YOUNG CHANGE AGENTS — WHAT'S YOUR MISSION?

Young Change Agents

Powered by

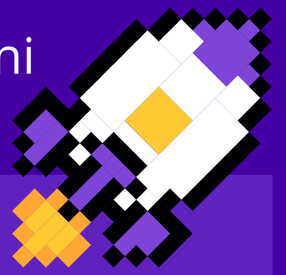
TELSTRA FOUNDATION

SCHOLARSHIP OPPORTUNITY

We are now inviting regional public high schools and low-ICSEA schools from to apply for one of the last remaining scholarships to Digital Boss.

This is valued at $5000 and includes:

- Facilitator Guide
- Resources to run the 38 unit program (slides, worksheets, digital templates)
- Entrepreneurial Learning Hub to manage the program
- Entrepreneurial Learning Hub for students to progress through the course
- Educator Professional Development (one 2 hours PD session delivered virtually and mini PD’s for each module)
- Dedicated YCA coach for each school (6 x one hour sessions per school per year)



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PROCESS TO APPLY AND SELECTION CRITERIA

PLEASE EXPRESS INTEREST VIA THE EOI FORM. SUCCESSFUL SCHOOL MUST MEET THE FOLLOWING CRITERIA

- Public high school (any can apply) OR low-ICSEA school from another system (30% of spots reserved for regional/rural areas)
- Looking to run a Semester or full-year program in 2025
- Have had some previous experience with entrepreneurial programs (eg $20 Boss) or educator has a business background
- A minimum of 2 educators leading the initiative for your school
- Is able to undertake educator PD in either Term 1, 2024 or in Term 3, 2024
- Commit to participate in the impact measurement program (surveys)
- Commit to entering at least one student-led project in the Digital Boss showcase

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ABOUT YOUNG CHANGE AGENTS

HELPING YOUTH SEE PROBLEMS AS OPPORTUNITIES THROUGH SOCIAL ENTREPRENEURSHIP

We believe in the power of social entrepreneurship to help young people change the world.

Young Change Agents (YCA) is a nationwide social enterprise which empowers youth from all backgrounds to identify problems in their community, reframe these as opportunities, and develop solutions with an entrepreneurial lens.

Our aim is to make it easy for schools and teachers to introduce and embed entrepreneurial learning and design thinking.
We strive to be a leading example for students as a nonprofit social enterprise leading the way in youth entrepreneurship in Australia.

OUR DIFFERENTIATORS

YCA is focused on design thinking for problem solving and entrepreneurs within the K-12 education space. Our emphasis is on lifelong learning, community, practical learning, and technology enablers for educators.

K-12 FOCUS
Specialise in programs for primary & high school

COMMUNITY
Building a community of practice amongst Australian Teachers

DESIGN +
Design Thinking for problem solvers & entrepreneurs

PRACTICAL
Real classroom learning, templates & resources- tried & tested

LIFELONG
Scaffolded approach across primary/ high school

ENABLERS
Technology tools that help teachers engage students & manage learning at scale

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WE KNOW DIGITAL SKILLS ARE IMPORTANT

“Digital skills are now core foundation skills for Australians of all ages and essential to jobs now and in the future."

-- Minister for Skills and Training, Brendan O’Connor MP

“Around 40% of the 1.2m tech jobs we want to create in Australia by 2030 will be in creative and commercial roles."

-- Tech Council of Australia

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SOMETIMES IT'S HARD TO PROVIDE THAT NEXT STEP...

We often hear the following from students and educators:

"What can we do next? What's the next level?"

"We want to be able to connect the students to industry / real world opportunities"

"We are looking for a longer program"

"I bet it won't actually happen"

"Is this real?"

"Can I actually do this?"

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OVERVIEW

Digital Boss provides a real-world experience of running a digital business - it's a unique opportunity for students to have a comprehensive experience of being an entrepreneur within a safe, educational environment.

As with all our programs at Young Change Agents, Digital Boss has been co-designed with educators, students, and industry leaders to ensure we provide you and your students with the highest-quality resources that are fun and engaging.

For this program in particular we've worked with professionals working in sought-after tech careers to ensure we have the most up-to-date resources and will keep building in new updates each year!

We see Digital Boss as that next-stage program, that helps young people to create digital products or services and build on existing knowledge from our other programs like $20 Boss and the Social Enterprise Explorer.

Digital Boss allows students to extend their digital skills and follow a scaffolded journey from ideation through to execution and delivery to real customers. The program can be delivered by educators, Young Change Agents facilitators, or a combination of both and is best delivered as a semester or year-long program.

