INNOVATION AND ENTERPRISE VENTURES
ANNUAL REPORT 2013
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HIGHLIGHTS OF 2012

Innovation and Enterprise Ventures (I&E Ventures) both consolidated its foundations and experienced considerable growth in 2012. We delivered on our existing projects and sought to seed a number of related initiatives. Our network of supporters and partners grew stronger and broader, and we are grateful for their collaboration. We were able to expand our internal team to match this growth, and continued to apply our entrepreneurship-based teaching and research to real challenges in diverse settings.

One of our key themes for 2012 was understanding and improving our impact. By carefully identifying, capturing and evaluating our impact (informed by a major research initiative to develop the StrategicFrame), we were able to refine a number of our existing programs and are confident that we are now more effectively meeting our various missions.

Our Remote and Rural Enterprise (RARe) program grew extensively, benefiting significantly more students and enterprises. The Vincent Fairfax Family Foundation joined the Thyne Reid Foundation in providing crucial funding for student placements and growth. We improved the program’s operational efficiencies as well as the processes for capturing its social impact. A cross-disciplinary project with the Faculty of Architecture, Design and Planning had Broken Hill City Council as a client and was such a success that it will be repeated in 2013. RARE also hosted its first Annual Gathering, which enabled our students, funders, enterprises, academic staff and other intermediaries to engage and share experiences, strengthening the RARE network.

Sydney Genesis had its most successful year yet, with more students participating, more businesses developed and more industry members engaged. We plan to build on this success by raising funds to secure a full-time manager of the initiative.

We developed our international activities through our Entrepreneurship Development Network Asia (edna). This included hosting several workshops, training events and international exchanges, building teamwork and capacity throughout universities in South-East Asia.

We also seeded a number of important new projects, including the RARe Mentor Community and the Innovation & Enterprise Travelling Uni. We continue to develop our expertise in regional economic development projects across the country.

The fact that we operate within tight funding constraints makes our successes all the more satisfying and notable. I&E Ventures thrives on support from external organisations and from student involvement. We would like to thank all our supporters and participants for their assistance and enthusiasm.

RICHARD SEYMOUR
PROGRAM DIRECTOR
INNOVATION & ENTERPRISE

MEGAN DONNELLEY
COORDINATOR
INNOVATION & ENTERPRISE VENTURES
TEAM AND SUPPORTERS

TEAM
Marylouise Caldwell
Associate Professor, University of Sydney Business School
(Developing Entrepreneurial Women)

Megan Donnelley
Coordinator, Innovation & Enterprise Ventures

Paul Henry
Professor, University of Sydney Business School
(Developing Entrepreneurial Women)

Julia Di Kang
Undergraduate student, Business School and Faculty of Law
(coordinating Sydney Genesis Entrepreneurship Challenge)

Andrew Lee
Associate Director, Financial Planning & Performance Improvement, The University of Sydney
(Treasurer, Innovation & Enterprise Ventures)

Lulu Xiao Lu Liu
Management Accountant, University of Sydney Business School
(Accountant, Innovation & Enterprise Ventures)

Linh Nguyen
Researcher, University of Sydney Business School
(Developing Entrepreneurial Women and EDNA outreach initiatives)

Bronte Moran
Discipline Executive Officer, University of Sydney Business School
(EDNA outreach initiatives)

Alex Oo
Researcher, University of Sydney Business School
(EDNA outreach initiatives)

Jarrod Ormiston
Sessional lecturer and researcher, University of Sydney Business School
(EDNA outreach initiatives)

Jim Rooney
Lecturer in Accounting, University of Sydney Business School
(Sydney Genesis)

Richard Seymour
Program Director, Innovation & Enterprise

Russell Toth
Lecturer, School of Economics | Faculty of Arts and Social Sciences
(EDNA outreach initiatives)

SUPPORTERS
8/3 Employment Service Center, Haaiduong, Vietnam
Partner institution, Developing Entrepreneurial Women

Australian Agency for International Development (AusAID), Australia
Financial supporter, Developing Entrepreneurial Women

Department of Families, Health, Community Services and Indigenous Affairs (FaHCSIA), Australia
Intermediary and financial supporter, RARE

Freie Universität Berlin
(Free University of Berlin), Germany
Partner institution, supporting technologies

Graduate School of Government, University of Sydney, Australia
Supporter, EDNA workshops

Hanoi Business Association, Vietnam
Partner institution, Developing Entrepreneurial Women

Hanoi Association for Entrepreneur Women (HNEW), Vietnam
Partner institution, Developing Entrepreneurial Women

Hans Seidel Foundation, Myanmar
Supporter, EDNA workshops

Indian Institute of Management, Bangalore, India
Supporter, EDNA workshops, Developing Entrepreneurial Women

Islamic Development Bank
Supporter, EDNA workshops

Myanmar Women Entrepreneurs Association, Myanmar
Partner institution, Developing Entrepreneurial Women

State Institute for Islamic Studies (IAIN Sunan Ampel), Indonesia
Supporter, EDNA workshops

