



sachas

February 2012
Guides are Updated Monthly



Sacha and Sachas

Sacha has a dream to live in a world where everyone has the resources and an equal opportunity to follow their passions and dreams.

So in 2008, at 18 years of age, Sacha founded the brand, Sachas. Realising that businesses exist as a result of their communities, environments and people, Sacha wanted to give back: half. So he created the Sachas 50/50 Business Model where 50% of the profits made from the sale of all Sachas products go to Sachas Love.

Sacha is fast becoming a recognised national Australian speaker. To date he has run workshops for Microsoft, Golden Key Asia Pacific Conference and for Schools. Sacha has also spoken as a Keynote Speaker for the UWS Equity and Diversity Public Forum on the topic "Can Generation Y lead us into the Future?", TEDx 2010, the World's First and Only Mobile School – Think Global School, and for various other organisations. Most recently, Sacha ran eight workshops for 24 Sydney High Schools, where nearly 300 Year 10 Students attended, through a Sydney University Program. Many of these students were so inspired by the workshop that they went home and took actions on their dreams, and said that their life had changed.

In 2010, at the age of 20, Sacha published Teens Big Dreams, a motivational and life skills book that he started writing at 17. Teens Big Dreams has been read by, and inspired people of all ages.

On the 1st of February 2011, keeping in line with his vision of inspiring others, Sacha launched Stories – A Place Where People Inspire People. Inspiring Life Stories of people from around the world are published at www.sachas.com/stories.

Only two months later, Sacha launched Sachas Fashion and introduced Tees. Sachas Fashion is one of the First Fashion Labels in the World where 50% of Profits go to Sachas Love.

Sachas Love has run innovative programs such as Teens Initiative, Sachas Work Experience, Sponsorships, Non-Refundable Venture Capital Funding, Community Support, and Free Coaching and Mentoring for young people. The response has been phenomenal – people around the world are taking positive life changing steps to Follow their Passions and Dreams.





Teens Big Dreams

In 2008, Sacha had a dream – a dream to inspire every person in the world to Find their Passions and Follow their Dreams. And so, at the humble age of 17, Sacha started writing a motivational and life skills book for teenagers and young people. After many edits, including professional edits from Anna Krjatian and Avril Henry, Australia's leading expert on Generations, Sacha designed and published Teens Big Dreams in August 2010.

Teens Big Dreams covers valuable life skills that anyone can action so that they too can Find their Passions, Follow their dreams and apply their energy towards Acting Big. The chapters on Leadership, Entrepreneurship, Marketing and Success, complemented with the progressive plane analogies that start each chapter, ensure that by the end of the book every reader can take off on their own life runway.

Since its release in August 2010, Teens Big Dreams has had a positive life changing impact on many people. It has been read by and inspired kids as young as 6, teenagers, students, adults, parents and grandparents. It is already being implemented into the resources and programmes in organisations, schools and universities. In 2011, Teens Big Dreams received the recommendation from Lord Mayor, John Chedid. You can read the recommendation on the following page.





11 February 2011

LETTER OF INTRODUCTION

Lord Mayor
Councillor John Chedid
Parramatta City Council

I am pleased to write this letter of introduction for an outstanding young member of our local community - Sacha Krjatian.

Sacha is a natural leader and a wonderful role model for his generation. His dream is to live in a world without poverty and where everyone has the opportunity and resources to be self-sustainable. Not only is this his dream, but he is working actively to inspire other young people to join him in this noble mission.

In 2008 and at the age of 18, Sacha founded the brand Sachas, based on a 50/50 Business Model. Amazingly 50% of the profits made from the sale of all Sachas products go to the Sachas Foundation and 100% of this money goes to supporting innovative programs and sponsorships.

Sacha is fast becoming a recognised speaker on the national stage. To date he has run workshops for Microsoft, Golden Key Asia Pacific Conference and for many leading education providers. Sacha was also a Keynote Speaker at the "Can Generation Y lead us into the Future?" public forum, for TEDx 2010 and for various other organisations.

In 2010, at the age of 20, Sacha published Teens Big Dreams, a motivational and life skills book he started writing at 17. Teens Big Dreams has been read by, and has inspired, people of all ages. In October, he was also selected by Anthill Online as one of Australia's top 30 entrepreneurs under the age of 30.

On the 1st February 2011, in line with his vision of inspiring others, Sacha launched Stories - A Place Where People Inspire People.

I am very proud of Sacha and the wonderful work he is doing in our community – I recommend him without reservation.

Yours sincerely,

A handwritten signature in black ink, appearing to read "J. Chedid", written over a large, stylized flourish.

Councillor John Chedid
LORD MAYOR
PARRAMATTA



Sachas Love

From the start, Sachas Love has been the vehicle for a greater good. Sacha, founder of Sachas, has a dream to live in a world where absolute poverty does not exist and where everyone has the opportunities and resources to be self-sustainable when following their Passions and Dreams. That's why he started Sachas with a 50/50 Business Model, where 50% of Profits are placed into Sachas Love.

Since the launch of Sachas Love, people have experienced incredible life changes. Through the tiers of Opportunity, Giving, Resources and Community, Sachas has given back to the world. Sachas Love has given free copies of Teens Big Dreams, through the Teens Initiative Program, to young people who cannot afford them, has sponsored organisations, provided non-refundable venture capital funding to a new start-up, and very importantly, provided support to community members.

Recently, Sachas Love has launched Sachas Connect, a way of connecting young people interested in certain careers, passions and dreams with people who are already pursuing them. Sachas Love also had the great pleasure to support and sponsor a local Sydney Band started by Charbel, the first recipient of the Teens Initiative who, after reading Teens Big Dreams, became inspired to follow his dream of starting a band. Our biggest belief is that the greatest support is often required at the beginning and we've held this belief at the heart of Sachas Love. Below are some of the organisations that we have supported and sponsored and you can find out more about each one at www.sachas.com/love.





www.sachas.com

