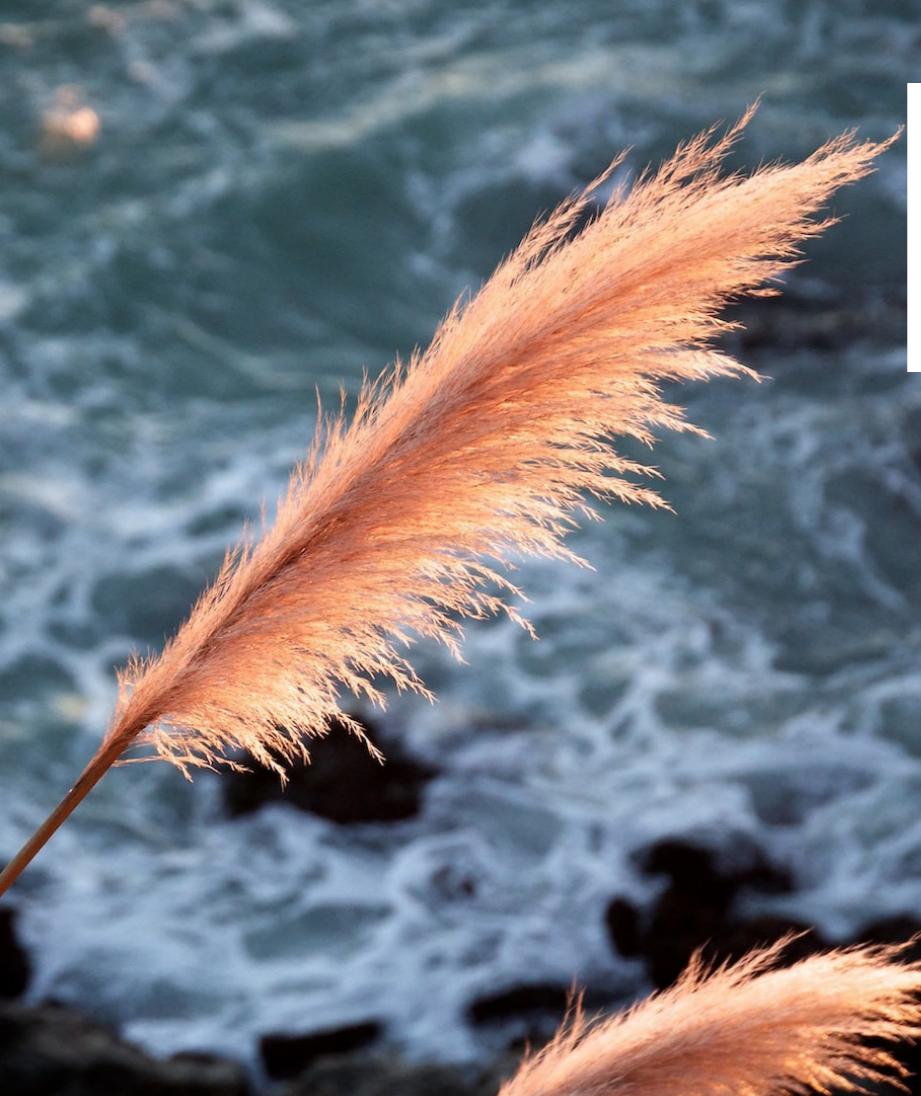




Vanguard Programme

5-7 May 2021
Waitakere Resort & Spa



Foreword

The Vanguard Programme was established to be a milestone memory point in the individual participant's life.

In 2001, I was living in London with my family when Chris Saunders, the Principal of my old school Onehunga High, dropped by.

We discussed the results of a global entrepreneurship survey which showed that New Zealand was at the top of 27 OECD countries in terms of starting businesses, but number 27 in terms of the businesses continuing to operate after 5 years. What an amazing disparity!

The Ministry of Education had openly declared that "Business and Entrepreneurship" would never be part of the National Curriculum.