Thyne Reid Foundation, Australia
Financial supporter, RARE

University of Battambang, Cambodia
Partner institution, Developing Entrepreneurial Women

Vietnam National University – University of Economics and Business, Vietnam
Partner institution, Developing Entrepreneurial Women

Vietnam Women’s Academy, Vietnam
Partner institution, Developing Entrepreneurial Women

Vincent Fairfax Family Foundation, Australia
Financial supporter, RARE

VIVID Sydney Festival of Ideas, Australia
Partner institution, supporting technologies

MEMBERS OF ENTREPRENEURSHIP DEVELOPMENT NETWORK ASIA (EDNA)

Indian Institute of Management, Bangalore, India

National University of Laos, Laos

State Institute for Islamic Studies (IAIN Sunan Ampel), Indonesia

University of Battambang, Cambodia

Vietnam National University – University of Economics and Business, Vietnam

Zhejiang University, China
I&E Ventures aims to ensure that our teaching and research has practical, positive and direct impacts on the wider community. We collaborate with a diverse range of stakeholders across many contexts including Sydney, remote and rural Australia and South-East Asia.

Our mission is to facilitate engagement between the multiple players contributing to the development of entrepreneurship (academia, industry, government, entrepreneurs, not-for-profit organisations and the broader community).

By participating in the initiation and development of entrepreneurial activity, we aim to:

– broaden and deepen student learning through engaged practice
– encourage and support cross-disciplinary business research
– strengthen businesses and their communities
– build strong relationships and collaborations.

I&E Ventures’ activities and networks are more than merely volunteerism. They are deliberately developed to integrate our teaching and research with service to the community, sharing widely the associated learning and outcomes. The relationship between I&E Ventures and the broader initiatives with which it is involved is shown in Figure 1.
ENGAGED TEACHING AND LEARNING

Our teaching within the Innovation and Enterprise Program is built on engaged practice and problem-based learning. We work with real clients and real business cases, requiring students to identify and solve challenges in dynamic entrepreneurial settings. Students navigate genuine social and economic influences to develop strong and sustainable business ventures, whether social or commercial.

In 2012 our entrepreneurial partners in our teaching program included:
- CAPITOL Productions
- Cawarra Cosmetics
- GoodTonight
- Itchee Feet
- Paralink (Quote & Print Software)
- Psychiatric Rehabilitation Australia
- RARE (see below)
- Simons Green Energy
- SiteSuite Australasia
- TV Tour Guide
- Week of Tastes

ENGAGED RESEARCH

Our research initiatives are detailed in our separate Innovation & Entrepreneurship Research Group Annual Report 2012. In order to highlight how those research activities supported the I&E Ventures program in 2012, we mention here two projects.

Locally, we partnered with Social Enterprise Finance Australia (SEFA) to develop a social impact measurement framework, called the StrategicFrame, which is both founded on rigorous academic theory and informed by a bank of case studies capturing practical insights from social entrepreneurs. We facilitated two workshops during 2012 in order to ensure that its development was shaped by the involvement of key stakeholders, including the federal government, industry, not-for-profit organisations, social entrepreneurs and academics. The RARE program is currently piloting the StrategicFrame, as are other social enterprises, in order to test its practical relevance and provide feedback for its further development.

On a regional level, we engaged our Entrepreneurship Development Network Asia (EDNA) members to co-author a book of case studies on female entrepreneurs in micro- and small-to-medium enterprises within the ASEAN region. Case studies were collected from Cambodia, India, Indonesia, Myanmar and Vietnam, providing a cross-section of activity across the region. Perspective pieces were also included, in order to examine core themes in greater detail. These case studies will form the basis of teaching materials for the regional train-the-trainer program Developing Entrepreneurial Women (DEW), as well as being published in book form for broader stakeholder access.

Both projects are providing expertise and content to support our teaching and research initiatives.

ENGAGED NETWORKS

Our engagement with networks in 2012 included those that are self-generated (including the Entrepreneurship Development Network Asia and the Remote & Rural Enterprise program) as well as those that are external to the University (including industry, government and private networks).
FACULTY-LED VENTURES

Our major faculty-led ventures in 2012 focused on Australia through our RARE and Sydney Genesis activities, on South-East Asia through our EDNA activities, and on developing technologies to support these activities.

REMOTE AND RURAL ENTERPRISE (RARE)

RARE’s mission is to raise the entrepreneurial capabilities of students in a way that benefits remote and rural enterprises and their communities. The RARE program aims to:

– participate in the initiation and development of sustainable business activity in remote and rural Australia
– facilitate the development of relationships that enhance mutual social and cultural respect and awareness
– provide a platform for engaged practice, enabling students to apply their knowledge and skills in a challenging context and learn from experience
– initiate and enrich relationships that will support teaching, research and outreach activity in remote and rural Australia.