To get started with Digital Boss you can simply add the resources to your Entrepreneurial Learning Hub membership and get everything you need to deliver this program.

THAT'S WHY WE'VE CREATED DIGITAL BOSS!

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LEARNING FRAMEWORK

Are you looking for a way to enhance your students' digital skills? Look no further than Digital Boss! This innovative program, developed by Young Change Agents, offers a scaffolded learning journey that takes students from ideation all the way to delivery to real customers.

Students find a gap in their local market for a digital product or service, identify how to turn their solution into a real digital social enterprise, secure customers, and deliver the service.

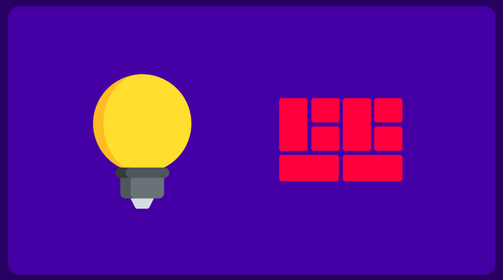
Throughout the program, students build their entrepreneurial mindset, skillset, and toolset which they will be able to demonstrate via Young Change Agents Entrepreneurial Learning Hub portfolio and receive badges for their work.

The program methodology draws on design thinking, lean startup, agile and is mapped to the Australian curriculum. It's flexible and can be adjusted based on the student's prior learning, the school context, and the delivery mode (we recommend over semester or year long time frame).

Delivered over four intensive sprints, with 38 lessons in total this program covers a range of topics that are all ready to be delivered with activities, slides, and a facilitator guide to make delivering this program easy!

With Digital Boss, you can help your students become the digital leaders of tomorrow!

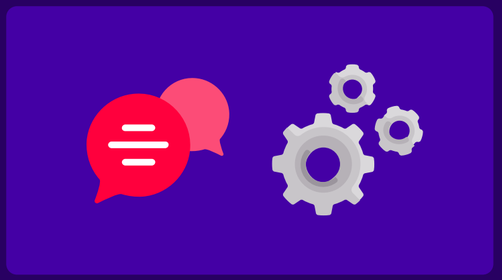
SPRINT 1



- Thinking about digital vs physical businesses
- Creating a big vision (mindset!)
- Identifying customer problems and ideating potential solutions
- Moving from Friends to Founders
- Customer personas and empathy interviewing
- Creating your business model
- Pricing and branding

SESSIONS 1-10 (450 MINS)

SPRINT 2



- Getting ready to trade!
- Staying healthy (mindset!)
- Creating a website/portfolio
- Securing the first customer and customer discovery
- Presenting to customers
- Collaborating as a team
- Project management and delivery
- Social media strategy

SESSIONS 11-20 (450 MINS)

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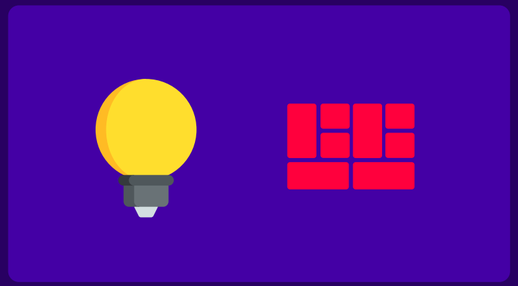
DIGITAL BOSS SPRINT OVERVIEW

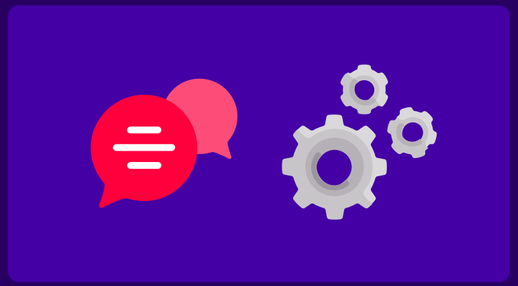
SPRINT 1 (ESTABLISH YOUR BUSINESS)



- Thinking about digital vs physical businesses
- Creating a big vision (mindset!)
- Identifying customer problems and ideating potential solutions
- Moving from Friends to Founders
- Customer personas and empathy interviewing
- Creating your business model
- Pricing and branding

