

From Opportunities to Enterprise



**LINCOLN
UNIVERSITY**
TE WHARE WĀNAKA O AORAKI

A one-hour agribusiness innovation crash
course

Dr Faith Jeremiah



Designing an entrepreneurship & innovation class



There is a paradox in being asked to design a class that others can model.



Entrepreneurship and innovation are inherently contextual, uncertain and experimental.



So this session shares an approach that can be adapted, tested and refined in different teaching contexts.

Here's to the crazy ones, the misfits,
the rebels, the troublemakers, the
round pegs in the square holes ...
the ones who see things differently
-- they're not fond of rules, and they
have no respect for the status
quo. ... You can quote them,
disagree with them, glorify or vilify
them, but the only thing you can't
do is ignore them because they
change things. ... They push the
human race forward, and while some
may see them as the crazy ones, we
see genius, because the people who
are crazy enough to think that they
can change the world, are the ones
who do.

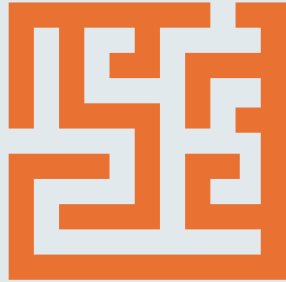
Steve Jobs

Example of Assignments

Ownership.

It's THEIR assessment.

