

## **New Zealand's first online programme for Starting a Business Later in Life (50+)**

Univentures Ltd and UC Online are developing a customised programme for those over 50 seeking to start a business later in life. For the first time, this type of programme will be available online.

Our programme is based on research into the skills senior entrepreneurs require and their preferred way of learning. We recognise the unique starting position (concern and strengths) this cohort group have. They bring wisdom, experience, and decades of life and work skills. However, in terms of starting a business for the first time, they also have uncertainties, apprehensions, as well as needing some support with particular business skills. Add in redundancy, ageism in the workplace, and the difficulty in landing a job interview - let alone a new position – and it can be easy to start to lack self-belief and self-confidence.

The over-50s can make excellent entrepreneurs but most entrepreneurship programmes and incubators in Aotearoa are aimed at younger entrepreneurs and tech-based, high-growth opportunities.

Univentures has developed and delivered two initial pilot programmes that involved group workshops, individual coaching, followed by 1-to-1 mentoring sessions. This formula works well!

The limitation is that those who don't live in a city or a larger town, or can't attend for other reasons, are disadvantaged.



### **We are offering a solution to this problem.**

We are combining the specialist over-50s startup expertise of Univentures with UC Online's learning platform and online experience to take on the huge challenge of "outreach" to the 50+ cohort. **We will develop and deliver a new programme online that all New Zealanders can access, no matter where they live, whatever their circumstances.**

We want to make starting a business at 50+ accessible, fulfilling, and enjoyable. We want to empower those over 50 years to be socially and economically contributing to their communities while achieving financial security.

It's never too late to innovate!

You're never too old to start a new business venture!

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