The program connects students with remote and rural enterprises across Australia, with whom they collaboratively complete action-research projects. We select our best students (based on academic performance, experience, skills and motivations) and match them with enterprises that require assistance to resolve difficult problems such as business start-up, challenges of growth, sustainability and social impact. In 2012 the program involved students studying business, sustainability and architecture. RARE projects aim to deliver practical and accessible recommendations, backed by rigorous academic literature, as well as market-relevant data and information. Emphasis is placed on community consultation, reviewing local markets, researching best practice internationally and locally and adapting business models to suit Australia’s challenging remote environments and sociocultural characteristics. Students share their skills, expertise and time with the enterprise, while learning to manage uncertainty, multiple stakeholder demands and the human and economic influences affecting businesses. Social and cultural empathy and respect is also developed during the two-way learning exchanges.

Positive and valuable feedback was received from students and enterprises across the range of impact indicators. A sample of this feedback mapped against our objectives is provided over the following pages.
RARE grew rapidly in 2012, with Table 1 summarising some of the projects undertaken during the year.

In July we delivered our first cross-disciplinary RARE project, in Broken Hill. Business and architecture students and staff visited Broken Hill to plan for the reinvigoration of the community’s old power station. The Broken Hill City Council provided support and feedback as the 21 students worked in cross-disciplinary groups to develop four master plans and four business plans. Both cohorts collaborated to build capacity and value in a remote community. The project established a new educational setting for co-delivery of a unit of study by the Faculty of Architecture, Design and Planning and the Business School.

We also held our inaugural RARE Annual Gathering in November. The aim of the event was to provide an opportunity for RARE’s numerous participants and supporters to meet and share their experiences and lessons learnt. The 70 people who attended represented our rich supporting community. A number of RARE projects where showcased, and we heard from RARE student Jacqui Gilligan and Indigenous elder and co-founder (along with her husband) of Bana Yarralji Bulka Marilyn Wallace.

<table>
<thead>
<tr>
<th>ENTERPRISE</th>
<th>LOCATION</th>
<th>PROJECT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utopia Project</td>
<td>Numerous outstations near Arlparra, NT</td>
<td>Remote Indigenous arts centre governance, operations and economic sustainability</td>
</tr>
<tr>
<td>Tjutjuna Kuwa Tjuta</td>
<td>Ceduna, SA</td>
<td>Youth hub and online learning centre for disengaged youth</td>
</tr>
<tr>
<td>Murdi Paaki Regional Enterprise Corporation</td>
<td>Walgett, NSW</td>
<td>Establishment of a laundromat to employ local Indigenous people and provide a sustainable business for the community</td>
</tr>
<tr>
<td>Palyala Tjarutja Aboriginal Corporation</td>
<td>Tjuntjuntjara, WA</td>
<td>Rabbit meat harvesting for trade within the local community</td>
</tr>
<tr>
<td>Barkly Shire Council</td>
<td>Ali Curung, NT</td>
<td>Coffin manufacture and decoration with traditional Indigenous art</td>
</tr>
<tr>
<td>The Green – Resource Recovery</td>
<td>Tuncurry, Forster, NSW</td>
<td>Analysis of opportunities for e-waste recycling in the region</td>
</tr>
<tr>
<td>Bana Yarralji Bulka</td>
<td>Shipton Flats, Qld</td>
<td>Development of a business plan and marketing plan for an on-country hosting experience for visitors, incorporating Indigenous environmental and cultural education</td>
</tr>
<tr>
<td>Batemans Bay Local Aboriginal Land Council*</td>
<td>Batemans Bay, NSW</td>
<td>Sustainable logging and firewood enterprise owned and run by the local Indigenous community</td>
</tr>
<tr>
<td>NSW Aboriginal Land Council</td>
<td>Bourke and Coonamble, NSW</td>
<td>Business planning for rural property management, including agricultural and cultural activities</td>
</tr>
<tr>
<td>Darwin Regional Indigenous Advancement &amp; CDIP</td>
<td>Darwin and surrounds, NT</td>
<td>Supported accommodation for Indigenous trainees and interns staying in Darwin, away from their community. Gary Lang NT Dance Company blending profession dance performances with classes for the community and youth in the region, as an approach to improving wellbeing. Aboriginal Bush Traders retail outlet for Indigenous-produced arts, bush foods and products and other community produced goods. Aboriginal Bush Traders tourism hub representing local Indigenous tourism operators and offering hospitality services at events.</td>
</tr>
<tr>
<td>Broken Hill City Council</td>
<td>Broken Hill, NSW</td>
<td>Reinvigoration of the community’s old power station by cross-disciplinary groups including architecture and business students</td>
</tr>
<tr>
<td>Two Eight Two Eight</td>
<td>Gulargambone, NSW</td>
<td>Integrated facility including a cafe, tourism information, arts and craft sales and other community events</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INDICATORS</th>
<th>2011 (JAN–DEC)</th>
<th>2012 (JAN–DEC)</th>
<th>2013 (FORECAST)</th>
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<tr>
<td>ENTERPRISE PARTNERS</td>
<td>3</td>
<td>12</td>
<td>8–10</td>
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<tr>
<td>PROJECTS*</td>
<td>8</td>
<td>23</td>
<td>20–25</td>
</tr>
<tr>
<td>STUDENTS INVOLVED**</td>
<td>10</td>
<td>39</td>
<td>40</td>
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<tr>
<td>STUDENT PLACEMENTS**</td>
<td>11</td>
<td>51</td>
<td>50–55</td>
</tr>
<tr>
<td>STAFF PLANNING VISITS</td>
<td>11</td>
<td>13</td>
<td>7–10</td>
</tr>
</tbody>
</table>