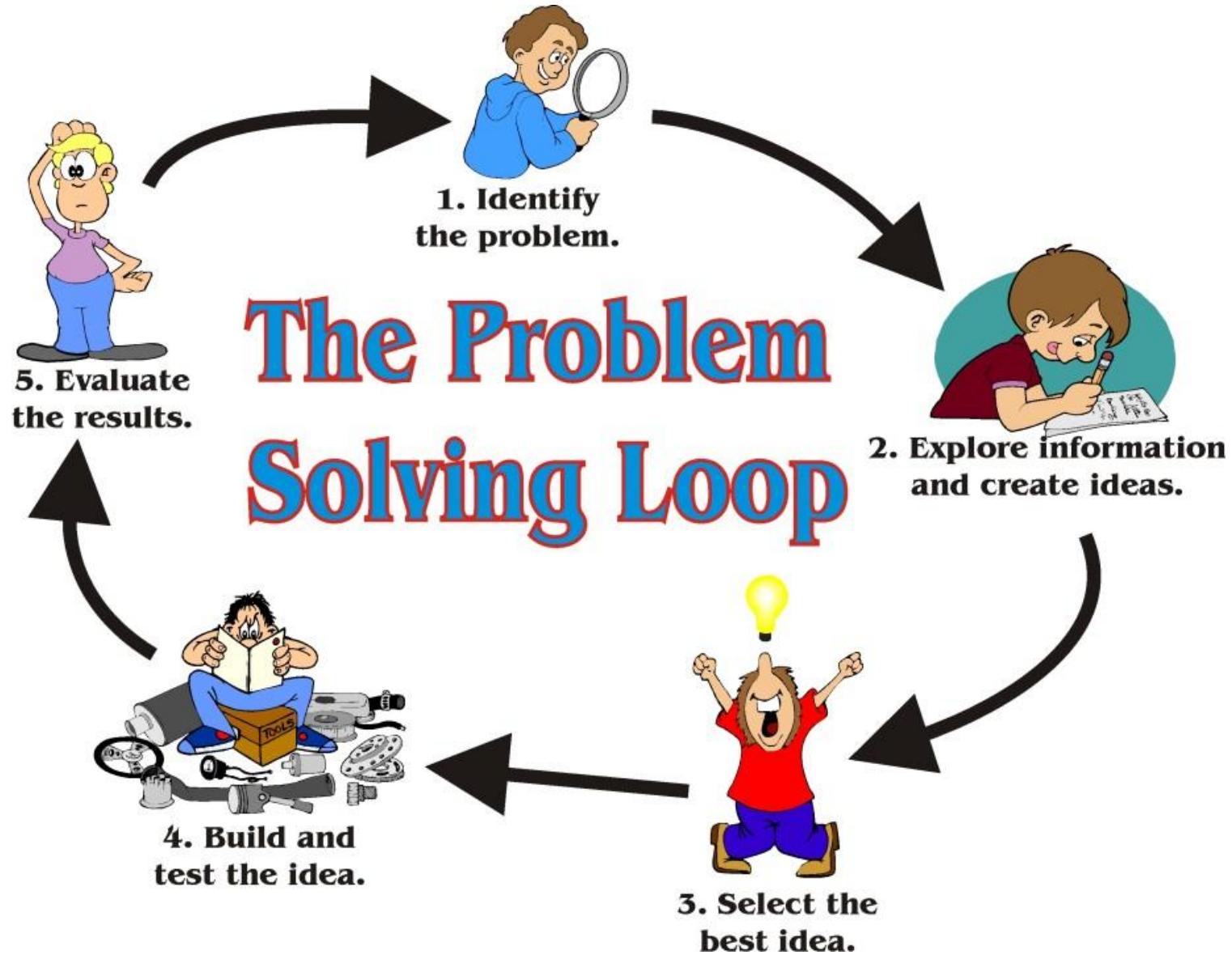
Assessments



Evidence of the “process of learning”



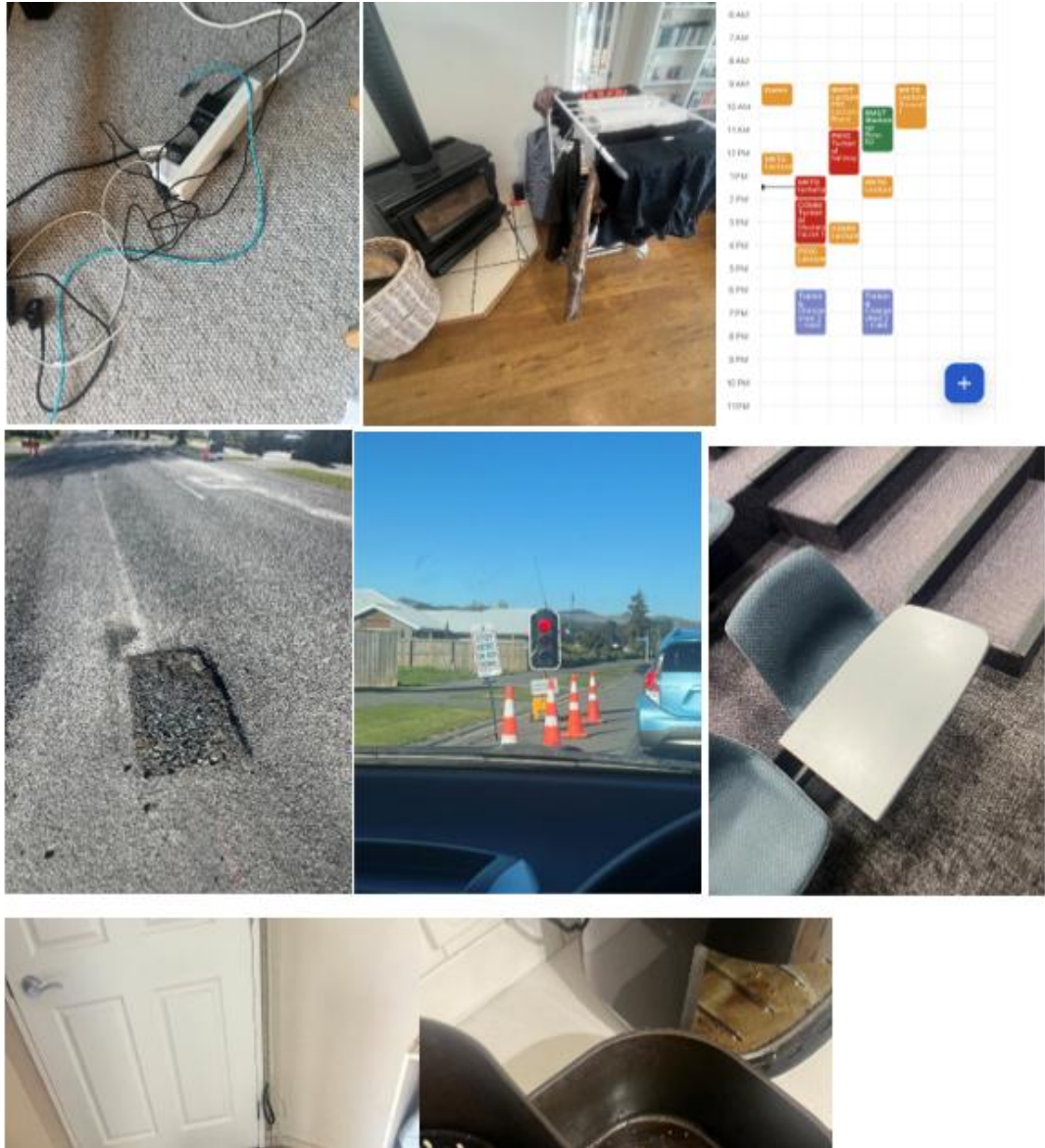
Evidence they achieved learning objectives



