



About YoungGems®

**WE UNEARTH
WE SHAPE
WE POLISH
WE SHOWCASE**

9 out of 10 startups fail in the first three years.

This is an alarming statistic, especially when governments around the world are actively promoting strong innovation agendas with a clear call to arms to create more innovative businesses and start-ups.

With such high failure rates, launching any kind of start-up and then building a sustainable business is not for the faint-hearted. Yet, around the globe, never has entrepreneurship been such a glamorous, promoted and popular career choice.

In today's gig economy, millennials and future generations will approach their working adult life differently. It is critical to equip today's youth and tomorrow's leaders with the essential skills that they require to not only be able to start and run their own businesses, but to survive in the general business world.

Through YoungGems® our vision at Gemstar is to unearth talent to build exciting new businesses with global relevancy. Our program guides budding YoungGems® in a way that addresses the key reasons why most-startups fail.

Rather than start with the technology and innovation in mind, we have designed our program to be marketing-led – an approach that is key to business success because it helps young talent understand the 'why' of doing business and the problem(s) they are trying to solve.

We provide a safe and nurturing environment for all and assist with solving actual problems and developing solutions with global relevancy. Through real-world experience and practical masterclasses, YoungGems® guides entrepreneurs through the business journey from marketing, branding and financial literacy, to supporting the commercialisation of the business ideas.

Popular YoungGems® Masterclasses:

- Real-world entrepreneurship - Personal brand and a winning story**
- Understanding the landscape - Nailing the numbers**
- Delivering a winning pitch**

Our programs

Our carefully crafted programs are designed to be inclusive and accessible to those from all abilities and diverse backgrounds.

We offer a range of formats catering to individual needs:

- 1 Day Workshop
- 3 Day Bootcamp
- 6 Week Intensive
- 3 Month Deep Dive

We also offer a range of custom programs for organisations who are looking to support their staff or communities in developing problem-solving, presentation and critical thinking skills.

What will you gain?



An entrepreneurial mindset

Build life long skills with an entrepreneurial mindset to help with problem-solving, communicating and developing confidence in the way challenges are tackled.



A tangible business plan

Knowledge of the skills and tools to apply an entrepreneurial mindset to any endeavour or project. Applicable to your business idea, day-to-day life, or existing and future careers.



Ongoing future support

Assistance via Gemstar to commercialise ideas through a range of mentorship opportunities in both Australian and ASEAN, all with the program facilitation team.



A networked community

Access to Gemstar's partner network. This may lead to future employment opportunities, as well as the potential to become role models and mentors to future participants.

