

The Fouroneone

The Human Entrepreneur Publication

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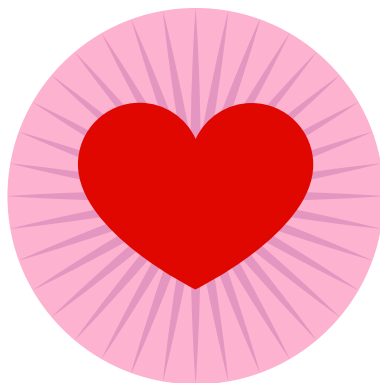
SELF-LOVE

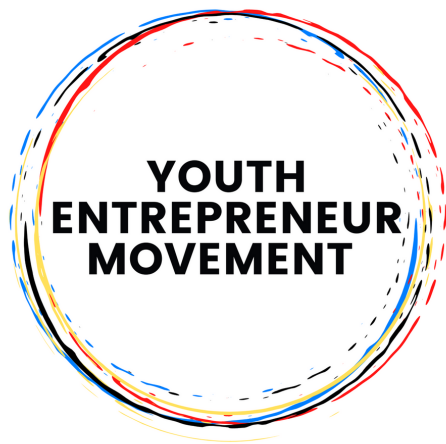
A brief welcome message and introduction to our theme for this edition

"Self-Love", a term we know all too well, but one we might struggle to implement into our daily lives.

As the world around us evolves, it can be easy to forget our goals, passions and lose your overall sense of self. The COVID-19 pandemic has accelerated feelings of isolation, blurred job prospects and brought with it loads of uncertainty.

It's important, now more than ever to appreciate ourselves and our achievements, which is why we've dedicated this edition, published around Valentine's Day to **Self-Love!**





Find more information at
@the_human_entrepreneur

Apply to become a **YEM**
member here!!

What Went Down

Looking back on some of the most
memorable events at YEM

YEM members have access to:

- A group of like-minded individuals from around the globe with whom you can collaborate with and learn from
- Curated content
- Networking events
- Circle time
- Livestreams
- Exclusive workshops and webinars with great rewards!

Breaking into a Career in VC +Top Tips for Raising Capital with Tom Kitchen

December 4th 2020

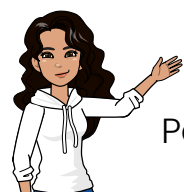
This was an amazing sneak peek into the world VC for all our aspiring analysts & investors. Tom Kitchen, Mercia's first undergraduate hire, works as an Investment Associate. He gave us the 'real' insight into what he does and how he excels in the VC industry, despite being one of the youngest associates around. Alongside some impressive statistics and fruitful tips, this talk also gave some of our members the opportunity to apply and join the Mercia team. Fingers crossed for their success!

"Inspiring, insightful and engaging"

- Kyle Masterson:

"Informative, insightful, relevant"

- Nick Faulkner



The Prevalence of Digital Innovation & AI in a Post-COVID environment with Jerry Floros

January 15th 2021

Jerry Floros started off YEM's 2021 webinar series with a bang! Throughout the past year, have you ever asked yourself: what would things look like in the next 5+ years? During this session, we delved deep into conversations trying to find the answer on what society would look like post-COVID. Digital innovation and technology will have the power to bridge the gap between different sectors in society and improve livelihoods, while changing human interaction and business as we know it. A very relevant webinar, indeed. All attendees were given the opportunity to access Jerry's new book: The Corona Crash, for free (a very insightful read!)

What Went Down

Looking back on some of the most memorable events at YEM

Let's Network (Christmas Special)

December 12th, 2020

A necessary festive event to start off the Christmas break. It was amazing seeing everyone in their best Christmas sweater; we laughed, we smiled, we talked about a range of topics and aspirations in small breakout rooms, all looking forward to the rigours of what 2021 has to offer.

"Inspirational, relevant and very intriguing"

- Gregorio Rodriguez



Generating Meaningful Opportunities through LinkedIn with Richard Moore

January 29th 2021

Is your LinkedIn game strong? Richard Moore gave us a "real deal", no shortcuts, no hacks talk on how to boost your LinkedIn. He gave us an exclusive insight on how to exploit the platform to gain results from potential clients or employers. "Attract, Engage, Warm, Convert, Close": 5 simple steps that will help put yourself out there, develop those opportunities you've always wanted and generate amazing value for your following. All attendees were given free access to Richard's #1 course on Udemy.