Example

Assessment	Main task
1. Problem Discovery	Find and explore real problems; choose one problem area.
2. Problem Understanding	Investigate the problem area, develop a problem statement, and do a 2-minute in-class Q&A.
3. Concept Development	Explore possible solutions and create early mock-ups or prototypes.
4. Communicating the Concept	Present your concept at the mini expo, gather feedback, and reflect.

Evidence photos:



Work

- Greasing implements
- Opening tape gates
- Checking leaky troughs

Uni

- transport/getting to uni
- enrolling and class help
- Student lunches

Flat

- Rubbish waste and disposal
- Finding Flats and flatmates
- furnishing flats

Hunting

- Offal / gut bag and carcass disposal
- Land access and permission
- ~~Mountain~~ animal processing

Leaky troughs
- checking troughs and becoming aware of leaks can be a hassle for farms and can go unnoticed

Enrolling in classes and specifically the right classes can be very difficult as there isn't always clear guidance

There is a large amount of rubbish involved in flatting with 6 people and it is incredibly difficult to keep on top of disposal

carcass and offal disposal is probably the most frustrating part of hunting as there is no dedicated areas to do so if you live in town

Legend

- best idea
- second
- third

Photos will be provided in word doc on submission.

Work
- troughs
- waste
- gates

Having a leaky trough has many negatives like water wastage, animal welfare, damages pastures and creates mud. Sometimes on a large 500 Ha+ property this can go unnoticed for a week. So what if there was a system that alerted you when there was an issue.

greasing tractors, machinery, and implements is always a job no one wants to do as it's time consuming, dirty, and difficult. Figuring a way to streamline the process would save time, money, and be more beneficial.

Opening gates usually can add about 15-20 minutes on to a trip, if heading ~~the~~ through a large farm in a tractor, this a couple times a day can build up to 1hr and over a week is 7 hours just opening and closing gates. How could I streamline this.

Flat
1. Rubbish
2. Properties and flatmates
3. Furniture

Personally Rubbish is a big issue for my flat as we have 6 people and our bin simply can't keep up and neither can the recycling. Creating a student based rubbish subscription would save hundreds of dollars in Dump trips and keep landlords happy

Uni
- enrolling
- getting there
- lunch

enrolling in class is sometimes so difficult. For me this year I couldn't figure out my enrollment and class selection and finished it last minute. If there was a student ~~at~~ system where you could get in touch with people for guidance around courses

- getting to uni is expensive especially with the fuel prices and the bus takes forever. a carpool platform would solve it.

Hunting
1. Offal
2. access
3. Processing

dealing with the offal and animal carcasses after a hunt is such a pain because there is nowhere in town where you can take everything, which means people illegally dump it. finding a solution to re purpose this would be great

gaining access to different hunting blocks or areas can be difficult especially if it is through a farm. creating a system where hunters can get in touch with farmers and ask for permission of access or if they can hunt their land.

Finding a flat is an anxious time for some as it is incredibly competitive here in chick. along with that sometimes there are loads of students looking for flats individually. having a social platform dedicated for flatting would make it way easier and less stressful as all flats could get listed their and people looking for flats wouldn't have the stress of putting up a marketplace or facebook and



**THE PROBLEM IS
WE DON'T UNDERSTAND
THE PROBLEM**



Problem Statement (round 1)

How might we create a platform
that connects college students
to resources that help
them live healthier lives?

Too
- vague
- broad
- unfocused

WHO are we
really solving
for?

What is
"healthier"?

- physical
- mental
- social
- academic

too many
areas?

What
resources?

Why
college
students?

All students?
Just our
campus?

What's the
real pain
point?