*For some partners we have completed multiple projects.
**Some of our students complete multiple placements. This increases their understanding and ability to produce high-quality work for our enterprise partners.
“RARE inspires you to give a lot. I invested a significant amount of emotional and intellectual energy in this unit of study. In addition, the time commitment was double that required by other subjects for the same academic credit. With RARE projects, it is hard to retain a sense of perspective and balance. A line seems to be crossed, making it hard to retain distance and perspective as the people and the cause become significantly more important than the academic credit sought. RARE projects are personal, and they hurt.”

CHRISTINE DAVIS, STUDENT

“Real learning should be about investigating, questioning, adapting and making meaningful connections and achievable solution. Broken Hill has not given me answers, but rather begged more questions … there is no singular way of doing things and often the best results arise through compromise and collaboration”

LILIAN TUOHY MAIN, STUDENT

“Personally, the Urapuntja visit … offered me the motivation to look deeper into my career priorities from a social impact point of view, and strengthened my feeling of personal responsibility as an Australian resident towards the country’s Indigenous population in a significant manner.”

JAANA KERVIN, STUDENT

“Combining my 20 years of setting up businesses with the academic brilliance of the students [was most enjoyable]. We reached solutions and pathways that I had not previously thought of.”

LOUIS KATSIKITIS, BARKLY SHIRE COUNCIL CDEP EXECUTIVE OFFICER, COFFIN MANUFACTURING

“Our not-for-profit waste-management business has benefitted enormously from the partnership with the RARE program. The enthusiasm and expertise of the coordinator … and the two students who selected our organisation have significantly boosted our organisation’s profile, morale and financial prospects … The Sydney Uni students and coordinator are great role models for the young people who work at Resource Recovery, and have inspired me to further develop my own levels of expertise. As a result of their visits, questions and research, we are learning so much more about where we want to take our business.”

LISA STRUDWICK, PROJECT MANAGER, THE GREEN – RESOURCE RECOVERY

“[RARE’s] involvement was refreshing and challenging to what I was doggedly ploughing on with. If I can get to the implementation stage successfully I think the project will have been vastly improved by your work. And that offers the prospect of making some substantial difference to the lives of many people – particularly young people – in this little dot on the map. Thanks for that.”

PETER MORRIS, ENTERPRISE CONNECT

“The work is excellent! It provides us with a well researched document from which to plan for the future”

ALISON EDWARDS, CEO, DARWIN REGIONAL INDIGENOUS ADVANCEMENT & CDEP, ABT TOURISM HUB

RARE looks forward to continuing to grow its core activities of learning exchanges and events across remote and rural Australia, and to complementing those activities with a focus on regional development.
SYDNEY GENESIS

Launched in 2008, Sydney Genesis is the key business incubation program at the University of Sydney. The program aims to:

– support and develop students’ innovative, world-changing ideas with a focus on not only profitability but also sustainability and providing true value to society at large
– extend and enhance the University’s entrepreneurial teaching to students from across the University at all levels
– provide students from across the University with a platform for engaged practice, enabling them to apply their knowledge and skills in challenging contexts and to learn from experience
– provide practical networking opportunities to bridge the gap between students and entrepreneurial communities, both locally and internationally.

We believe that going to university is about more than just attending lectures, completing assignments and getting grades out of 100 – a university is a birthplace of creation and innovation. The students at the University of Sydney are brimming with world-changing ideas, and we help them to bring these to life through workshops, mentoring, networking, funding and prizes. At Sydney Genesis, we are not just an incubator of business and technological ideas – we are also passionate about social entrepreneurship.

Each year, entrant teams submit a one-page proposal of their ideas. The shortlisted teams then attend a series of weekly workshops delivered by University and industry experts to help them develop their idea. Finalist teams are chosen based on the team’s complete business plan and pitch deck. The finalist teams are mentored by a team of seasoned entrepreneurs and industry experts before pitching to a panel of judges to win cash funding and other in-kind prizes, including consultations with specialists.

The program grew rapidly in 2012, with more than 80 entrant teams, and experienced a number of innovative changes. To encourage our students to embrace the power of social media, a third prize category was created that required teams to write, produce and edit a 90-second video pitch that was then uploaded onto YouTube and Facebook, where it could attract votes. The team with most votes were rewarded with the Most Popular Start-up prize. To enhance the pitching skills of the teams, a master-pitch workshop was also held. The program attracted the attention of the ABC, which featured the Sydney Genesis 2012 Finals on its television news broadcast.