"Quick, insightful & useful "

- Ben Floros

"Informative , actionable, inspiring"

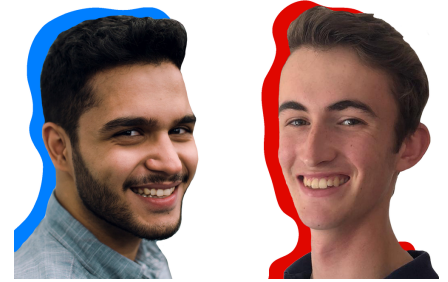
- Vishal Jha

Tune In, Zone Out

Relevant and entertaining weekly content for your daily podcast fix.

All of them are focused around **self-love** and **personal growth**.
Click the **hearts** or **titles** to listen to the episodes!

THE **HUMAN**
ENTREPRENEUR
podcast



Does Age Matter?
Arminster Singh Dhillon

Listen Now

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@google podcasts

**Navigating Fear
& Anxiety**
Della Michelle

F* What They
Think**
Asim Amin

**Using Difficult Solutions
to Create Success**
Alex Balderstone

**Growth Mindset
Masterclass**

Sh*t You Need to Know!

THE's news segment featuring entrepreneurship related news and exciting headlines. If you didn't know already, now you do. We got you!

Peloton

Having now attained sales reaching \$1 billion in the second quarter, Peloton has benefitted from the global pandemic. Peloton offers a bike or treadmill that is delivered to your front door and then provides live-streamed home workouts. Such a rise is surprising considering that in December 2019 their valuation dropped by over \$1 billion following a Christmas advert deemed sexist and misogynistic. One reason behind such success is Peloton's use of gamification. By using leaderboards, users are able to track, monitor and compete against everyone across the globe, adding a more competitive and addictive aspect to the companies offering. However, things have not all been going plain sailing for Peloton – with it currently facing challenges surrounding supply of its products – significant delays largely brought on by Brexit has meant customers are having to wait up to 6 weeks for delivery. This combined with the inevitable gradual reopening of gyms leads to the question: Will Peloton and similar businesses be able to survive as life returns to normality? [Check it out here](#)

Twicycle

When choosing cycling as a fitness option, strengthening the upper body is something one perhaps needs to do separately. However, with Twicycle users can pedal with their feet as well as their hands giving them an upper and lower body workout simultaneously. Interesting features on the bike such as a chest pad provide upper body support while cycling allows for comfort. There are 8 gears allowing for adjustment to fit the driver's needs and conditions. Interested?

[Check it out here.](#)