10 LESSONS

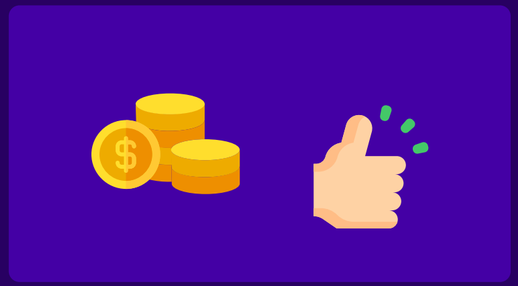
SPRINT 2 (CREATING YOUR MVP)



- Getting ready to trade!
- Staying healthy (mindset!)
- Creating a website/portfolio
- Securing the first customer and customer discovery
- Presenting to customers
- Collaborating as a team
- Project management and delivery
- Social media strategy

10 LESSONS

SPRINT 3 (LAUNCHING)



- Creating a digital product
- Customer feedback and iteration
- Financial management
- Case studies - telling an impact story
- PR and Media
- Customer relationship management
- Customer number 2 (3, 4, 5!)
- Implementation

10 LESSONS

SPRINT 4 (MATURE & GROW)

- Completing client work
- Presenting final work to customers for feedback
- Revisiting the business model
- Team dynamic and performance (running a "retro")
- Investment strategies
- Positioning the business
- Pivot, persevere, puchase or perish

8 LESSONS

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MINDSET, SKILLSET, TOOLSET

Learning outcomes example for the first 5 modules of Sprint 2

SPRINT 2

	MINDSET	SKILLSET	TOOLSET
STAYING SAFE AND HEALTHY	"I understand the risks of business and how to mitigate them to keep safe and healthy."	"I can use a risk assessment to determine risk and develop strategies to mitigate them."	Risk Assessment template
PROTOTYPING YOUR WEBSITE	"I am able to communicate my business clearly to customers and drive sales using a website."	"I can create a basic website using a template and make adjustments."	Key messaging template, Sitemap and wireframes
DEVELOPING A SAMPLE PORTFOLIO	"I know that customers use past examples/case studies as a way to assess future performance and trust in my abilities to deliver."	"I can demonstrate my skills clearly to customers through examples."	Sample portfolio of work
FINDING YOUR FIRST CUSTOMER	"I clearly understand early adopters pain points so feel comfortable approaching them with a potential solution."	"I can identify 'low hanging fruit' and seek opening conversations."	Finding your first customer template
CUSTOMER DISCOVERY	"I am a researcher and use customer meetings to find out everything I can and how my solution might help the customer."	"I know how to conduct customer discovery meetings and to come away with a clear plan for next steps."	Customer discovery interview template

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INDUSTRY INPUT

45+ industry representatives contributing to lesson plan design and prototypes.