So, over a bottle of wine, we decided to establish a Business

School on the Onehunga High School campus when I returned to New Zealand the following year. It was supported by the University of Auckland Business School, and we even scored \$400,000 from Trade and Enterprise, much to the chagrin of the Ministry of Education.

By 2007, "business" had become a subject for Year 11, 12 and 13 in the National Curriculum. For some schools, it became a compulsory subject from Year 9.

I am no educationalist and certainly think differently from the way educationalists think. I saw the student as my target customer, so needed to satisfy him or her. Business is all about 'stories', so I had to engage them with these stories. I had to open their eyes past Onehunga, and see the world. Their father might have been a plumber in Onehunga, but if we could open their eyes, they could see they

could be a plumber to the world.

So, we engaged them in video learning, particularly through Mike's Bikes.

Each student worked with a local business, learning the theory from the teacher on (say) pricing during the week, then visiting their chosen business, and seeing what happened in reality. I found out later that there was a name for this - 'experiential learning'.

Once a year, we went to either New York (visiting a Business School, Wall St lawyers, NYSE, banks, advertising agencies etc.) or Silicon Valley (Wharton, visiting start-ups and established businesses - both Kiwi and US).

Thus Vanguard Programme was established to give entrepreneurial students the opportunity to open their minds to international opportunities. Silicon Valley is a very special

community, where collaboration is the norm.

2021, Covid has stopped travel, so we are conducting a learning experience different from Silicon Valley but very special in its own way. You will be mixing and learning from New Zealand entrepreneurs from all types of businesses who have been success stories in their chosen path. All brought together by the Business School teaching stars to create an event that will blow your minds.

Have a great few days, and I look forward to engaging with you all.

Tony

Tony Falkenstein, ONZM
Chief Executive Officer
Just Life Group Ltd



Objectives

The objectives of the Vanguard programme are:

- Open and expand the world of possibility for the attendees
- Explore global entrepreneurial mindset and capabilities for building internationally successful entrepreneurial careers
- Develop further self-awareness via reflection, feedback and understanding others
- Inspire global aspirations by showcasing Kiwi endeavours globally
- Connect with the entrepreneurial community

Wednesday 5 May		8.30am	Global Entrepreneurial Mindset and Lego Serious Play Tui Room	Friday 7 May	
2pm	Arrival and afternoon tea Foyer Lounge	10.30am	Morning tea Fantail Room	6.30am	Bush walk Meet at reception
3.30pm	Welcome and introductions Tui Room	11am	What's it like to join a start-up? With Graeme Fielder and Jean Yang Tui Room	7.30am	Breakfast and checkout Restaurant
4pm	Self Reflection Tui Room	12.30pm	Lunch Restaurant	8.45am	A case study from the Just Live Group Tui Room
5.30pm	Guest speaker: Ben O'Brien, StretchSense Foyer Lounge	1.30pm	Destilation of learnings Tui Room	10.30am	Morning tea Fantail Room
6.30pm	Dinner Restaurant	3pm	Afternoon tea Fantail Room	11am	Guest speakers: The Chia Sisters, Florence and Chloe Van Dyke Tui Room
7.45pm	Team challenge: Trivia With Sam Thom Foyer Lounge	3.30pm	Entrepreneurs' Organisation With Melanie Spencer (Socialites), Kimberley Ramsay (CheerBrandz), Ryan Sanders (Haka Tours), and Thomas Dietz (WOOP) Tui Room	12.30pm	Lunch Restaurant
Thursday 6 May		6pm	Dinner Restaurant	1.30pm	That's a wrap Tui Room
6.30am	Bush walk Meet at reception	7.30pm	Guest speaker: Cam Calkoen Foyer Lounge		
7.30am	Breakfast Restaurant				

Programme





Tony Falkenstein

Tony was born in Auckland and has a Bachelor of Commerce from the University of Auckland.

He is a serial entrepreneur who has started over 50 companies. He is the CEO and majority shareholder of Just Life Group Ltd, a publicly listed company that he founded 34 years ago. The company has a mission of "enhancing lives" through its two divisions: 'healthy living' and 'healthy homes'. Healthy living includes bottled water for businesses and homes and online dietary supplements; healthy homes includes ventilation systems, tubular skylights, domestic rainwater tanks and hot water cylinders.