→ Need to narrow
focus...

Problem Statement

- What aspects of this problem are most important?
- Who is most affected, and how?
- What assumptions are being made here?
- What would a meaningful solution look like?



BMGT102
Assessment 4: Communicating the Concept

CAMPUS KITS

(affordable healthy meals)

PROBLEM

CONCEPT

ARTIFACT/PROTOTYPE

NEXT STEPS



2 BMGT102
Assessment 4: Summarizing the Concept

STUDY PODS

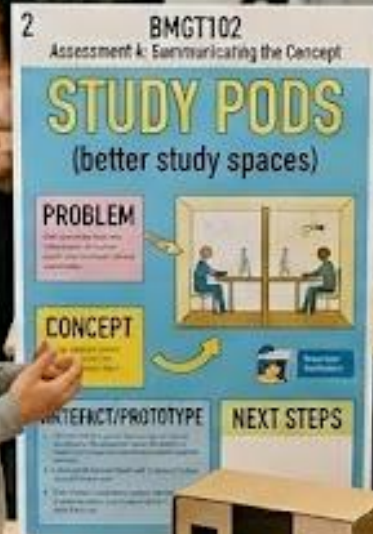
(better study spaces)

PROBLEM

CONCEPT

ARTIFACT/PROTOTYPE

NEXT STEPS



3 BMGT102
Assessment 4: Communicating the Concept

BUS-Y STUDENTS

(clearer public transport support)