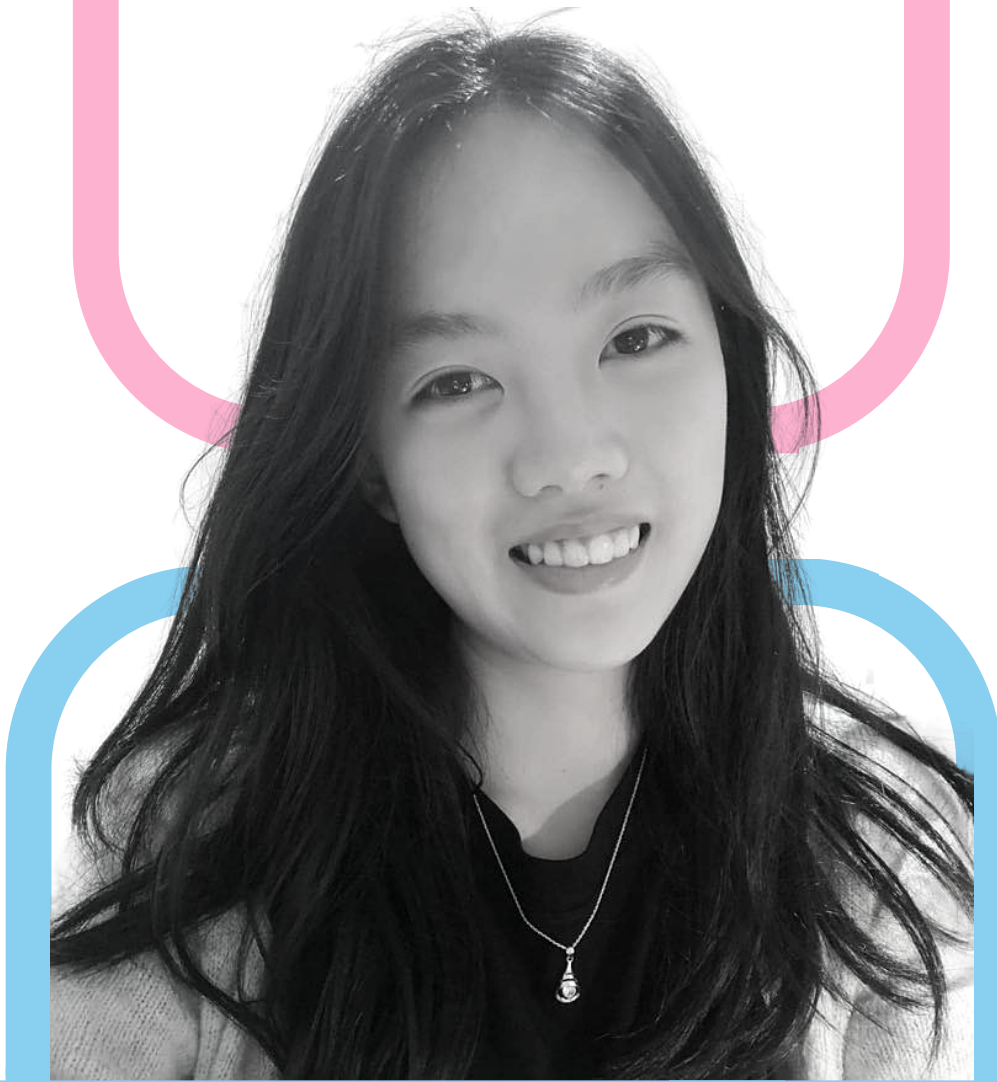
Tonal.ai

You know-how lifting weights was something you did with actual weights (i.e. weight plates, barbells dumbbells, etc)? Tonal allows you to lift digitally. According to their product description, you can lift up to 200 pounds, (in one-pound increments) through their patented digital weight system. Through AI it also learns how much weight a user could lift (via a full-body Strength Assessment) and then increases/decreases the weights for the user accordingly. It also uses up to 17 sensors to provide guidance in real-time for form and technique when lifting. Hence, the guesswork (relating to form and how much to lift) is eliminated while working out. There are guided workouts, custom workouts, and free lifting options available as well. Interested?

[Check it out here.](#)

Humans of THE

Incredible stories about real people striving to create change in the world.



The entrepreneur journey is so fast moving, so many different opportunities pop up here and there and then, depending on whether you do or don't take them, that leads you to somewhere you probably would never expect.

That is very true. How many of you expected to be where you are today?

“A year and a half ago, if you had told me that I would be doing the stuff that I am doing now, I would have genuinely thought that you were crazy”, says Katherine, a 21-year-old Systems Engineering and Business Administration student at the Australian National University (ANU).

Katherine’s entrepreneurship journey started in 2019 with a desire to make friends. By chance, she came across a social event for the ANU College of Business and Economics Venture Lab through a faculty email and thought she’d pop in to see what it was all about. She applied to their semester-long training program in entrepreneurship where, as the baby of the group, she looked into designing medical devices specifically for humanitarian aid contexts, supported by her mentor, who “safe to say has pretty much changed my life”. The Venture Lab board gave feedback that she needed to find a team before they saw any real chance of funding making a real impact. “This was a bit of a setback but as always, their feedback was actually really helpful.”

By chance again, Katherine saw an ad on Facebook for the Clinton Global Initiative University, a year-long leadership and capacity-building program for university students with social impact projects.

An advisor at her university suggested she started a student society to serve as a platform connecting students, academics, and industry of all disciplines to work on humanitarian aid projects together, and that is when she founded the ANU Humanitarian Innovation Society.

Katherine’s main goal for the society is to encourage interdisciplinary collaboration, which she considers essential in humanitarian developing projects. Another focus of the society is to include youth in the conversation and encourage student-led projects. Currently, the society is working on three student-led initiatives in collaboration with UK-Kenya based NGO, The Nasio Trust: designing a machine that can cut unwanted car tyres into shoe soles to protect school children from jiggers infestations; creating an automated stirrer to assist in the cultivation process of spirulina; and developing an app for healthcare volunteers to collect health data which will assist in identifying immunisation coverage, malaria trends, waterborne diseases, HIV/AIDS and teen pregnancy numbers in the community of Western Kenya. Extraordinary, right?!