The Sydney Genesis 2012 finals are shown in Table 3.
TABLE 3 SYDNEY GENESIS FINALISTS IN 2012

<table>
<thead>
<tr>
<th>BEST BUSINESS/TECH START-UP</th>
<th>WeSIT (Winner)</th>
<th>The Art of Study (Most Popular Start-up)</th>
</tr>
</thead>
</table>
| WsSIT | A website and app that brings trusted networks of parents and babysitters together. Georgia Kia, co-founder Stephen Merity, co-founder | The Art of Study’s conversation platform is open and inviting, allowing students to share and collaborate. Entire communities can come together to answer and contribute to individual questions, using proven techniques to foster participation. The system combines proven engaging interface design with powerful game mechanics to provide positive reinforcement to participants. This will reduce the email load for lecturers and tutors, who can vote for correct student answers instead. This saves time for the lecturer and provides positive reinforcement to participating students. |}

| CloudHerd | The world’s most advanced online livestock marketplace | CloudHerd is a business that offers value for livestock sellers and producers by providing advanced inventory systems and auctions that interface with current legal requirements, such as the NLIS in Australia. It provides the in-depth features necessary to move a lot of the inspections and other typical livestock transaction business tasks online. Put simply, it will take livestock trading and information into the 21st century. We will be specifically targeting mobile technologies such as smartphones to allow 24-hour auctions, increasing price pressure and integrated RFID scanning to ease the friction of inventory. |

| Infosell | An opt-in marketplace for users to profit from their own personal data | Personal data is the new oil of the internet and the new currency of the digital world – and Infosell is a marketplace for it. Infosell allows users to profit from their personal data. Users have full control over how, by whom and when their data will be used, and can accept or reject offers from companies interested in their information. |

| Sticky Story | A digitalised clothing business | When attending certain events (eg concerts or music festivals), memorabilia of the day is often kept in the form of photos, videos and merchandise. Our high-quality T-shirts are not only fashionable pieces to wear for the day, they also serve as a digital platform for the most memorable moments of the event. This T-shirt will give you access to a short, high-definition film of the event you have attended and remind you of your experience. This piece of digitalised clothing now serves as a highly fashionable and multifunctional item of memorabilia. |

| The Locker Room | End-of-trip facilities designed to make cycling and running to work the easy choice | The Locker Room works with landlords and businesses to design end-of-trip facilities to encourage employees to commute to work by bicycle or on foot. To create a great experience, The Locker Room manages the ongoing maintenance of the facilities and nurtures community events. The Locker Room facilities are proven to bring sustainability, health, happiness and productivity to workplaces. |

| VitrurianBot | A simplified robotic toy designed to introduce younger generations to the coming robotic era | We believe in robotics as a tool to enhance human performance. As a consequence, we want to contribute to this by teaching robotics to younger generations while they are playing with our robotic toy. We have designed a prototype of a robotic kit and a complementary graphics-based software package that provides an interactive experience with robotics with no need for any technical skills. |

<table>
<thead>
<tr>
<th>BEST SOCIAL START-UP</th>
<th>Project K (Joint-winner)</th>
<th>The Utanga Project (Joint-winner)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project K</td>
<td>Project K is launching an innovative coffee-subscription service, Kame, that works with partners to invest 100% of profits into improving the lives of the rural poor in East Timor and other parts of the developing world.</td>
<td>The Utanga Project integrates skills-based workshops into school curriculums in rural communities to encourage sustainability, higher standards of living and greater business knowledge within the community.</td>
</tr>
</tbody>
</table>

| Balance Concepts | A low-cost balance assessment system for healthcare professionals designed to reduce fall-related hospitalisations | Falls account for 50% of all hospitalisations for people over 65, and cost NSW $600 million in 2011. A person’s risk of falls is directly correlated to their balance, so falls can be relatively easily prevented, provided we know who is at risk and we intervene before a fall occurs. The solution is Pondera, a software package that integrates with the Wii balance board to provide healthcare professionals with a detailed analysis of a patient’s balance, including a calculated risk of falling. By leveraging existing hardware, we are able to offer Pondera at less than one-tenth of the price of competing systems. |

| Green Connection | A network of organisations and producers in Bangladesh and Australia that aims to develop enhanced water management practices in the Bangladesh rice industry to benefit community and business | The world is entering a challenging scenario of an increasing population placing major strain on our natural resources and environment. At Green Connection, we see the world’s population as one group. Although tastes vary across cultures, rice has been a staple of the world’s diet, with production being extremely water intensive. In Australia we have been able to produce rice with more efficient water practices due to climate restrictions. At Green Connection we are looking to create a knowledge-sharing platform that would allow rice producers in Bangladesh to share this vital knowledge in order to conserve water for their own population. |

| MyFitnessFund | Combines fitness motivation with low-cost online fundraising, helping you to get fit for a cause. | By combining fitness motivation with low-cost online fundraising, MyFitnessFund helps you to get fit for a cause. Specify how often you want to run over a predetermined period, share your FitnessFund with your friends and ask them to sponsor one or more of your runs for charity. As you run, mobile app RunKeeper tracks your runs via GPS, the donations accumulate according to your tally, and at the end of the month the funds you have raised are forwarded to charity. If you don’t complete the run, your sponsor isn’t charged and the donation isn’t made. Every single run becomes worth something to you, your sponsors and to your cause. It’s fitness motivation through charitable incentive and accountability. |
INDUSTRY INVOLVEMENT AND SUPPORT
Genesis relies on participation from students, faculty staff and industry representatives. We would like to thank the following people for their contributions and enthusiasm.