CONCEPT

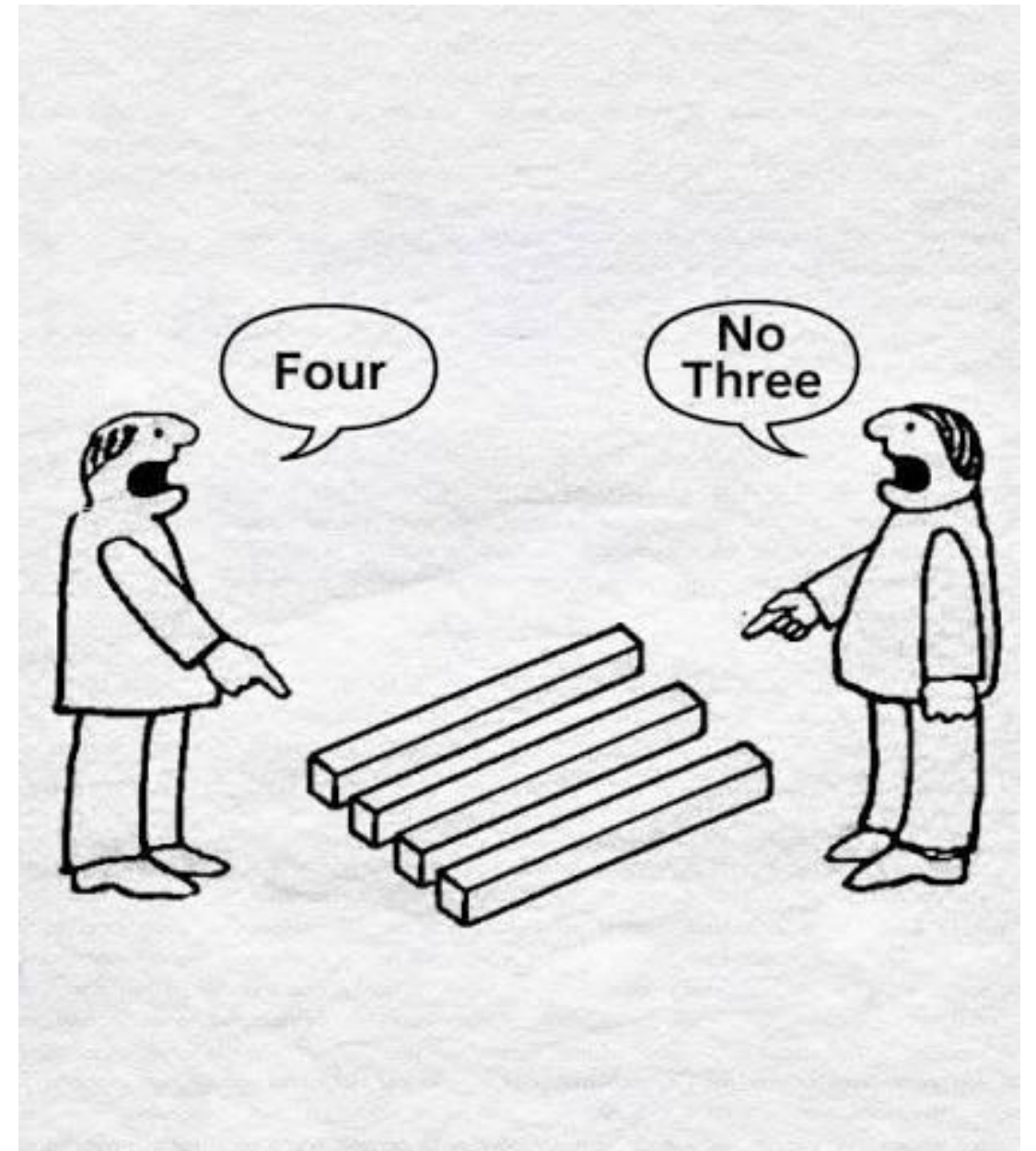
ARTIFACT/PROTOTYPE

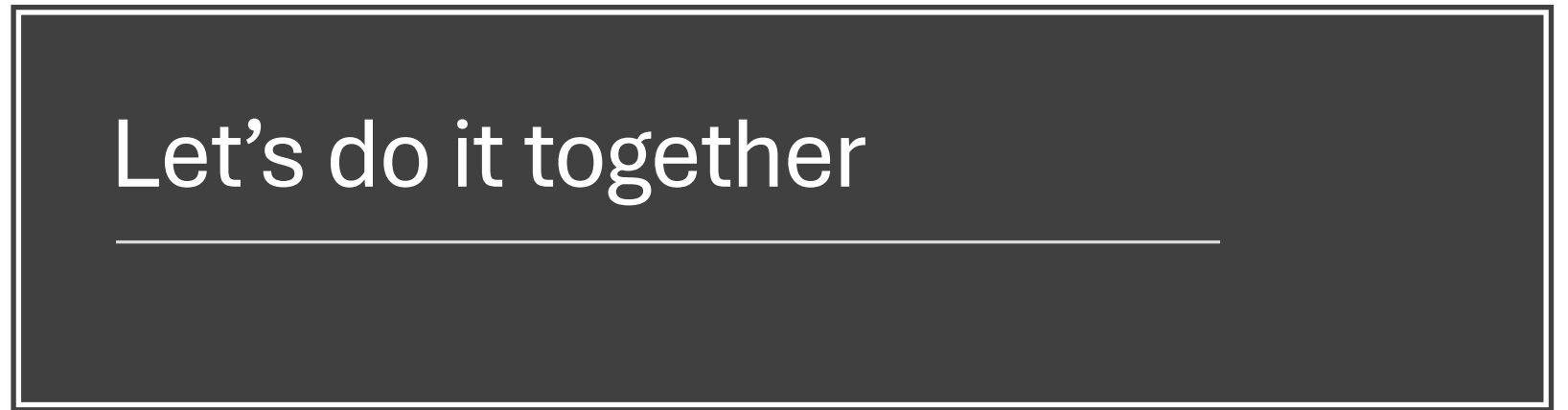
