The Asia Entrepreneurship program is a combination of developing entrepreneurial skills, incubating a real startup and cross-cultural consulting.

Working to solve big problems common to Australia and large Asian markets like Japan, students form teams that work as startup businesses attacking those big problems. Students are guided by experts and mentors both from Australia and parts of Asia that help them accelerate their search for the right business model.

**Responsibilities**

The Participants in the program are integral parts of innovative new teams formed during the program. The Participants share leadership positions and work to:

1. ideate
2. validate problems
3. validate solutions
4. localise their product/service, and
5. pitch their startups at the end of the program.

Volunteers assist with the management and coordination of the program. Roles and tasks include coordination of program mentors, event management, marketing and other general administration support tasks under the guidance and in partnership with UNSW Innovations representatives.

**How to get involved**

Interested students can email the Program Coordinator.

**Positions**

- Participant
- Volunteer

**Training**

For participants, training is provided within the program, similar to a Work Integrated Learning model. For volunteers,
training will be provided by UNSW Innovations staff for ‘on the job’ e.g. direction and guidance regarding managing events etc.

**Duration**

The program runs in Semester 2, in December after the examination period, with 40 hours total commitment.

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**Accreditation**

- Accredited by **UNSW Advantage** = Yes  
  (For recognition on Australia Higher Education Graduation Statement)
- Accredited by **UNSW Leadership Program** = No  
  (Eligible for community engagement component)

**Availability of activity**

Semester - weekdays, Semester - weekends

**Type of activity**

Competitions, Development programs, Entrepreneurship & innovation, Paid activities, Student led teams

**Provider of activity**

Other

**Interest area**

Accounting, admin & office management, Arts & design, Fundraising & events, IT & web development, Marketing, media & communications

**Skills required and/or developed**

Critical & analytical thinking, Cross-cultural & global citizenship, Entrepreneurship, Interpersonal & communication, Leadership, Marketing & PR, Organisational & time management, Team work & networking

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**Contacts and more information**

**Provider**

UNSW Innovations

**Contact**

Joshua Flannery - Director, FounderLab & Manager, Student Entrepreneur Development

**Visit**
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For more information about co-curricular activities see UNSW Advantage.