

Sydney Startups Founders Group

"Any fool can know, the point is to understand" Albert Einstein



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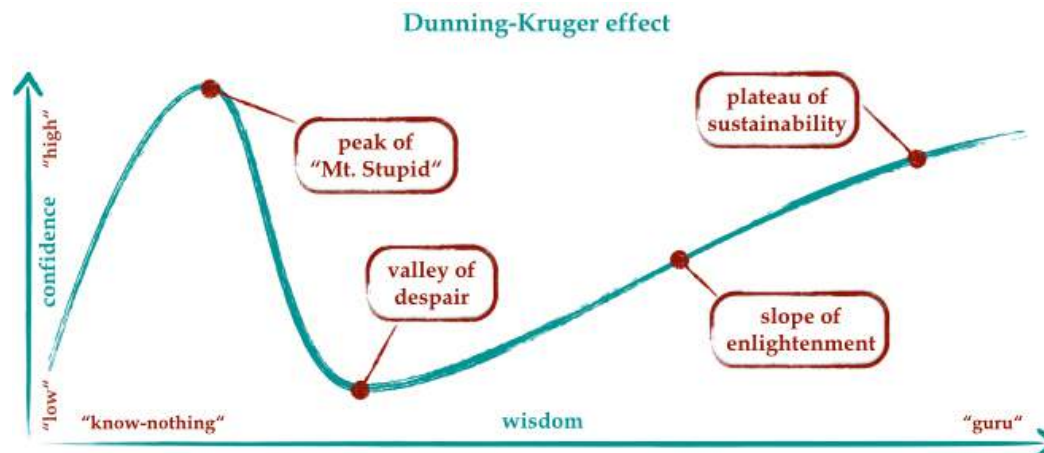


"A little learning is a dangerous thing"
Alexander Pope.

This quote from a 17th century poet is true today as always and confirmed in our modern life by the Nobel Prize Winner in psychology the Dunning-Kruger effect.

When we embark into a new field, we are duped into high levels of confidence, which can quickly turn into major problems.

Why?



We all think we know how, but only after some major disasters do we find out we know very little, often with dire consequences.

If your building your StartUp, you need to quickly cross the "valley of despair" and the Founders Group can help with its unique high leverage format.

The low investment in time and money for the outcomes gained is unmatched in the industry.

Many business leaders join similar groups with proven success but paying thousands of dollars.

The Founders Group is different it has been tailored for Startup Entrepreneurs at low cost and high impact.



How does it work?

Every month the group meets for ½ a day in a private and confidential forum to learn about StartUp Entrepreneurship. Based on the monthly topic, the group is given a curated video series as pre-work and then discussed within the group, some topics are; lean StartUps, raising capital, business model development etc. Usually a guest helps with a deep dive into the subject. After coffee, Founders have the chance to share an issue with the group for discussion, insight and support.

What you get every month;

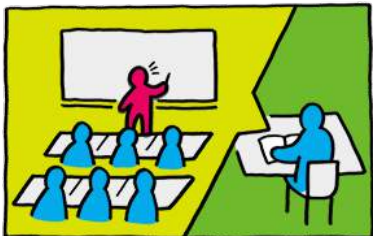
- ½ a day workshop (max 12)
- 2-3 hours of curated video content on the monthly topic
- Q&A with a guest on the topic
- Experiential learning
- Issue/decision support
- Facilitator support
- Access to the StartUp network
- Free mentoring (from select providers upon application)
- Coffee/Tea (at select venues)

Why Video?

Video provides a highly dense form of learning new content. Then we discuss the topic in a face to face forum this is called "Flipping the Class" and is a new learning model being adopted by the best Universities. The Founders Group is offered a curated video series each month and combined with face-to-face review is a fast-track learning model

The **Traditional** Model

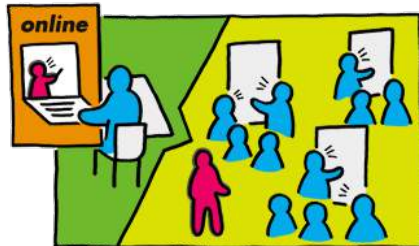
Knowledge **Acquisition**



Knowledge **Construction**

The **Flipped** Model

Knowledge **Acquisition**



Knowledge **Construction**



The Sydney Startup Founders Group is not a class and you will receive no formal qualification. But each month the group will be offered a curated video series on a topic.

There is no formal curriculum but we do follow a monthly topic, to enable a "deep dive" into StartUp topics.

The focus is to accelerate your learning from basic knowledge to application and mastery in your Startup and for you to succeed.

Why does a Group work?

The StartUp Founders Group is not a class; it is a sharing and learning experience. You'll mix with other entrepreneurs experiencing the same problems as you. Addressing key issues like raising capital, customer acquisition, business model development and the volatility of a day in the life of a Startup Entrepreneur just like you.



A small group will mean you get to mix with like-minded entrepreneurs and get maximum value from each workshop.

It has been proven that a small group can be highly effective when learning especially for higher levels of leaning like application, synthesis and evaluation. Groups often stay together for years, due to the continuing benefits received.





Is there enough value?

I had 20 years in corporate and small business roles, a BE and an MBA and started a few ventures early in my career. I thought I knew how to start a StartUp, I was so wrong! One year in and it was a disaster.

I realized I needed to learn this "art, science and craft". Several years later I'm still learning and I see others with the same problem.

I looked around, but the entrepreneur degrees are 18 months full-time and cost over \$30,000.

There are a few networking groups but none that offer enough real value direct to the pain point of a StartUp Founder.

I was a trained flight instructor, airline pilot, trained CEO facilitator and mentor, along with my degrees I knew what needed to be done.

So I started the StartUp Founders Group, "get the right people in a room to help each other, provide some content some expertise and help it along" ... and it worked!



What our members say

"The Sydney StartUp group has already proven to be invaluable to my rapidly growing company. The feedback, insights and lessons I get each month from the diverse group have provide key growth tips from like minded entrepreneurs and a valuable sounding board."

Stefan Jarnason

Solaranalytics – currently employing 30 staff and several millions dollars in annual revenue and growing at a rate of 10x p.a

"...I have increased my knowledge in terms of the some of the things I need to know and be aware of, for a start up.... I also get great help from my fellow members who are very open and supportive as they know the pains they went through themselves."

Puay Yuen

Recycleasy



TAKE ACTION!

What you need to do
now

Ask yourself 3 questions;

1. Would you benefit from the accelerated learning of a monthly group meeting?
2. Are you willing to help other StartUp Founders?
3. Can you afford the cost of a few less coffees in your day to attend?

www.sydneystartups.com.au

If you answered yes the
contact me here.

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