

## Experiential Learning Ecosystem Pitch Event Series

# AROMABABY

## Natural Skincare



**Catherine Cervasio,**  
Director and Founder of  
AROMABABY, a pioneering  
skincare brand for mothers and  
babies.

Catherine is the recipient of the Italian Australian Foundation Fellowship by ISSI, named in Top 50 People in eCommerce 2024. She's won the 2019 HKABA Exporter of the Year Award (Victoria) and the 2018 CIBE Outstanding Person Award (China Beauty Expo). Catherine is the winner of the National HKABA Export Award, and secured accolades at CIBE China (Most Popular Natural Brand) and TBPA China (Best Brand Experience) in 2017.

We invite you to meet Catherine, who has experience in the areas of natural and organic skincare including product development, consultancy, international trade, marketing and branding, spanning 30 years.

Participate in solving real-life business challenges, with the opportunity to win a prize for the best business idea.

Join us as a student consultant, collaborate with like-minded individuals to form dream teams, and bring innovation and creativity to the table. Contribute your ideas and implement plans to achieve success.

- Immerse yourself in the real business world
- Engage directly with business owners
- Experience the Australian business environment
- Enhance your employability

Don't miss out on this opportunity!



### More information

#### Date

Tuesday 26 March 2024  
9:30 am – 4:00 pm

#### Location

La Trobe City Campus  
360 Collins St Melbourne

#### Eligibility

Any student enrolled at a university in Melbourne, both UG and PG, international or domestic are welcome

Catering provided

#### Registration



Presented by the International Student Experiential Learning Ecosystem and supported by the National Foundation for Australia-China Relations.

#### Contact

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## Agenda

09:30	Arrival and registration
09:45	Welcome
10:00	Guest speaker: Catherine Cervasio, Director and Founder,, AROMABABY Natural Skincare
11:00	Team challenge selection
11.15	Break
11.30	Team brainstorming and planning Guided by industry mentor
12.30	Lunch
13:30	Team discussion and preparation of presentation
14:30	Break
14.45	Pitch presentation + Prize award
16.00	Close

### What you can expect:

#### Discover the power of innovation

Learn how to apply design thinking and build an entrepreneurial mindset to enhance your employability.

#### Step into the real business world

Enter a vibrant ecosystem where you'll work in teams to find solutions to real-life issues.

#### Guided by an industry mentor

An experienced mentor will guide your team through brainstorming, planning, presenting, and finalising an implementation plan.

#### Expand your network

Forge new friendships and connections with fellow students and businesses who share your passion for personal and professional growth. Networking has never been so fun!

#### Awards

One winning team will receive a prize from the local business for up to 5 students in one team. Participation will count towards the La Trobe Career Ready Advantage Award as Practical Experience.

\*This is not a credit course.

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