

**side
hustle
school**

an unlikely partnership and community

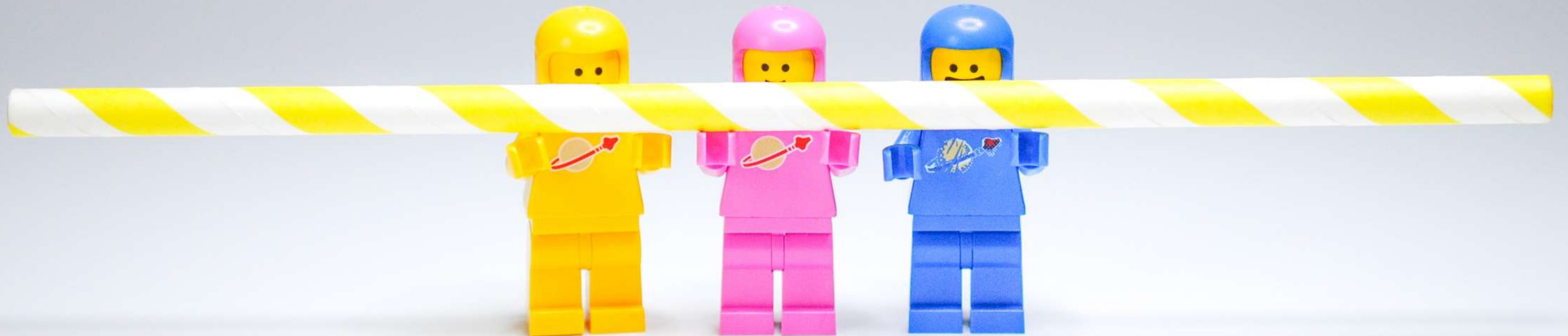
Anita van Rooyen
Founder & Confidence Coach

CONFIDENCE HACKERS

LES TWENTYMAN FOUNDATION

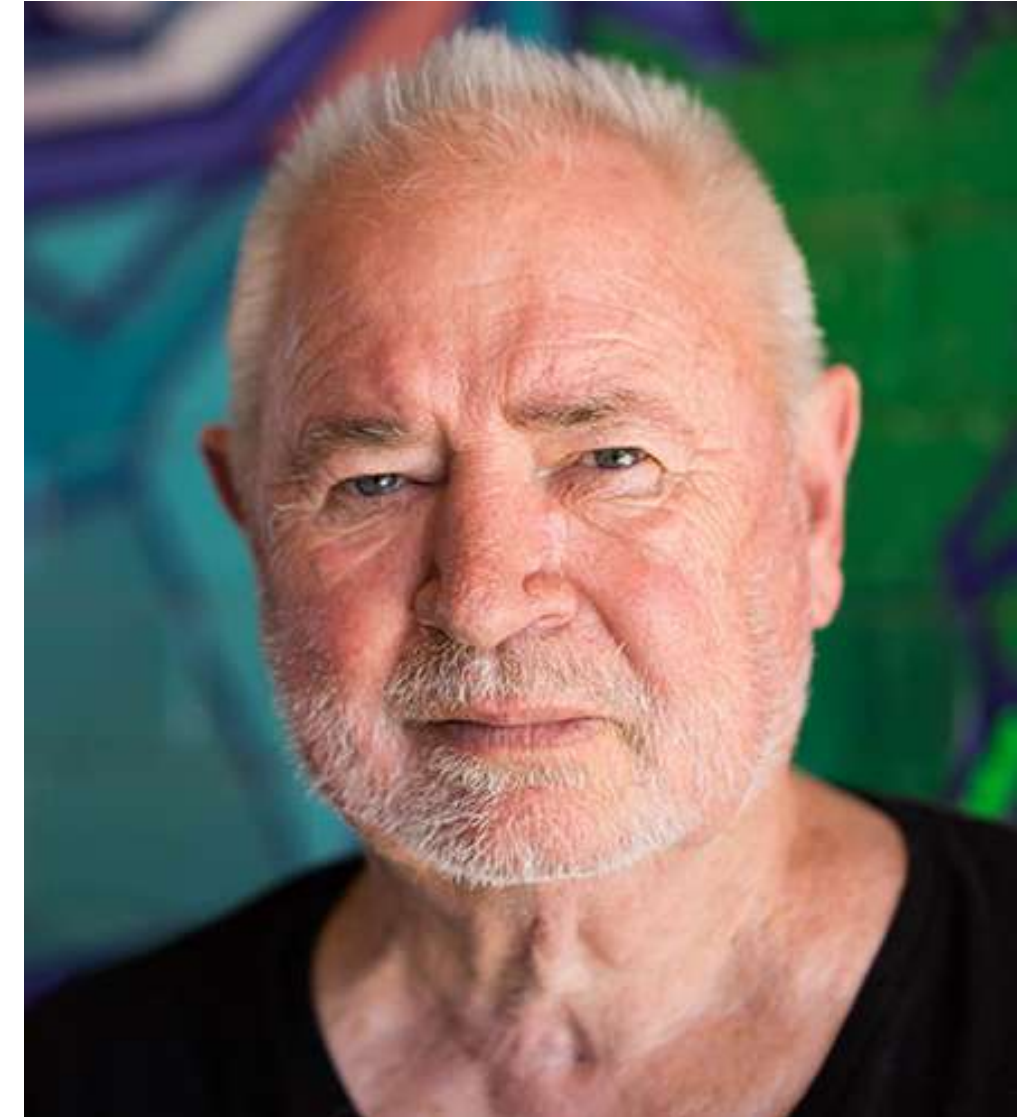
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 UNCOMMON COLLECTIVE