The company's brands are Just Water, About Health, Unovent, Solatube, Designer Tanks and The Cylinder Guy. In 2003, Tony established New Zealand's first Business High School, at Onehunga High School, with a view to include 'business and entrepreneurship' as a subject in the National Curriculum.

In 2011 this goal was attained, and he has assisted the Ministry of Education with establishing Business High Schools throughout the country. In 2008, he was inducted into the New Zealand Business Hall of Fame. In 2010, he was appointed as an Officer of the New Zealand Order of Merit (ONZM) for services to business. In 2011, Tony received the Distinguished Alumni Award from the University of Auckland. In 2012, he received the World Class New Zealand Award for 'New Thinking'.

Tony has been married to Heather for 40 years and has one daughter.



Deborah Shepherd PhD

Deborah holds a variety of roles focused on entrepreneurial SMEs.

She is a part-time Senior Lecturer in Entrepreneurship at the University of Auckland Business School, an advisor to New Zealand's Minister of Small Business, sits on several Boards of Directors and Advisory Boards, and an owner/director in her family business.

Her research and teaching focuses on social entrepreneurship and innovation, the entrepreneurial mindset, entrepreneurial SMEs, and family businesses.

Advice for younger self: Favourite books:

Where the Crawdads Sing
Delia Owens

Find Your Why
Simon Sinek, David Mead and Peter Docker

Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist
Kate Raworth



Darsel Keane

Darsel is the Associate Director at the Centre for Innovation and Entrepreneurship (CIE) and a PhD student researching entrepreneurial mindset.

She leads a team at CIE that operates Unleash Space and designs and develops programmes to build entrepreneurial mindset and capability in students and staff.

This results in graduates and staff who are better prepared for the new world of work, or to start and grow their own social and commercial ventures.

Advice for younger self: Favourite books:

Dare to Lead
Brené Brown

This Changes Everything
Naomi Klein

The Shock Doctrine
Naomi Klein

Burnout
Emily and Amelia Nagoski



Jessica Schneider and Judith Marecek | Programmes team at the CIE

Jessica joined the CIE in 2019. Her ability to create deep and lasting connections with the entrepreneurial ecosystem and all our participants means she's quickly become an essential part of the Programmes and wider CIE team. Combine this with German efficiency, attention to detail and a can-do attitude, and it's clear why Jessica plays such a pivotal part in the CIE.

Judith has been connected with the CIE since 2015. While she loves many aspects of working at the

Centre, witnessing the development of the students who take part in the programme is what gives her the most joy in the role.

Both Jessica and Judith are avid podcast listeners, frequently sharing episodes not just with each other but also with students. Some of their recommendations are The Tim Ferriss Show, Work Life with Adam Grant, The Look & Sound of Leadership, How I Built This, Hidden Brain and You Are Dead To Me (a history podcast).

Jessica's advice for younger self:
"Don't be scared of everything. Other people are just better at pretending. They haven't figured it out either."

Judith's advice for younger self:
"Make the most of every opportunity. Don't be afraid to try, fail, and try again. It's a big world full of opportunity out there. Step out of your comfort zone - that's where the fun is."



Ken Erskine

Ken is a mentor, investor and entrepreneur with extensive experience across New Zealand and multiple international start-up ecosystems. As an active Angel, Ken has personal investments and interests in over 80 high tech ventures. He is an active member of the NZ start-up ecosystem and helped with the setup of the Technology Investment Network and the formation of The Icehouse. He was instrumental in the creation of the Global from Day One (GD1) seed fund, played an active role in the development of the Commercialisation Partner Network (CPN), and what has today become Return on Science (RoS) national research commercialisation programme.