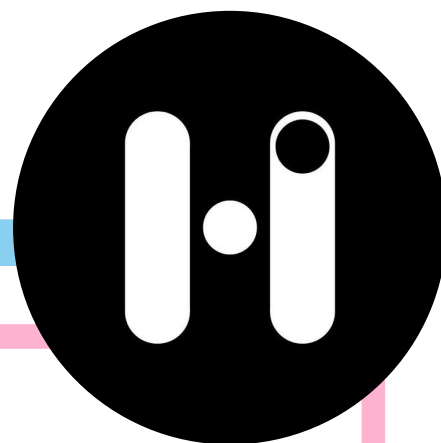
When asked what motivates her to get up in the morning, Katherine's answer was "problem-solving". She says she is fascinated by how the communities that are centred around these development projects are empowered and come up with sustainable solutions to problems they observe in their communities. What truly motivates Katherine is to be part of those stories.

Katherine observes that the pandemic has in fact "brought us closer". She explains that whether it be an organisation within the local community or an international organisation overseas, the way to reach out is now mainly through the internet. This has greatly improved access to opportunities around the world and allowed individuals to share ideas like never before. The greater degree of inter-connectedness has enabled the ANU Humanitarian Innovation Society to connect more students, industry experts and organisations for collaboration projects which leverage their mixed disciplinary backgrounds and plethora of geographical and cultural contexts.

During the pandemic, so many opportunities arose, and Katherine felt pressured to take as many as possible onboard, meaning that she is currently involved in three side projects. Self-care is something that Katherine would like to get into so as not to feel overwhelmed by a head "full of check-list and ideas" but to take the time to be more present.

At the heart of the development projects the ANU Humanitarian Innovation Society is working on is the NGO **Nasio Trust**. Don't hesitate to [check out their website](#) to know more about their work and how you can contribute!

[Connect with Katherine on LinkedIn](#)



If you would like to be our next **Human of THE** join the **Youth Entrepreneur Movement**, engage with our members and share your work and entrepreneurial journey on Passion Project Fridays.

Wellbeing Check

Wellbeing is key. Take care of yourself with these recommended habits and resources.



This Valentine's edition of the FourOneOne might be all about loving and caring for others, but don't you dare forget yourself!



Self-care is and should be personal and can take any shape or form. It includes pretty much anything that makes you feel good and being as kind to yourself as you would be to others. How might that look for you though?



If you've been stressed about the future, trying to design schedules and plan for uncertain times ahead, you might need some **Sensory** self-care. By tuning into sensations all around you, it'll become easier to live in the present moment and focus on the now. Try taking a hot shower or bath, listen to music playing in your ears, or savouring some chocolate.



Maybe you've been feeling all kinds of feelings and need some **Emotional** self-care to get a grip on them. Avoiding your emotions might seem like the best option in your busy, stressful-enough life, but let yourself feel them. That'll allow you to accept them and then move on.



Perhaps you are lacking purpose? You'll want to focus on **Spiritual** self-care. You don't have to be religious for this one to apply to you. Rather, it's about connecting to your values and to what's really important to you. Developing a mindfulness practice, keeping a gratitude journal, and stimulating your creative juices regularly are all helpful ways to do so.



This uncertain life might have meant that quality sleep, healthy eating, and regular exercise are no longer at the top of your to-do list. In that case, you'll want to prioritise **Physical** self-care. Start by going for a walk. Maybe try some yoga or boxing if you need to blow off steam! Commit to 7-9 hours of sleep per night and allow your body to rest if that's what it needs.



Finally, and especially in this strange Covid self-isolation, focus on **Social** self-care. Connecting with people might look different depending on whether you're an introvert or an extrovert, but it's important for all of us. The key thing here is to do things with others, not just for the sake of it, but choosing to spend time with those who really make you feel good.

Wellbeing Check

Wellbeing is key. Take care of yourself with these recommended habits and resources.

Simple but effective self-care ideas:

- **Laugh!** – It's always best to have the giggles with your friends but if that's just not possible right now, then YouTube has funny videos galore!
- **Make your bed** – such an easy way to declutter your space. Use the 15 seconds in the morning to set your intentions for the day.
- **Dance like no one's watching** – Bad day – dance it out! – Stressed – dance it off – Sad – feel the music – Good day – dance to it.
- **Journal** – reflect on your thoughts and feelings often. It'll help you understand yourself better.
- **Set daily affirmation reminders:** “I am enough”, “I am beautiful”, “I am loved”, “I believe in me”, “I choose not to take it personally”, “I trust the process”. *Cute tip – set these for your SO on their phone too.



Deliciously Ella App

An app that has it all! Healthy meal recipes, habit trackers, guided workouts, yoga, and meditation.