ORGANISATION AND IMPLEMENTATION
Julia Di Kang
Manager, Sydney Genesis

Andrew Lee
Associate Director of Finance, University of Sydney Business School

Jim Rooney
Lecturer in Accounting, University of Sydney Business School

Richard Seymour
Program Director, Innovation & Enterprise

Judging
Michael Gilbert
Director of Investment Sales, Chesterton International

Mark Greig
Commercial Director, Pollenizer; Managing Partner, Elevation Capital

Kim Heras
Co-founder, Pushstart

Celia Hodson
CEO, School of Social Entrepreneurs

Tim King
Managing Director, Deutsche Bank

Moira McAllister
Senior Finance Manager, Exodus Foundation

Mark Pesce
Inventor, writer, entrepreneur and broadcaster

David Rickards
Managing Director, Social Enterprise Finance Australia

Omar Samad
CEO, Vibewire

MENTORS
Yvonne Brennan
Founder, The Inspiration Room

Ehsan Fallahi
Principal Lawyer, Mistry Fallahi Lawyers and Business Advisers

CJ Foo
Co-founder and COO, Delivery Hero

Australia

Tim Fung
Founder and CEO, Airtasker

Anita Hawkins
Co-founder, We Are ULTRA

Cheryl Hayman
Founder and Principle, Hayman Strategy

Sean Marshall
Founder, The Marshall Report

Marc Lehnmann
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Amy Meyer
Technology Consultant, Deloitte

Brett Morgan
Blogger Relations, Google

Prashan Paramathan
Senior Strategy Consultant, Social Ventures Australia

Sebastian Robertson
CEO, Batyr

Niki Scevak
Co-founder, Startmate

Deepak Roy Singh
Principal, Versa Jeram Group

Dino Talic
Product Manager, Freelancer

Sydney Genesis will be back in 2013 to continue supporting student start-ups, collaborating with industry and entrepreneurs to share resources and expertise, and encouraging entrepreneurial activity at the University of Sydney.

DEVELOPING ENTREPRENEURIAL WOMEN (DEW)
The DEW initiative grew rapidly from June 2011 with the start of the AusAID grant ‘Building female entrepreneurial skills for small-to-medium enterprises in ASEAN countries’. The program consists of two sub-projects in Vietnam and Cambodia that are led, respectively, by UEB–VNU and UBB (with the strong support of Associate Professor Marylouise Caldwell and Professor Paul Henry from the University of Sydney Business School).

Our focus in 2012 was on refining our teaching materials and delivering training to the first three cohorts of trainers in Vietnam. All three cohorts achieved a 100 percent attendance and completion rate and their valuable feedback was incorporated, ensuring that the program cycles through an ‘ask, try, do, reflect’ process for constant improvement. As part of this development, two UEB–VNU and two UBB female academics visited IIMB to gather insights from the Management Programme for Women Entrepreneurs at the Nadathur S Raghavan Centre for Entrepreneurial Learning.

SUPPORTING TECHNOLOGIES
In May, at the VIVID Sydney Festival of Ideas, we ran a workshop for a small audience of creative professionals, technology companies and academics. Participants included Digital Eskimo, Intel, Commonwealth Bank of Australia, WRAYS law firm, independent designers and artists and local organisations. Together we worked on developing a tool for use on a tablet computer that will provide a simplified map of how to run a business; support educators managing multiple cohorts of entrepreneurs; and allow us to understand how to optimise the impact of our training initiatives.

We aim to involve the Free University of Berlin and its students to develop state-of-the-art software and design to capture and present essential business information to support the management and learning. The format will be accessible to, and usable by, socially underprivileged communities with limited business education and training.
INCUBATE
Launched in 2012, Incubate is a start-up development program open to all students, researchers and recent alumni of the University of Sydney. It is run from the University Student Union and has attracted external seed funding. The program will fund up to eight high-potential start-up projects with $5000 business grants and co-working space over the summer break, as well as mentoring from high-profile entrepreneurs. The program culminated with an on-campus demonstration during Orientation Week in February 2013, where teams pitched their ideas and progress to investors, invited guests and interested students.

STUDENTS IN FREE ENTERPRISE (SIFE) SYDNEY CHAPTER
SIFE is an organisation that focuses on supporting social enterprise activities. It runs programs run on more than 2000 campuses in 48 countries.
SIFE’s mission is ‘to provide students with an opportunity to make a difference in their communities and to develop leadership, teamwork and communication skills through learning, practising and teaching the tenets of their academic discipline to enable others to participate more fully and effectively in the economic and social life of the nation’. As they do, they develop leadership, teamwork and communication skills to better themselves and their communities.
The Sydney chapter, managed under the University Union, has enjoyed recognition and awards for its projects at each of the past three national championships.

