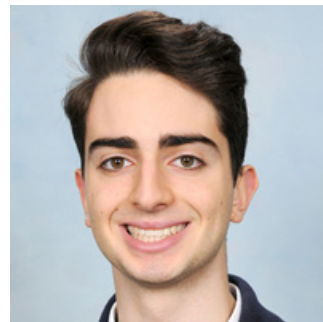
2019



Dinah Horwitz



Samantha Naiman



Matt Nurick



Tasin Ospovat

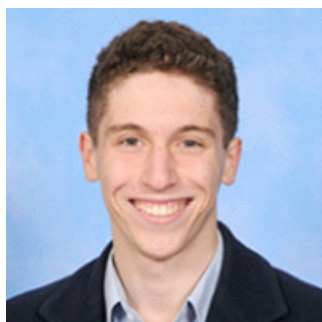


Isabella Schulz

2020



Mimi Miller



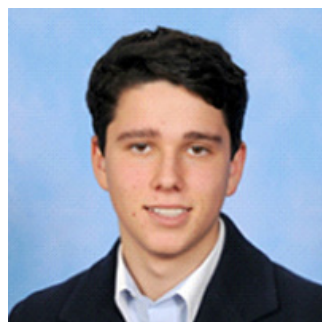
Noah Joshua



Ben Caspary



Denin Klevansky



Jonah Lowy

KELLY+PARTNERS SCHOLARS FOUNDATION ALUMNI

See a list of our Alumni who were given the opportunity to meet and engage with individuals and organisations with innovative 'can do' attitudes and enterprises committed to social justice goals.