In 2009, Ken was appointed Director of Start-ups at the Icehouse with responsibility for both the start-up incubator and ICE Angels. During his tenure, The Icehouse was acknowledged by Forbes Magazine as one of the world's top ten technology Incubators, and Ice Angels invested over \$50m into early-stage NZ ventures. He also led the establishment of the Lighting Lab accelerator in Auckland, later to become the Flux Accelerator and the creation of GridAKL co-working space. In 2017, he set up and ran Venture Lab, a new incubator for the University of Auckland which has recently graduated its second cohort of student-led start-ups.

Prior to his involvement with start-ups and early-stage investment, Ken worked with local high tech, high growth software companies responsible for worldwide marketing, sales channels and vendor partnerships. He has also held senior sales and marketing roles at Hewlett Packard and Compaq NZ. Born in Scotland and educated in Europe, he holds an Executive MBA from ESCP business school in Paris.

Advice for younger self:

"It's okay not to have all the answers."

Favourite book:

Down and Out in Paris and London
George Orwell



Ben O'Brien

Motion capture gloves! Ben is the award winning CEO and co-founder of StretchSense. They make stretchy sensors and gloves for motion capture. He is a father of two and has a black belt in Brazilian jiu-jitsu.



Graeme Fielder

Graeme is an experienced life science and technology developer and business professional with a passion for translating science into products and services that have impact.

He completed his Bachelor of Biotechnology Honors and PhD (Molecular Medicine) at the University of Auckland. During his tertiary education, through his involvement in two non-profit organizations (Spark (now Velocity) and Chiasma), in addition to pursuing his own entrepreneurial ventures, he developed a passion for combining science and business.

Graeme completed his Master of Business Administration (MBA) at Stanford. During this time he launched Mesopharm Therapeutics Inc, a biotech company developing cancer therapies, and was a winner in the Breast Cancer Startup Challenge. Following his graduation in 2015, Graeme joined Audentes Therapeutics Inc – a biopharmaceutical company developing genetic therapies for people living with rare, inherited, life-threatening diseases.

Advice for younger self:

"Don't be in a rush. You have time. Enjoy the now."

Favourite book:

Sapiens: A Brief History of Humankind
Yuval Harari



Jean Yang

Jean is the VP and co-founder of the Onit AI Center of Excellence.

She worked as a lawyer before becoming the COO and VP of Legal at McCarthyFinch, a legal AI venture that was acquired by Onit. While there, she helped build the business from infancy to acquisition and lead product and technology development.

Jean was named Emerging ICT Leader of the Year 2019 and is a founding executive of LegalTech NZ.

Advice for younger self:

"Don't forget that your career and life is a long journey. Work hard, be hungry but patient, have fun and look after your soul. Trust your gut, put up your hand and don't let anyone put you in a box."

Favourite book:

The Defining Decade: Why Your Twenties Matter - And How to Make the Most of Them Now

Meg Jay



Thomas Dietz

Thomas travelled the world as an expat for L'Oréal, working in China, Japan, Korea, Brazil, Mexico and Australia before landing on New Zealand shores ten years ago.

In 2012, he founded TOMeTTe, a ready-to-eat meals business. TOMeTTe is stocked in leading supermarkets such as New World, Farro Fresh and Nosh Food Market. The approach is simple: quality, passion, energy and a little "je ne sais quoi" that could be called French flair.

His most recent baby is WOOP!

- the ultimate food kit delivery solution. WOOP answers the need of busy professionals who want to eat healthy and tasty but don't always have time to cook. WOOP prepares all the food in advance by dicing veggies, pre-cutting meats, and preparing sauces so customers can cook amazing dinners in just 15 minutes when they get home after a busy day.

Advice for younger self:

"Spend 45 minutes a day with a pen and paper answering the next questions you can find."

Favourite book:

The Road Less Stupid
Keith J. Cunningham

Passionate about innovation, he also co-founded The Creative Workshops to help individuals and companies unlock their creative potentials.



Kimberley Ramsay

Kimberley is a former lawyer/accountant who traded in an office job to start the industry and sport of Cheerleading In New Zealand over 17 years ago.

She has since grown her business from 13 students in a school hall to be a global multi-million dollar business with 70 staff, covering three countries. They have a tuition company teaching over 1500 athletes a week, a global event company running over 10 events a year, and an international apparel brand.