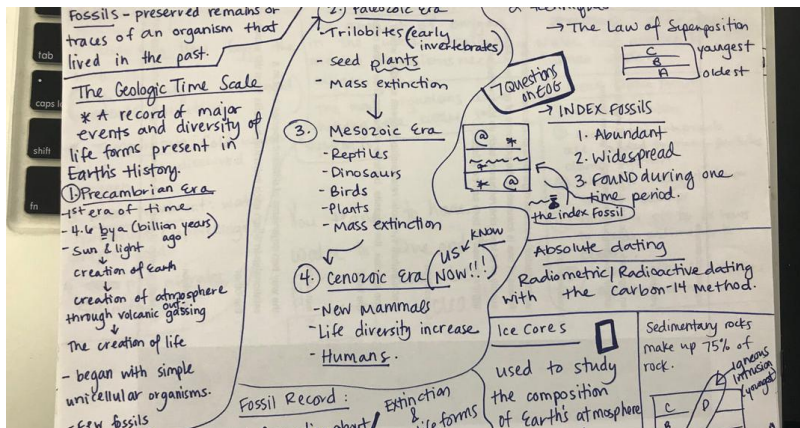
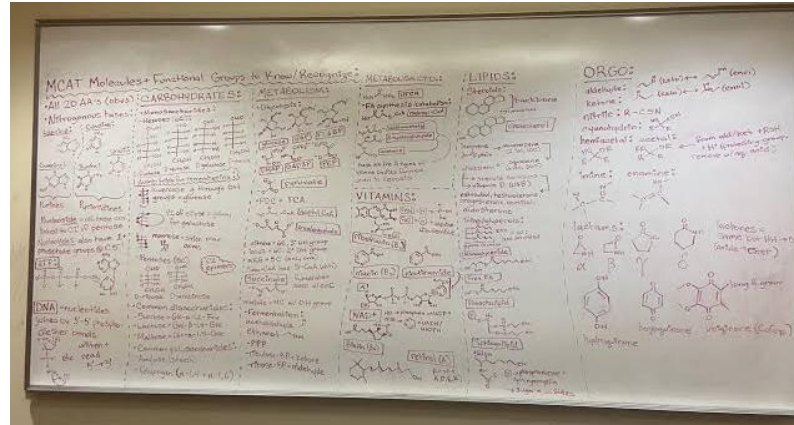
NEXT STEPS