2022



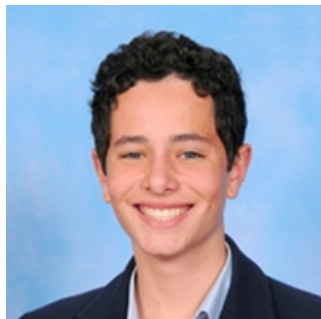
Nina Bailison



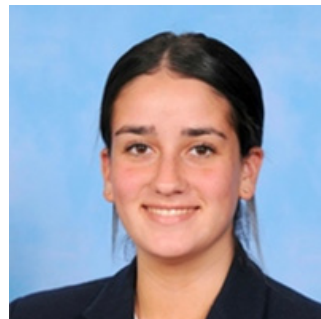
Matan Barhom



Max Feilich



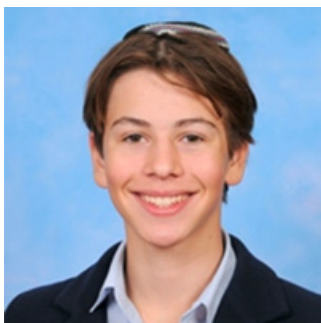
Daniel Fihrer



Mica Hasson



Jack Lasky



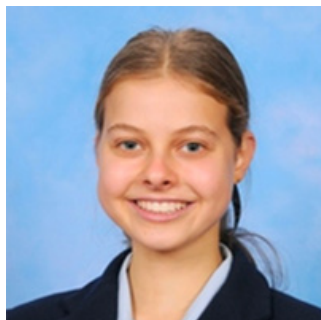
Leo Lavecky



Brendan Mendoza

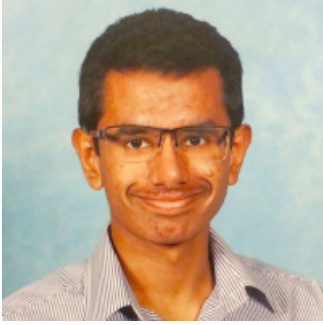


Bailey Perlstein

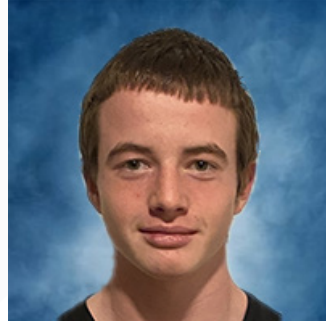


Tasha Pillemer

2023



Akilan Balaji



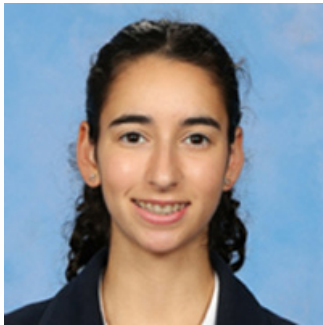
Noah Carrall



Isabelle Donohoe



Elijah Jones



Shira Gottlieb



Candice Herman



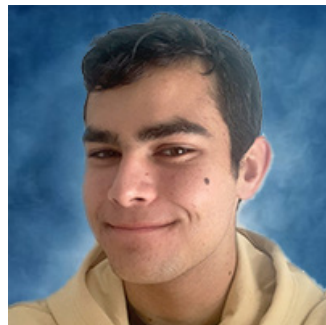
Jabir Hossien



Kristjan Quinn



Thomas Jones



Charles Meyer



Lucy-Lei Mingay



Chelsea Roth



Dash Wiles



Matthew Walker-Rolls



Joshua Waine

TESTIMONIALS

“Participation in the 2017 Scholars in Entrepreneurship program was a very important, probably life-changing for our daughter, Ellie.

It wasn't just that Ellie had an amazing trip to Israel that included meeting inspirational entrepreneurs and leaders; it was the extraordinary personal lessons she learned, through the application process and the through participation in the program.

Ellie learned that business can be creative and interesting. She learned that business can be meaningful and worthwhile, and a force for positive change in society.

Most of all, Ellie learned that she is talented, and that her specific talents, her ideas and creativity are very relevant in the business world. Modern business isn't just for the numbers people. For Ellie, that was a formative learning, one that might just change the course of her life.

**MARK & ARIANE SCHNEIDER,
PARENTS OF ELLIE, 2017 SCHOLAR**

“We picked the brains of some of the brightest minds in the start-up world, I greatly improved my understanding of the entrepreneurial process. By merely observing and listening to the management process the start-ups employ I completely revamped my own online sales ventures.

JOSHUA TODES, 2018 SCHOLAR

“A common saying that we heard at almost every company we visited was that “Israel is not afraid to fail.” Living on the other side of the world, with a different mind-set, I have, unfortunately been exposed to the stigma surrounding failure. These words have had a profound impact on me and allowed me to mature my perspective on success in life.

SABRINA ZULMAN, 2018 SCHOLAR

“I was completely mind-blown by the different companies we visited, the social impact driving the majority of the companies and the way that the Scholars were treated as adults. I can firmly say that I would be proud to make Aliyah and work for any of the incredible companies we visited.

SABRINA ZULMAN, 2018 SCHOLAR

“I have gained such an appreciation for people who are hard-working, especially in the start-up world. I have learnt so much about business which I would never have had the opportunity in a classroom. I have loved seeing the passion and ethics that drives the successful and influential people of Israel.

JAIME LEVINE, 2018 SCHOLAR

“It was an extraordinary experience for the students and one that has already shaped their thinking, their potential, and their connection to Israel. What a privilege and honour that our students have been afforded such incredible opportunities.

PARENTS OF A 2018 SCHOLAR

“The selection process sparked my imagination, taught me so much about a close member of my family who has a prominent disability, how difficult it is to start a business, how to pitch and most importantly it taught me how businesses can change people's lives.

JUDD KATZ, 2018 SCHOLAR

“I would like to personally thank you for the absolutely unbelievable experience I was afforded by you on the Scholars program, the week was one of utter inspiration and personal development. I doubt I will ever learn so much in such a small amount of time and cannot thank you enough for providing me with this opportunity

JUDD KATZ, 2018 SCHOLAR

“I had heard about the Israeli start-up ecosystem, but seeing it for myself gave me an insight into extraordinary Start-Up Nation and changed my view of Israel as a whole. From the first to the last meeting we had, I was captivated, intrigued and impressed with what I saw in front of me.

On top of all of this, I saw the uniqueness of Israel. It was inspiring to see the “Chutzpah” of Israelis and the way that many companies aim to resolve a problem that derives from their community or even their home. This once-in-a-lifetime opportunity showed me how Israel is ‘changing the game’, and inspired me to want to do the same in my future.

DAVID BLAU, 2018 SCHOLAR



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**BE THE REASON
SOMEONE SMILES
TODAY**



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Our hope is that based on the knowledge, relationships and perspective gained through this learning experience, our Scholars will one day help shape the future of Australian society, business and community.