MONASH University

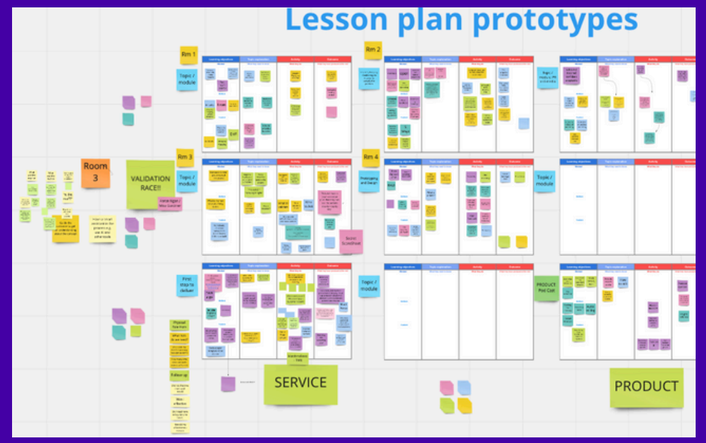
UTS Startups

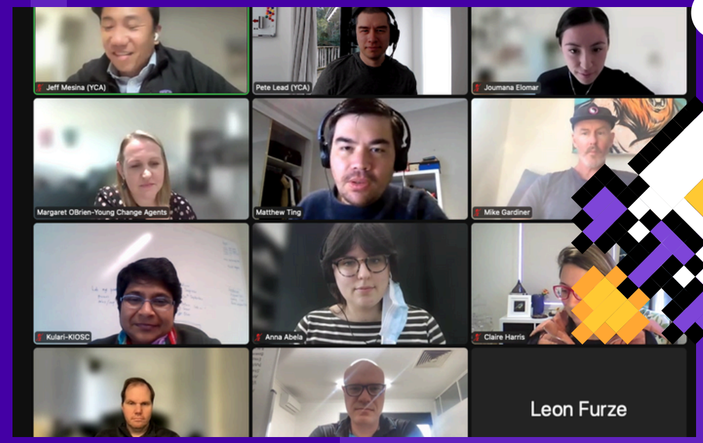
REMARKABLE LAUNCHER

ADAPTOVATE

Canva

ZIP





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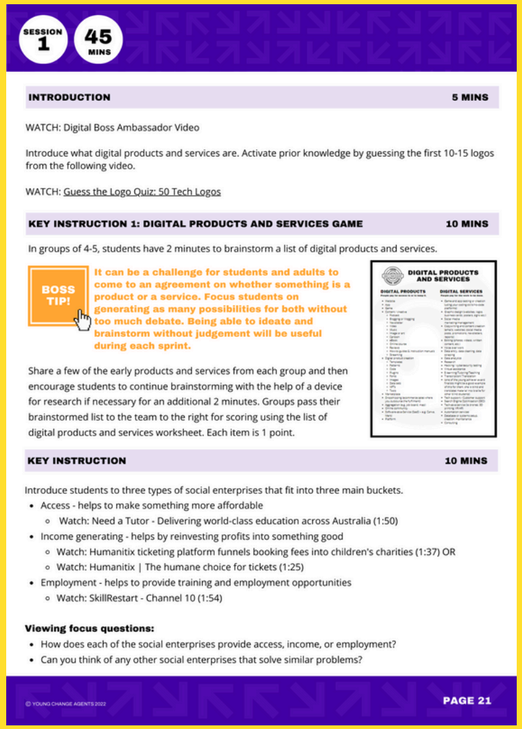
RESOURCES AND SUPPORT

Facilitator Guide



SESSION 1 — 45 MINS

INTRODUCTION — 5 MINS

WATCH: Digital Boss Ambassador Video

Introduce what digital products and services are. Activate prior knowledge by guessing the first 10-15 logos from the following video.

WATCH: Guess the Logo Quiz: 50 Tech Logos

KEY INSTRUCTION 1: DIGITAL PRODUCTS AND SERVICES GAME — 10 MINS

In groups of 4-5, students have 2 minutes to brainstorm a list of digital products and services.

BOSS TIP! **It can be a challenge for students and adults to come to an agreement on whether something is a product or a service. Focus students on generating as many possibilities for both without too much debate. Being able to ideate and brainstorm without judgement will be useful during each sprint.**

Share a few of the early products and services from each group and then encourage students to continue brainstorming with the help of a device for research if necessary for an additional 2 minutes. Groups pass their brainstormed list to the team to the right for scoring using the list of digital products and services worksheet. Each item is 1 point.

KEY INSTRUCTION — 10 MINS

Introduce students to three types of social enterprises that fit into three main buckets.

- Access - helps to make something more affordable
  - Watch: Need a Tutor - Delivering world-class education across Australia (1:50)
- Income generating - helps by reinvesting profits into something good
  - Watch: Humanitix ticketing platform funnels booking fees into children's charities (1:37) OR
  - Watch: Humanitix | The humane choice for tickets (1:25)
- Employment - helps to provide training and employment opportunities
  - Watch: SkillRestart - Channel 10 (1:54)

Viewing focus questions:

- How does each of the social enterprises provide access, income, or employment?
- Can you think of any other social enterprises that solve similar problems?

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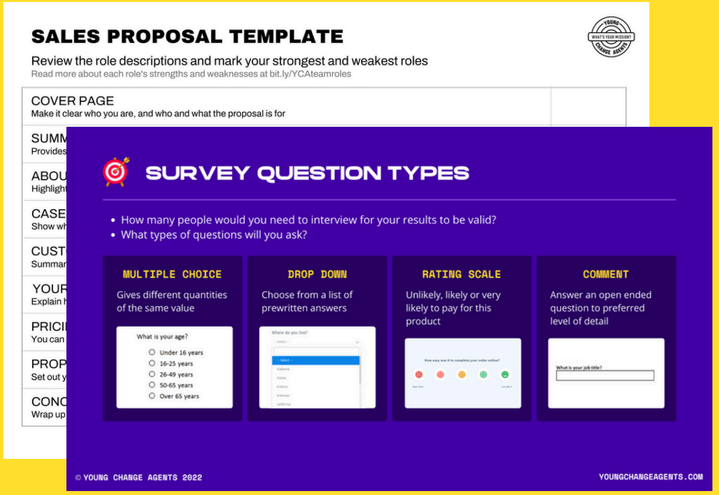
Worksheets & Slides



SALES PROPOSAL TEMPLATE

Review the role descriptions and mark your strongest and weakest roles

Read more about each role's strengths and weaknesses at bit.ly/YCAteamroles

COVER PAGE
Make it clear who you are, and who and what the proposal is for

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CONC
Wrap up

SURVEY QUESTION TYPES

- How many people would you need to interview for your results to be valid?
- What types of questions will you ask?

