# Transcript of Big Idea promo video

The Big Idea is an elective at La Trobe University where you get to come up with a social business or an idea with your group, and then you have to come up with a business plan and produce that, and then you get to pitch that to influential people in the industry.

I decided to choose to do The Big Idea subject because it sounded really interesting and we got to put our own, not only our opinions, but sort of our beliefs into a subject, which is really good.

To put together our Big Idea project we had to first of all come up with an idea, pitch that within the group, we had to agree. And then we had to go out in the industry and do a lot of research, a lot more research than what I thought we had to in the beginning.

The best thing about The Big Idea was that now I feel like I can just about create a business.

Getting all of our skills that we had learnt during our time at uni already and putting them into action. Because sometimes when you’re in class you don’t really realise, is this going to be helpful for us down the track, but it was. And I put lots of my marketing skills into action with the marketing plan and things, and the other girls also used their skills that they’d learned previously from uni within the budget and the other things that we did in the marketing plan. So it was really helpful.

It was all positive growth, really interesting investigation and there was no doors closed. Whatever challenge we came across, it was just a step up, a step up and it was progress the entire way.

It’s been probably the best subject that I’ve ever done at La Trobe and that’s because it’s taught in a different way to other subjects. A lot of it was trying to figure out things on our own, which was really rewarding. And we had the opportunity to meet with social entrepreneurs, to network.

This was a fantastic opportunity, definitely recommend it, and you learn heaps as well as putting the skills that you already know into practice.

It’s definitely been a whole step out of my comfort zone and into something that I believe that I can bring on into my life forever.