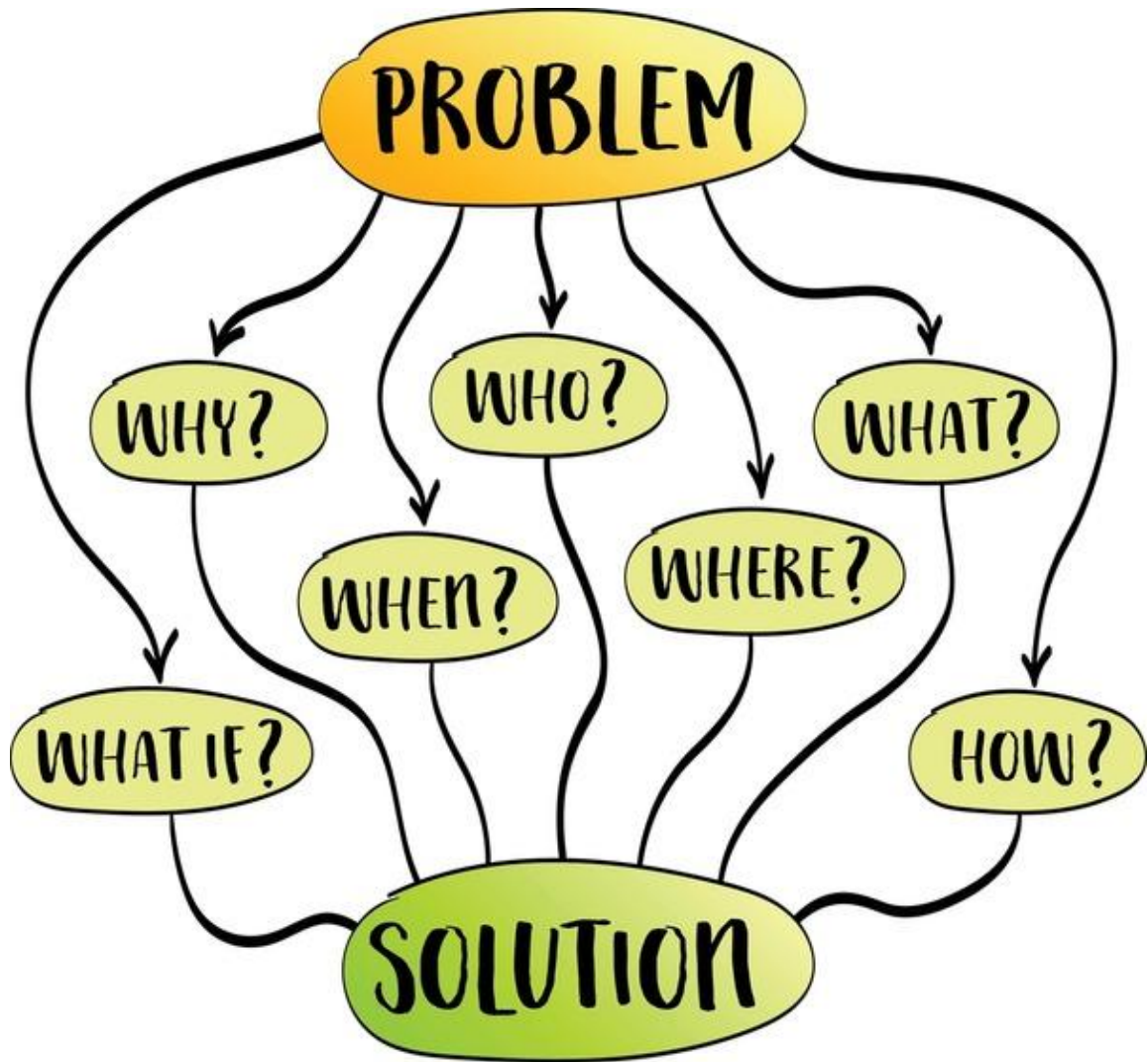


When you change the way you
look at things, the things you
look at change.

Mindset







Problem areas

- It's too hot working in a greenhouse
- Too much fruit gets wasted at home
- Valuable feed is lost during silage storage
- Cattlestops can harm other livestock

Greenhouse heat

- Who is effected
- How big of a problem
- What are the current workarounds





Fruit waste at home

- Why
- How
- When
- Where
- Who

FRUIT DELAY SPRAY

Food-safe ripening control

Fresh fruit, on your schedule.



Delay
selected fruit



Stagger
ripening



Reduce
household waste



Food-safe
edible coating

*Same fruit.
A little more time
for what matters.*

Spray this

Keep fresher for later

Eat this now

Ripe and ready

**FRUIT
DELAY SPRAY**

Food-safe
ripening control



PLANT-BASED
EDIBLE COATING



HELPS KEEP FRUIT
FRESH FOR LONGER



REDUCE
FOOD WASTE

FRESHER TOMORROWS
AT HOME TODAY

Treated fruit (after a few days)



Firmer



Greener for longer



Ready when you are

Untreated fruit (after a few days)