MULTIPLE CHOICE	DROP DOWN	RATING SCALE	COMMENT
Gives different quantities of the same value	Choose from a list of prewritten answers	Unlikely, likely or very likely to pay for this product	Answer an open ended question to preferred level of detail

What is your age?
- Under 16 years
- 16-25 years
- 26-49 years
- 50-65 years
- Over 65 years

What is your job title?

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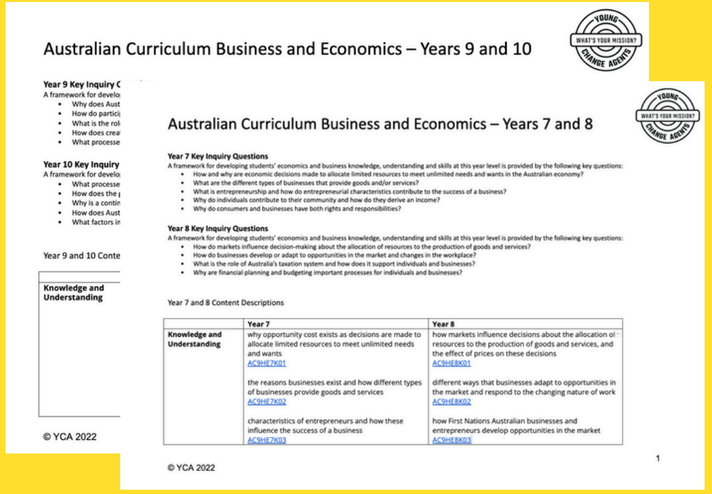
Curriculum Mapping



Australian Curriculum Business and Economics – Years 9 and 10

Year 9 Key Inquiry C
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- Why does Aust
- How do partici
- What is the rol
- How does crea
- What processe

Year 10 Key Inquiry
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- How does the
- Why is a contin
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- What factors in

Year 9 and 10 Conte

Knowledge and Understanding	

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Australian Curriculum Business and Economics – Years 7 and 8

Year 7 Key Inquiry Questions
A framework for developing students' economics and business knowledge, understanding and skills at this year level is provided by the following key questions:
- How and why are economic decisions made to allocate limited resources to meet unlimited needs and wants in the Australian economy?
- What are the different types of businesses that provide goods and/or services?
- What is entrepreneurship and how do entrepreneurial characteristics contribute to the success of a business?
- Why do individuals contribute to their community and how do they derive an income?
- How does Australia's economy interact with other economies around the world?

Year 8 Key Inquiry Questions
A framework for developing students' economics and business knowledge, understanding and skills at this year level is provided by the following key questions:
- How do markets influence decision-making about the allocation of resources to the production of goods and services?
- How do businesses develop or adapt to opportunities in the market and changes in the workplace?
- What is the role of Australia's taxation system and how does it support individuals and businesses?
- Why are financial planning and budgeting important processes for individuals and businesses?

Year 7 and 8 Content Descriptions

	Year 7	Year 8
Knowledge and Understanding	why opportunity cost exists as decisions are made to allocate limited resources to meet unlimited needs and wants ACSHE7K01 the reasons businesses exist and how different types of businesses provide goods and services ACSHE7K02 characteristics of entrepreneurs and how these influence the success of a business ACSHE7K03	how markets influence decisions about the allocation of resources to the production of goods and services, and the effect of prices on these decisions ACSHE8K01 different ways that businesses adapt to opportunities in the market and respond to the changing nature of work ACSHE8K02 how First Nations Australian businesses and entrepreneurs develop opportunities in the market ACSHE8K03