Advice for younger self:

"Have fun, don't worry about the little things, and be kind."

Favourite books:

Mindset

Carol Dweck

How to Win Friends & Influence People

Dale Carnegie

Modern Monopolies

Nicholas Johnson



Ryan Sanders

In 2007, Ryan started Haka Tours with no tourism experience but a desire to break away from the corporate world and to work in an industry he could be truly passionate about.

13 years later in 2019, the wider Haka Tourism Group was named New Zealand's fastest growing tourism business and includes Haka Lodges (a growing nationwide chain of up-market hostels), Haka Educational Tours (an international educational brand that operates in 12 countries globally), Haka Hotels (New Zealand's newest hotel brand), and ANZ Nature Tours (an inbound tour operator business).

With a strategy firmly based on niche tourism products backed by a shared service business model, the Haka Tourism Group aims to be one of the most widely recognised and respected tourism brands in Australasia and for cultural, social and sustainable business practices to be at the heart of what they do.

Advice for younger self:

"Start to really understand your personal values. Then, make sure you apply to work for businesses that are aligned with them. If you're starting a business straight away, make sure you define your company values alongside your personal values and incorporate these into the process of hiring staff. Values alignment is so important!"

Favourite book:

The E-Myth

Michael E. Gerber



Wendy Thompson

Wendy is an experienced global marketer and entrepreneur, 2019 Australasian Social Media Marketer of the Year, and finalist 2018 Next Women of the Year. She founded Socialites in 2010. The Socialites Group includes Socialites, a specialist social media marketing company that works with global brands around the world, Socialites Academy, an online training company, and Australasia's largest influencer agency The Social Club. The Group has won many business and global creative awards including Australasian Agency of the Year 2018 and placed in the Deloitte Fast 50 and Asia-Pacific Tech 500.

Advice for younger self:

"Don't stress if you don't have all the answers. Everyone else is just making it up as they go along too. Also, invest in yourself and learning in all areas of life; it's by far and away the best investment you can ever make."

Favourite books:

Creative Mischief

Dave Trott

Into the Magic Shop

James Doty

Breath

James Nestor



Chia Sisters

Florence and Chloe Van Dyke, co-founders of Chia Sisters, make New Zealand's most nutritious and sustainable juices in a Nelson-based solar-powered juicery.

This year, Chia Sisters was named New Zealand's most ethical business by B Corp.

Chia Sisters supply over 1000 cafes, grocers and supermarkets nationwide and export to Singapore, Hong Kong and Australia. They have been recognised for game-changing the beverage industry on the Forbes 30 under 30 Asia Pacific List, as New Zealand Women of Influence, and as an EY Entrepreneur of the Year Finalist.

Advice for younger self:

Favourite book:

The Good Ancestor

Roman Krznaric



Cam Calkoen

Cam dreams of a world where everyone is inspired to embrace their opportunity, and our physical being is no barrier to succeeding in our dreams and aspirations. It is dreams that have brought the world to what we see today and our aspirations that will propel it into the future.

No one can walk and talk at birth. Some people like Cam, are presented with this likelihood for the rest of their lives. He chose to defy the odds, and now showcases what can be achieved when we identify a challenge, leverage our opportunities and uniqueness, and indeed live for awesome!

Born with Cerebral Palsy, Cam was told that his biggest challenges would be the way he walks and talks. He dreamed big, becoming an athletic gold medalist, highly effective charitable fundraiser, social entrepreneur and now a globally renowned inspirational speaker who ignites a connection and clarity between inspiration, dreams and people.

Through the strength of human attitude and potential, Cam chose to embrace the challenges he was born with and harnesses his gifts to live in the pursuit of excellence and make life as awesome as it can be.

He is a living example that life is what we make it, and the values needed to achieve awesomeness are simple - we need to believe! In doing so, we leave no stone unturned. Through charisma, stories and artistic flair, Cam's presence sees people identify the unturned stones on the path. He ignites, inspires, enlightens, and delights others by modeling what it looks like to dream big and achieve more!



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