[Check it out!](#)



Self-Care TED Talks

Don't believe us or want to learn a little more, this collection of informative and inspirational TED Talks should do it for you!

[Check it out!](#)

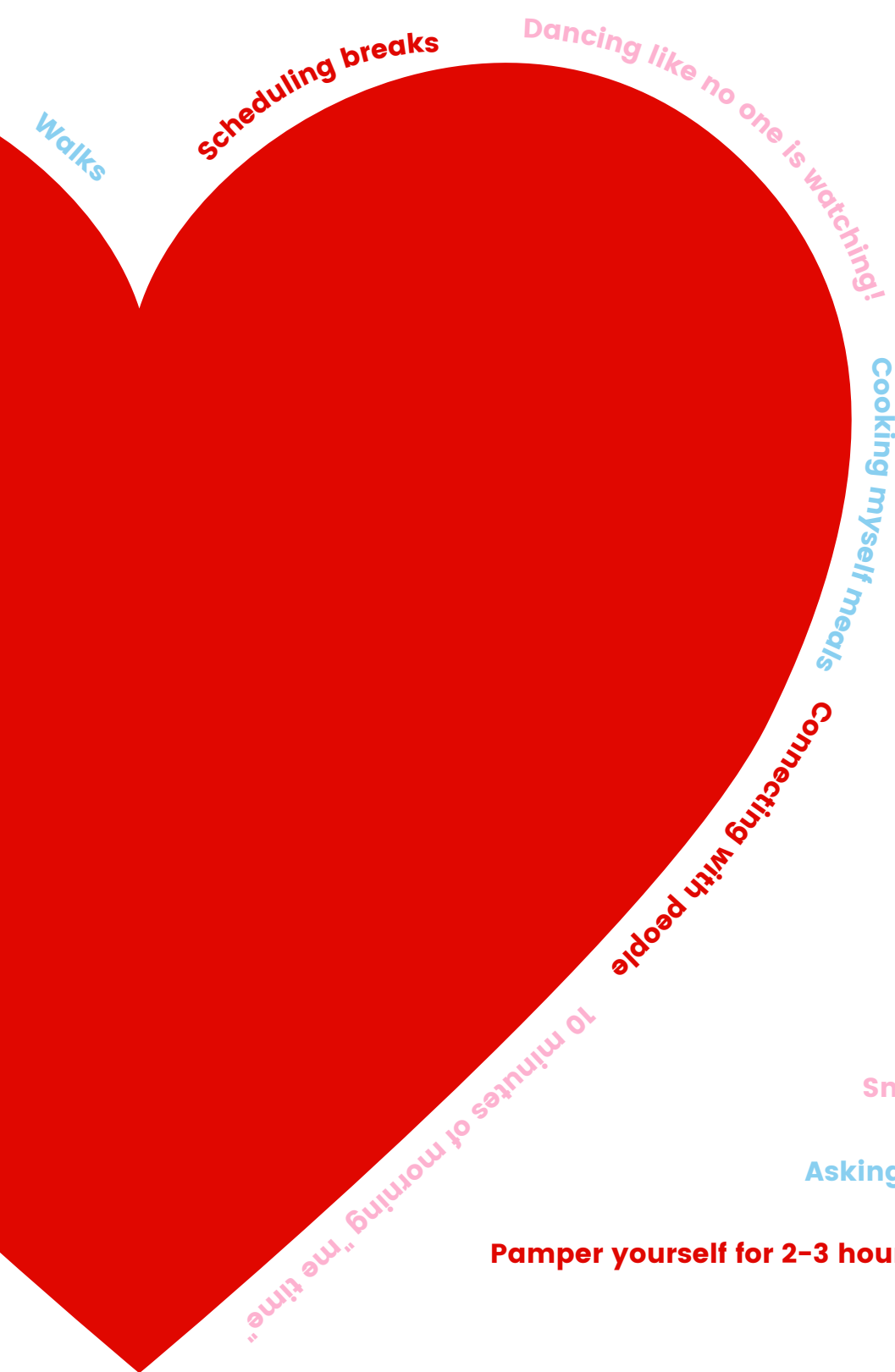
SELF-LOVE CORNER

Self-management tips from our team that you could take inspiration from!

Daily affirmations, meditation and journalling before starting the day

Starting the morning off slowly and relaxed with a cup of tea/coffee

Doing art, puzzles, listening to podcasts or music to zone out



Smiling Mind & Waking Up app

Asking for help! It's not a weakness

Pamper yourself for 2-3 hours before bed one day a week!