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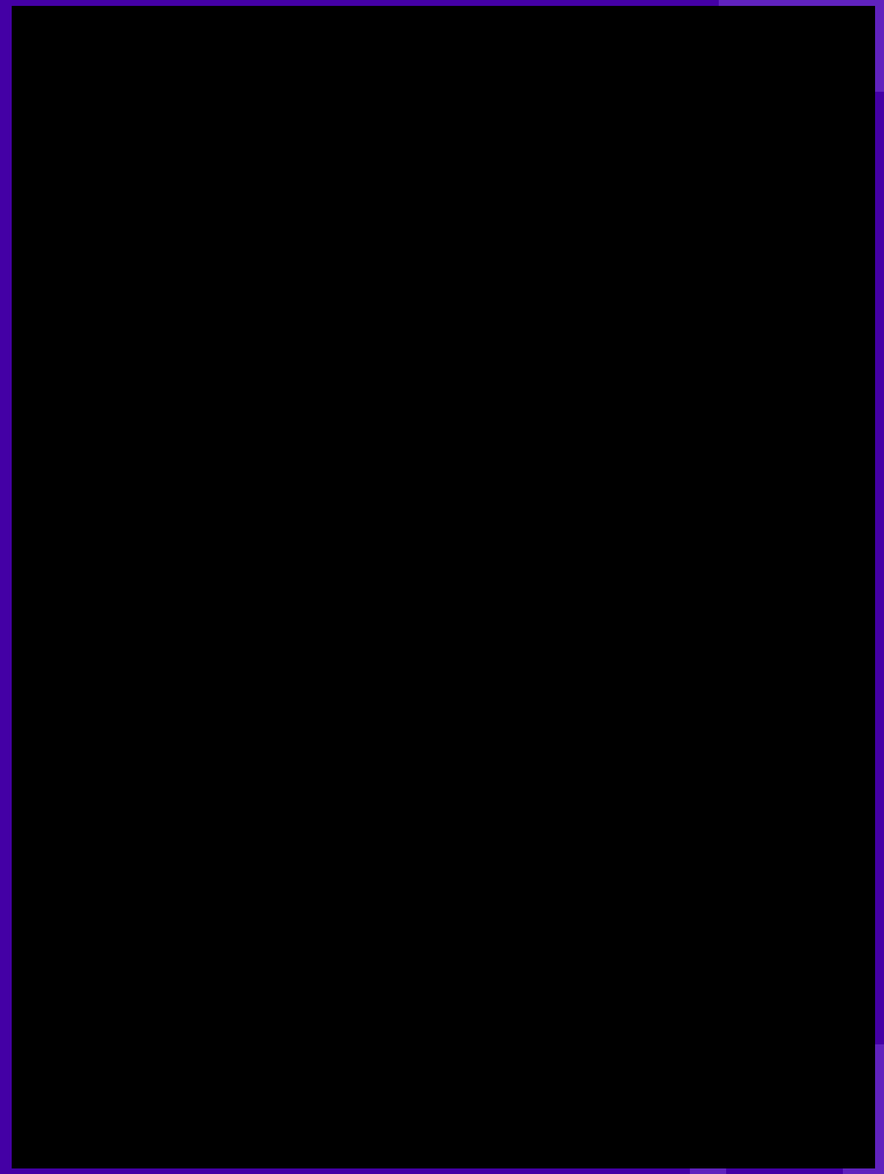
FACILITATOR GUIDES

- Key terminology
- Mindset, skillset and toolset
- Key instructions
- Links to resources
- Time suggestions to keep on track
- Optional engagement activities
- Reflection questions