LES TWENTYMAN FOUNDATION

The Les Twentymen Foundation believes that every child and young person, regardless of economic circumstances, race or gender deserves an equal opportunity in life.







10 weeks

1 x 3hr session/week

plus

1 x 1.5 hour guest speaker/week

50%
start up
business
skills



Program Covers:

- **Strengths & Interests**
- **Know Your Customer**
- **Design & Validate**
- **Making Money**
- **Systems & Support**

50%
founder
mindset
skills



Program Covers:

- **Managing Fears**
- **Powerful Beliefs**
- **Smart-ER Goal Setting**
- **Expand Comfort Zone**
- **Getting 'Out There'**

delivered by

CONFIDENCE HACKERS

**wellbeing
program
using
starting a
business
as tangible
outcome**



**entrepreneurship
and business
program
'hiding'
mindset
and
wellbeing**

100% program support



- **Community promotion**
- **Back-end support**
- **Help with speakers**
- **Participant support**
- **Funding support**

delivered by

**LES TWENTYMAN
FOUNDATION**

guest speakers



- Foundation donor
- Board member
- Young entrepreneur
- Reformed criminal
- Current biz owners
- Millionaire uni dropout



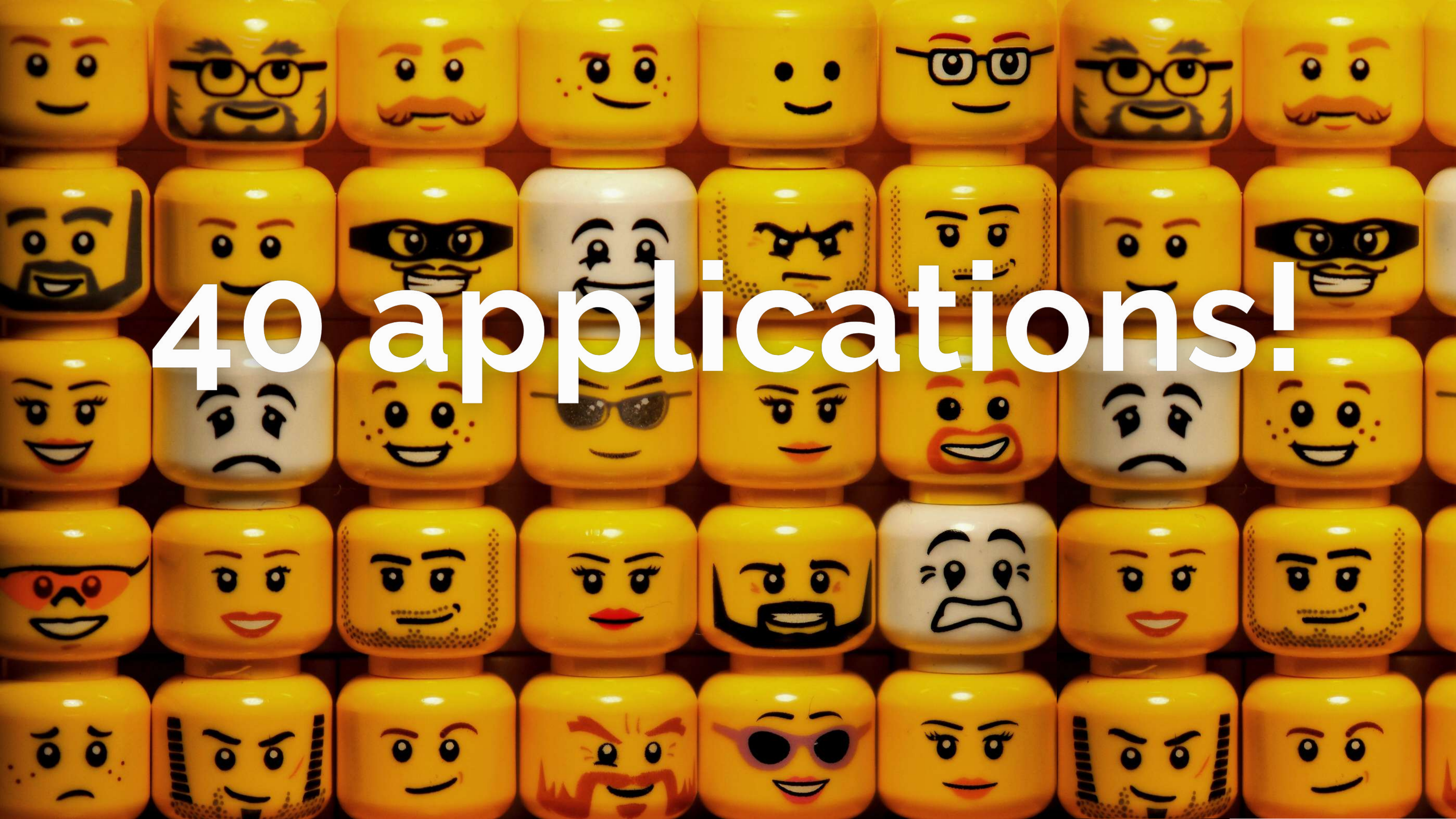
Open and Free
for Everyone

16-60 years old



**‘Apply’
not
‘Register’**





40 applications!



**1 attendee
in-person**

Online delivery with IRL 'graduation parties'



Supportive community of
like-minded entrepreneurial mis-fits

side
hustle
school



**'High or very high confidence
to start my own side hustle business'**

doubled

**from 30.8% pre-program to
61.6% upon completion**



Feeling 'supported or very supported to
start and grow my side hustle'

sky-rocketed

from 38.5% pre-program to
61.6% upon completion





SC

“The support and enthusiasm from all the presenters.

The information shared.

The amazing group.

It's all been fantastic.

So pleased I did it.”

NL

“The engagement and ability to ask questions were great.

I was able to understand and apply new principles to my business journey.

The in-person combination with the virtual was great.

SH

“So full of incredible and helpful information.

So appreciative and grateful to have the opportunity to do this course and give me the confidence to ‘have a go’ at a side hustle.”

side
hustle
school





Key Takeaways

Community + Students = Awesomeness

Seek SYNERGY!

All Ages = More Engagement

Universal Appeal = Easy 'sell'

WIIFT - What's In It For THEM!

Many Steps to Engagement



COMING SOON!

Confidence Hackers is changing to...



Student Confidence

Scalable Pre-Recorded Programs
Live-by Zoom Wellbeing Sessions
In-House Events and Sessions

Beyond Compliance

**Download our
FREE
student & staff
wellbeing e-book**



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.COM**



Anita van Rooyen
Chief Confidence Hacker