CARING ENTERPRISES

Inspiration from entrepreneurs doing good for their community



Grain4Grain

They have fed 6500 families through their flour donation program

180,000 lbs of grain upcycled from breweries in San Antonio



GlobeIn

In 2019, they sourced products from 150 cities and villages, across 43 countries globally

GlobeIn establishes relationships with 106 artisan partners, a number that continues to grow as we do.



KINDNESS CARDS

YEM Kindness Cards spread kindness everyday and pay it forward, not only for others but also keeping in mind the importance of self-care.

If you would like to use these cards or look for more options click on any card to be redirected!

#MentalHealthDay2020

kindness cards



Send a small present to someone for no reason at all



#MentalHealthDay2020

kindness cards



Check in with someone who is not feeling good

#MentalHealthDay2020

kindness cards



Shout out a fellow YEM member for their fabulous work



#MentalHealthDay2020

kindness cards



Send someone you know a picture of a cute animal or funny meme to make their day!



#MentalHealthDay2020

kindness cards



Host a group video call for games night



#MentalHealthDay2020

kindness cards



Cook a meal for someone you live with



#MentalHealthDay2020

kindness cards



Compliment/wave at a stranger



#MentalHealthDay2020

kindness cards



Surprise someone on FaceTime and tell them 3 reasons you are grateful for them



Your Success Cable

Every entrepreneurial opportunity available to you this month!

Accelerators

BIRMINGHAM ENTERPRISE COMMUNITY FORWARD ACCELERATOR

A 6-month global accelerator programme based in the UK and designed to provide support to high growth startups and scaleups. They combine best practice with tailored resources, expert advice and access to an active community of upcoming and established entrepreneurs, giving you the skills, knowledge and connections to be able to scale your project. The fee is £5,000 + VAT, however there is the option to enter the program for free if you can't afford the fees in exchange for some equity in your business.

[Apply here](#) & check out their [Twitter page](#)

SCALE TO \$1M STARTUP PROGRAM

This online program is open to entrepreneurs around the world, enabling founders to scale their companies to an estimated valuation of \$1M or more, without giving up equity. Their area specialities are Sports & Outdoors, Health Innovation and Human Performance. The programme costs: \$2,900 USD and runs for 6 months.

[Apply before 17th March '21](#)

TECH STARS

Tech stars is a highly regarded accelerator with 40 programs around the world, including their "anywhere accelerator". Their mentorship-driven programs provide in-depth foundational content that prepares you to run your startup, plus strong mentoring relationships with experts in your industry and all aspects of entrepreneurship.

[Apply here](#) & check out their [Twitter page](#)

Funding Opportunities

Y COMBINATOR

Arguably, it's the world's best start up programme. Being on Y Combinator offers you the opportunity to get \$125,000 start up funding and advice from founders of incredibly successful companies, helping you develop your idea and getting ready to speak to investors. Applications to their summer programme are now open and are very competitive!

[Apply here](#) & check out their [Twitter page](#)

SONY STARTUP ACCELERATION PROGRAMME

This virtual accelerator for European early-stage startups is an excellent opportunity to benefit from gaining support from Sony in technology, business development and commercialisation. They offer a variety of categories and €50,000 funding to participating teams.

[Apply by 28th February '21](#)

Events

YOUTH ENTREPRENEUR MOVEMENT (YEM)

The Human Entrepreneur's community, the 'Youth Entrepreneur Movement' runs events every week including networking sessions, sharing circles, interactive webinars and workshops. Entry is free and is open to all entrepreneurs under 30 making a positive change in the world.

[Apply here](#)

3 Minute Read

THE blogs. Your monthly dose of brain juice

"In recent years, an abundance of articles and reports have revealed how diversity leads to greater company performance (see McKinsey's Diversity Matters). The case is strong. Each diverse and multi-cultural team member brings their unique perspectives, ideas, values, and skills to the table. But it is a mistake to think that diversity on its own will make a difference. The key lies in leveraging diversity through inclusion, which is easier said than done."

Read more of the article titled: **The Importance of Inclusive Leadership for your Startup**
by Anouk Geene

Take 3 minutes out of your day to read it [here](#)

Connect with Us!

If you want to feature in the next edition of The FourOneOne, or you would like to send in content please email us at thehumancommunications@gmail.com

Website

Instagram

Podcast

Youth Entrepreneur Movement

LinkedIn

Facebook

Medium

Twitter