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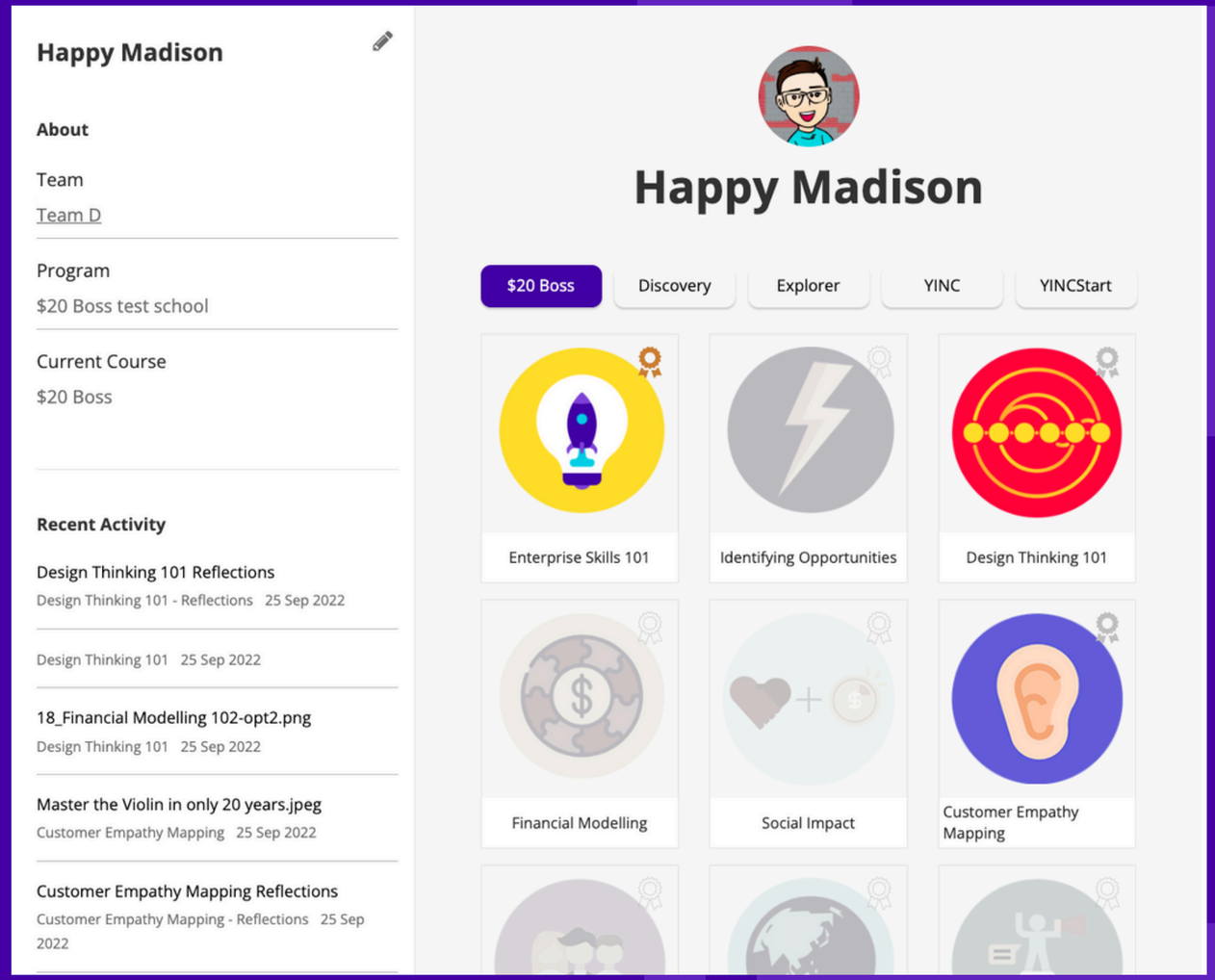
Entrepreneurial Learning Hub

- Access Young Change Agents resources
- Participate in eLearning
- Manage student teams
- Gamified student badging
- Students upload completed worksheets (evidence of skillset and toolset)
- Students complete individual reflection (evidence of mindset)



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STUDENT MODULES

Entrepreneurial Learning Hub

Topic introduction

Learning bites (flipped classroom)

Upload prompt (skills)

Team Skills

Teamwork skills can be learned and improved with practice. Collaborating, negotiating and navigating conflict will be important to the success of your enterprise.

Learning Bites

A great way to set your team up for success is to discuss and agree how you will communicate, share the workload, make decisions, resolve conflict, and share leadership roles.

You will do some team activities in class. If you want to go deeper into this area you can read articles on leadership or try out some team activities.

Document Uploads

Upload a copy of your Team Agreement outlining how you have agreed to work together.

Upload File

Individual Reflections

Reflect

Reflection prompt (mindset)

Unlocked badge (motivation)

TEAM SKILLS 101

Individual Reflections

How do you think a team agreement will help you throughout the rest of the program? What else might you need to do to keep the team on track?

