

Digital Entrepreneur

Mikaela is a digital entrepreneur. She started Australia's first Indigenous edu-tech company, Indigital. Mik also created an app that uses augmented reality to let Indigenous people share extraordinary stories on Country. Find out more:

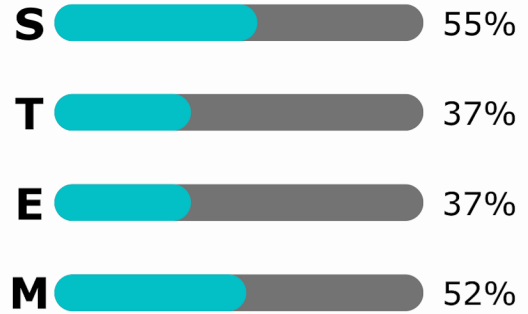
futureyouaustralia.com.au/pathfinders/mikaela



'I had this vision of being able to share our cultural stories through holograms.'

STEM Meter

How much Science, Technology, Engineering and Mathematics (STEM) does this job use?



Source: jobsandskills.gov.au

5 reasons why you should do this job

- 1** Transform education
- 2** Boost local economies
- 3** Make life better for everyone
- 4** Improve living standards
- 5** Drive technological advances

3 STEM skills required for this job

Finance management

Data analysis

Problem-solving

Subjects to develop these skills

Mathematics, HASS

Science, Mathematics

Design and Technologies, Digital Technology



An example of a day in the life of a digital entrepreneur

This is what a typical day could look like if you became a digital entrepreneur.

- 5.00am** I wake up anywhere between 5am and 6am, depending on what time I went to bed. I prioritise waking up early so I can ease into the morning and function properly. I've got to be switched on and my mind has to be sharp.
- 6.00am** I start my day by switching on my computer, which I left in the kitchen last night. As my laptop is my business, I can start work as soon as I wake up, which helps me stay on top of the day.
- 6.30am** The first task I complete each morning is checking and responding to emails that have come in overnight. Some of these relate to the projects my team is working on, so by staying on top of them I ensure projects keep moving forward. Some of the emails relate to finance – invoices that need to be paid, quotes that need to be approved. I make sure I am across the budget because at the end of the day, I am responsible for my own company and if I'm not earning enough income, I can't pay myself.
- 7.30am** It's time for breakfast. I typically have a bowl of cereal accompanied by some fruit and a coffee while reading up on the morning's news. I pay particular attention to tech news. I keep my finger on the pulse about new tech and am always interested in finding out about what innovative new things are happening. After breakfast I get ready for work.
- 9.00am** I get to the office and review the task list on my whiteboard with my assistant. We work through this as part of our daily routine. It helps keep us on track and to understand what the priorities are for each day. Today we have some important planning for a school visit I am doing next week so we want to make sure my presentation is valuable, exciting, interesting and gives the students something to think about
- 10.00am** I spend a significant amount of time posting in forums and reading about augmented reality. When I hit a mental roadblock, I find this can help me. It's important that I stay on top of the latest news in augmented reality, and I also like to share my knowledge and expertise. I have done some really cool things with the technology and I want to inspire others to do the same.
- 11.30am** It's time for the weekly team meeting. This is a really important opportunity for me to connect with my team and for us to find out what's been happening in other areas of the business. I like to use this time to brainstorm solutions to any blockers anyone has and to find out if there are any opportunities we should be pursuing. I am very hands-on and lead these meetings because I like to make sure the outcomes are always focused on actions and delivery. No point having meetings if they don't accomplish anything.
- 1.00pm** Lunchtime. I use this time to eat and also Skype with family and friends. I like to carve out time each day to fill my cup, and I find socialising over lunch is a really great way to re-energise myself for the afternoon.
- 2.00pm** TESTING TIME! Some of the new software my team has been working on is ready for testing. I am always first to put my hand up for this. It's exciting and also gives me great insight into the issues the tech teams have had to overcome, which I can then chat about in the online forums I enjoy participating in.
- 4.00pm** It's report-writing time. I report back to my investors about the things we have been working on and the progress we're making. It's important to me that I am transparent and provide relevant information so that my investors know exactly what I am spending money on.
- 5.00pm** I am off to the pool to get my blood pumping and my body moving. Physical activity is so important and I make sure to prioritise it every week. Some days I don't make it, but I generally try my best to make sure I make my health a priority.
- 6.00pm** I finish at the pool and head home to get ready for dinner.
- 7.00pm** I go to dinner at a restaurant in town where I am meeting with some potential partners to discuss new applications for my technology. They want to investigate using it in aged-care facilities to improve brain function for those with dementia. It's a very exciting opportunity, and I am looking forward to what will no doubt be a lively discussion.
- 10.00pm** Home from dinner. It was fantastic. Lots of work to do tomorrow and the calendar in my office will have to be reshuffled. I send myself an email to ensure the talks from tonight stay fresh in my head, and then get ready for bed.
- 10.30pm** Time for sleep. I set my alarm, turn on my white noise machine and drift off, excited about what tomorrow might bring.