180 DEGREES CONSULTING
180 Degrees Consulting is an international pro bono student consultancy that helps non-profit organisations to achieve greater social impact. Teams of university students completing studies in relevant fields work with non-profits to identify and overcome specific challenges they face. Non-profits are assisted in the development of innovative, sustainable and practical solutions, while students are able to contribute to their communities, apply their university studies in a practical environment and develop valuable life skills. 180 Degrees works in 14 countries and has three chapters in Australia.

YOUNG ENTREPRENEURS SOCIETY (YES)
YES has a strong membership base of more than 400 students at the University and more than 900 members in total. It encourages students to participate in entrepreneurial learning and activity across the University, organising speakers, workshops, competitions and other entrepreneurship events.

PROJECT EDGE
Project Edge is an innovation incubator for student entrepreneurs. Throughout the course of a semester, participants form teams and develop disruptive ideas with the guidance of extensive frameworks, mentors and workshops. A ‘Pitch Fest’ concludes the program, where teams pitch their ideas to a panel of judges.
The aims of our activities are to:
- strengthen the entrepreneurial capabilities and business skills of local people to initiate and build successful SMEs; this will increase their opportunity for permanent employment, which in turn will reduce inequality and facilitate inclusive economic growth
- strengthen educational capability of member universities in business and entrepreneurship, developing a legacy of an ongoing and sustainable teaching program in entrepreneurship that is staffed by locally trained teachers and engages the broader community through outreach activities
- build a local research focus to complement existing teaching and outreach programs at member universities, thereby advancing their ability to develop both teaching and outreach insights to inform education and practice
- build productive networks within countries between industry, government and educators.

EDNA has been built on many years of collaboration between the University of Sydney Business School, the Indian Institute of Management Bangalore (IIMB), Zhejiang University and the University of Economics and Business – Vietnam National University (UEB–VNU). In 2012 the National University of Laos, the University of Battambang (UBB) in Cambodia and the State Institute of Islamic Studies (IAIn Sunan Ampel) in Indonesia became members.

This year we developed two core activities: Developing Entrepreneurial Women (DEW) initiatives and EDNA workshops.

**DEVELOPING ENTREPRENEURIAL WOMEN (DEW)**

The DEW initiative grew rapidly from June 2011 with the start of the AusAID grant ‘Building female entrepreneurial skills for small-to-medium enterprises in ASEAN countries’. The program consists of two sub-projects in Vietnam and Cambodia that are led, respectively, by UEB–VNU and UBB (with the strong support of Associate Professor Marylouise Caldwell and Professor Paul Henry from the Business School).

Our focus in 2012 was on refining our teaching materials and delivering training to the first three cohorts of trainers in Vietnam. All three cohorts achieved a 100 percent attendance and completion rate and their valuable feedback was incorporated, ensuring that the program cycles through an ‘ask, try, do, reflect’ process for constant improvement. As part of this development, two UEB–VNU and two UBB female academics visited IIMB to gather insights from the Management Programme for Women Entrepreneurs at the Nadathur S Raghavan Centre for Entrepreneurial Learning.

**EDNA WORKSHOPS**

EDNA engages with a number of organisations to provide executive education programs for industry, universities and other institutions.

**Entrepreneurial capacity building for Indonesian academics**

A key engagement for EDNA in 2012 was the delivery of a workshop for an Indonesian delegation from the State Institute of Islamic Studies (IAIn Sunan Ampel). Funded by AusAID’s Australian Leadership Award Fellowship, 25 IAIN academic and casual staff visited the University for two weeks to participate in a workshop titled Building Capacity: University Entrepreneurship Education for Small to Medium Enterprises.

The aim of the workshop was to assist the delegates to develop their own integrated entrepreneurship program in Indonesia. The workshop built on an earlier visit funded by the Islamic Development Bank. Delegates worked in three groups, focusing on the core activities of teaching, research and ventures. A range of facilitators and speakers participated, including industry experts and academics from the Business School and the Graduate School of Government.

IAIn Sunan Ampel has shown strong support for the resulting recommendations. Central funding has been provided for an Entrepreneurship and Islamic Business Development Centre, and initiatives undertaken have been well received by students and faculty.

**Capacity building with members of Myanmar Women Entrepreneurs Association**

In May a cohort of 15 women from the Myanmar Women Entrepreneurs Association completed a five-day workshop with the University of Sydney Business School in Yangon. The workshop was designed to increase understanding of the content and methods appropriate for a ‘basic’-level program to develop trainers who will in turn educate women entrepreneurs in Myanmar.

Future training programs will take place in the local language and will use enquiry-based learning as the primary means of education. These training programs will incorporate local case studies, two of which were sourced from local members of the association. These lessons are being applied across our other programs in South-East Asia and Australia.
Financial Summary

The following table summarises the financial health of the I&E Ventures activity through 2012.