Save

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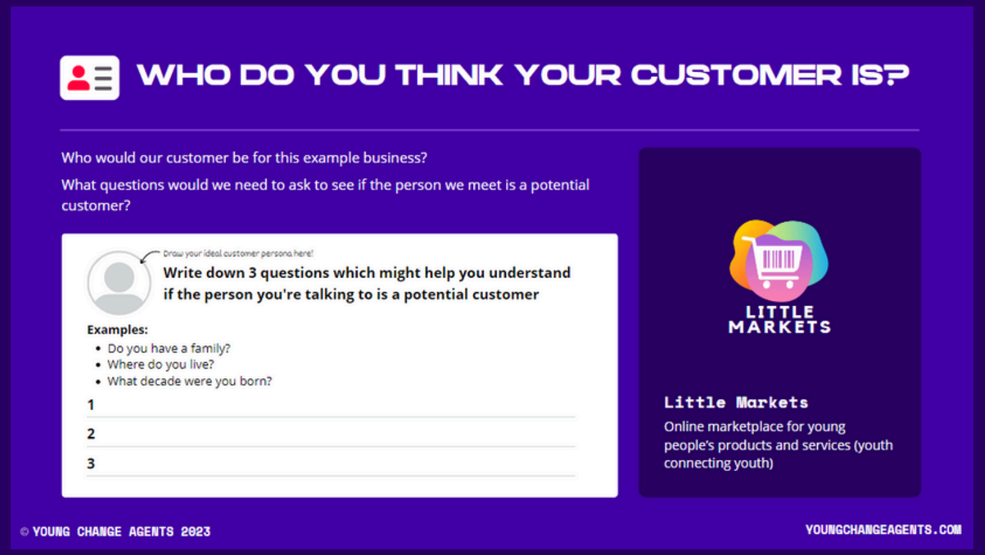
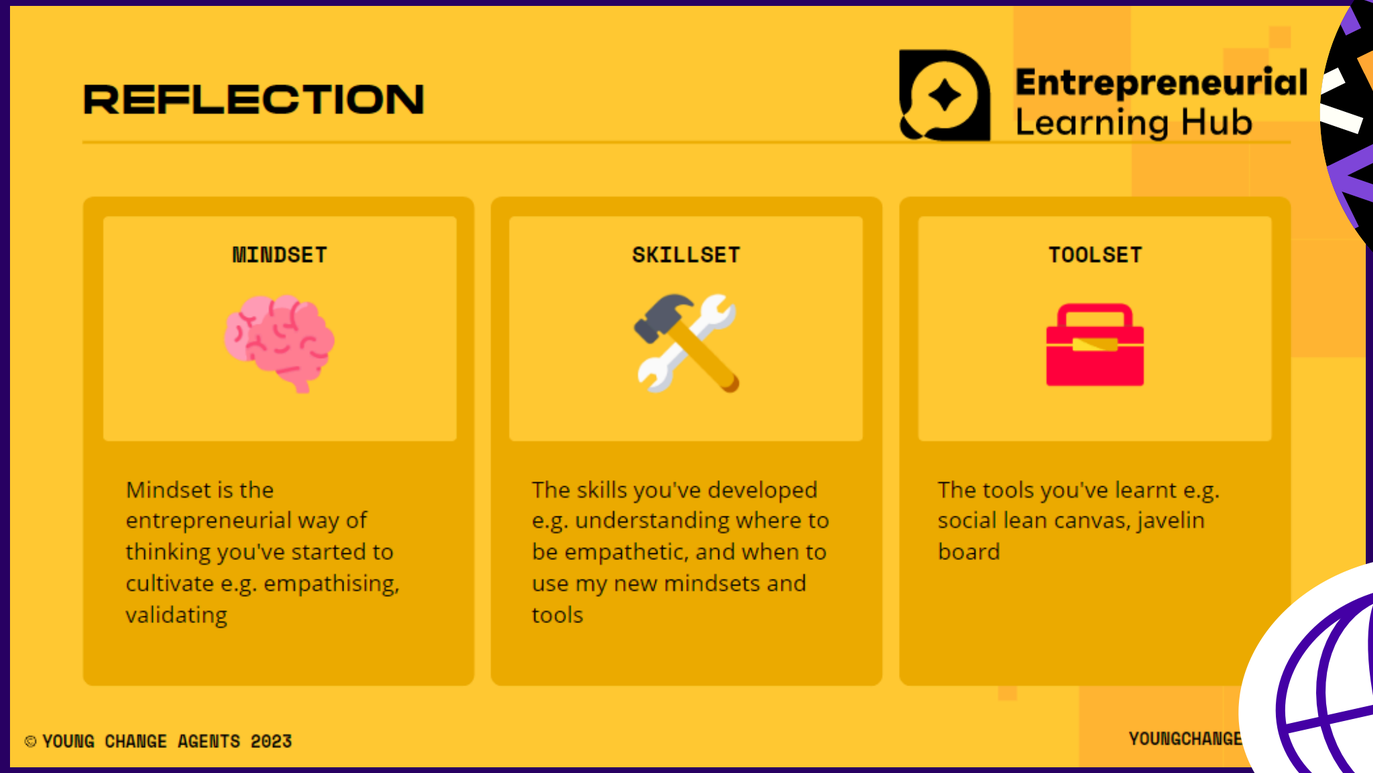
SNEAK PREVIEW





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TAKE THE NEXT STEP

Book a call with our team to get started with Digital Boss at your school.

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