Ripes naturally



Ready to eat



Enjoy now

LESS WASTE / FRESHER DAYS / A BRIGHTER TOMORROW



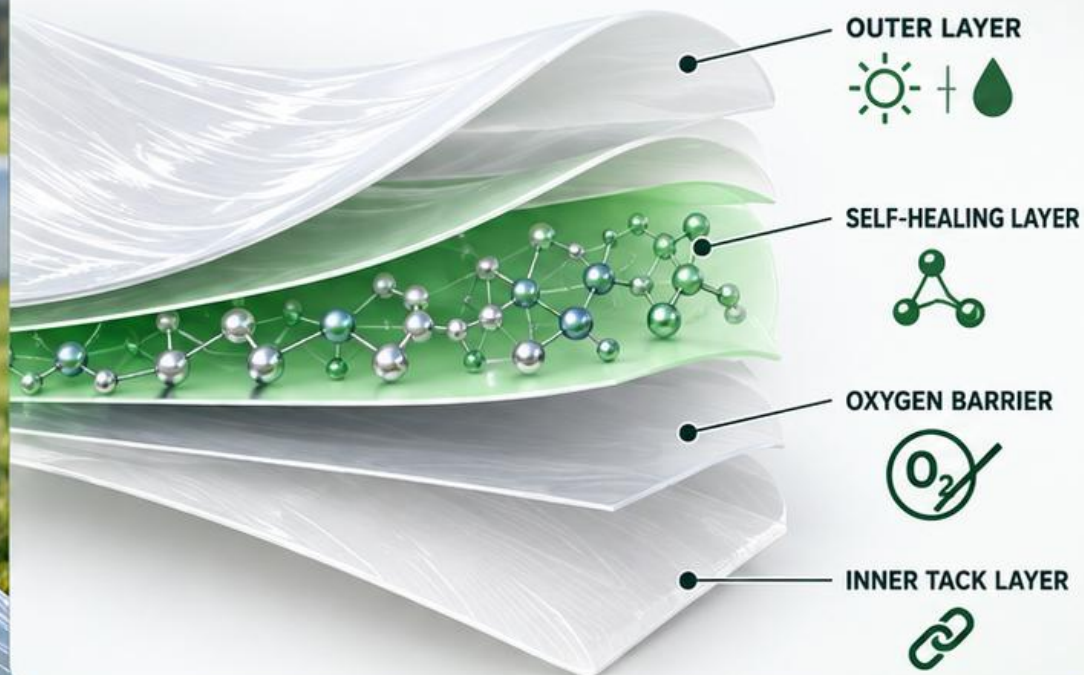
CONCEPTUAL SELF-HEALING SILAGE WRAP

SMARTER PROTECTION FOR A MORE RESILIENT TOMORROW

Healthier
feed
brighter
tomorrows

Small puncture
heals itself

MULTILAYER WRAP ARCHITECTURE



HOW IT HEALS



LESS
FEED LOSS



FEWER
REPAIRS



MORE
RESILIENT
FARMING

CONCEPT ONLY

A stronger
tomorrow grows here

WORK
HARDER
COOLER
TOMORROW

HOT WORK
BRIGHTER DAYS



*Cool
Keeps You
Going*

-  COOL PEOPLE
-  TOUGH DAYS
-  BRIGHTER TOMORROWS

100 mL



HEALTHY
PEOPLE
THRIVING
PLANTS



Fast cooling feel

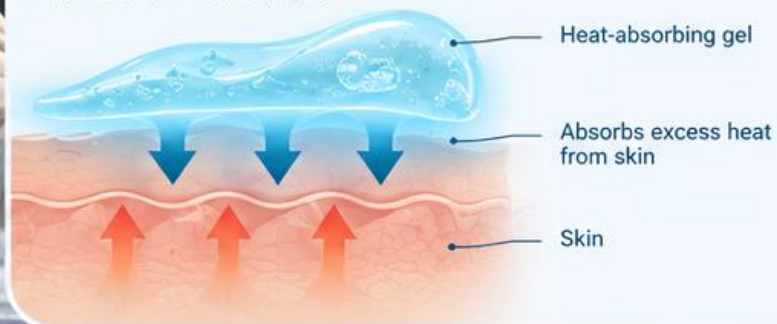


Topical application



Heat-absorbing gel

HOW IT WORKS



STAY COOL
ON THE JOB

Concept only



KEEPS CATTLE IN

Robust, vehicle-friendly design tested for farm conditions.



KEEPS SMALL ANIMALS SAFE

Integrated side passages allow wildlife to cross without risk.



NATURAL AND NON-SLIP

Textured ramps with native planting for easy access.



BUILT FOR A HEALTHIER TOMORROW

Supports farm productivity and local biodiversity.

YES and Kiwihacks



The Kind Foundation

 The Kind Foundation

Our PlacesWhat We OfferSupport UsAbout UsMap of Memories

Mō tātou katoa. For all of us.

Make a booking

Home / What We Offer / New Enterprise Workshops

Search

Course Content

The workshops provide 10 hours of training, then another 10 weeks of mentoring, as well as the opportunity to network with other like-minded young entrepreneurs and established professional business owners.

The workshop will cover

- ✓ Entrepreneurial mindset and confidence
- ✓ Business planning and strategy
- ✓ Prototyping and product/service development
- ✓ Retail and business operations
- ✓ Networking and mentorship
- ✓ Financial and operational skills
- ✓ Sales and marketing engagement
- ✓ Product packaging / marketing



Course Dates

Ready to explore your potential without the pressure?

We keep our workshops small to ensure a personal, engaging experience for everyone.

The **in-person workshops** run over two consecutive days, 9am-4pm each day, and are held in Papa Hou, 4 Rolleston Avenue, Christchurch. The **online workshops** run over two weeks, with four 2.5hr sessions over that time.

Select the dates that suit you best, then complete the Online Registration form.

2026

Sat 19 – Sun 20 September 9am-4pm (in person)
Wed 14 – Thu 15 October 9am-4pm (in person) TBC
Thu 19 – Fri 20 November 9am-4pm (in person)
Wed 9 -Thu 10 December 9am-4pm (in person)

Lunch is provided at our in-person workshops.

Also included

- ✓ Free 24/7 membership to the 4C Centre
- ✓ Networking opportunities
- ✓ Option to be a stockist in our 4C Shop
- ✓ Hands-on creative learning

\$FREE

FOR 15-24 YEARS

Online Registration

Questions?