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<thead>
<tr>
<th></th>
<th>Faculty-led Ventures</th>
<th>Student-led Ventures</th>
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<tr>
<td></td>
<td>RARE</td>
<td>VIETNAM</td>
<td>REGION</td>
<td>GENERAL ADMIN</td>
<td>GENESIS</td>
<td>SIFE</td>
<td>TOTAL</td>
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<td>Income</td>
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<td>Faculty/USyd funds</td>
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<td>0</td>
<td>76,904</td>
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<td>Total</td>
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<td>31,863</td>
<td>38,688</td>
<td>20,717</td>
<td>279,787</td>
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I&E Ventures is well placed to grow its impact in 2013. All projects are operating on an ongoing basis, and we expect new injections of funds in 2013 for Genesis, SIFE and RARE. We will also be seeking a major injection of funds from multiple parties to grow our regional projects in South-East Asia in 2013.
FUTURE DEVELOPMENTS

I&E Ventures will continue to expand in alignment with our mission. Increased funding will allow us to scale up current projects and launch new aligned projects. Major initiatives will include the following local and international activities.

GROWTH OF EXISTING INITIATIVES

Building of RARE’s impact and profile
We will pilot the RARE Mentor Community in 2013. The intention is to develop a community of mentors with diverse membership. The majority of RARE enterprises are micro- to small enterprises, Indigenous and social businesses. We are predominantly seeking entrepreneurs and practitioners who have experience either running a business or working closely with start-ups. Corporate participation is also sought to provide focused skill sets and a diversity of expertise among mentors.

We will also seek to expand on the success of 2012’s inaugural Annual Gathering.

Expanding of EDNA’s reach and activity
EDNA will continue to support collaborative research, teaching and outreach activities across the region. New members, including universities in Myanmar, Laos, the Philippines and China, are currently being organised.

The DEW program will remain one of EDNA’s core activities. We will seek to fund and scale the program across the network, allowing each member to focus on women and people with disabilities. This will involve further in-country engagement from University of Sydney staff, including workshops, seminars and field trips to engage with the training institutions and women entrepreneurs.

We are seeking major funding to do this from LIFT and AusAID.

We also seek to increase the number of academic fellowships we deliver by securing support from AusAID’s Australia Awards Fellowship and the Department of Foreign Affairs and Trade.
Publishing of EDNA’s research
In 2013, EDNA will publish a book comprising contributions from partner institutions across the network. As noted in this report, during 2012 case studies on female entrepreneurs in micro- and small-to-medium enterprises within the ASEAN region were collected, providing a cross-section of activity across the region. These case studies will form the basis of teaching materials for the train-the-trainer program, as well as being published in book form for broader stakeholder access.

Preparing the case studies has acted as a research training exercise for early-career researchers in ASEAN academic institutions. The University of Sydney will continue to build this body of research, and will seek to ensure that this is an annual publication.

Dramatic growing of Entrepreneurship Challenge Genesis profile
The rich entrepreneurial spirit at the University of Sydney can be attributed to the wide range of Business School–led initiatives and student-led organisations, incubators and business competitions. In 2013 we will seek to raise funds to secure a full-time coordinator and manager of the program. We will also aim to attract increasing numbers of students and will work closely with the other student organisations, sharing resources and expertise to do so.

DEVELOPMENT OF NEW INITIATIVES

Travelling Uni
The Travelling Uni will deliver the University of Sydney Business School’s Graduate Certificate in Innovation and Enterprise in remote communities. Remote and rural Australians, their enterprises and communities face unique challenges and opportunities. We know of the challenges posed by poor infrastructure, small markets, lack of capabilities and distance. But we also know of the associated richness in country, culture, passion and community.

We have engaged our teaching (including a focus on problem-based learning activities that have seen many hundreds of students learn as they concurrently support scores of enterprises across Australia), our research (including major research projects that explore entrepreneurial activity, enterprises and their social impact, and entrepreneurship education) and our engaged activity (through the ventures set out in this report). This engagement has been a great success.

However, to date our focus has been on engaging our students and researchers with the region, not on engaging the region’s most talented people as our students and researchers. We see a need and a demand to expand our learning community to include talented and passionate people who are unable or unwilling to leave their home for many months of study in Sydney, or who might never have the opportunity to visit a university campus.

We believe flexible, remote delivery of high-quality entrepreneurial training is required, and that it can be delivered. This is the rationale for our Travelling Uni.

RARE Regional Economic Development
We are scoping a number of action research projects with partners with a key focus on regional approaches to collaborative and engaged capacity development. By expanding our expertise from the enterprise-level to also include a regional unit of analysis, we will be better able to support partners seeking to provide opportunities for participation and economic independence.

Surpluses from any of these consulting engagements would be re-invested into our ‘traditional’ RARE student exchanges, thereby diversifying our funding beyond donations.
GET INVOLVED

It’s easy to get involved in the Innovation and Enterprise Program, whether as a teacher, a researcher, a supporter or a participant in one or more of the projects detailed in this report. There are many avenues into which to channel your interests and skills, and we always have numerous projects that need support.

If you would like to learn more about the Innovation and Enterprise Program or get involved in our activities, please contact us or visit our website.

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