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DANIEL FLYNN

Daniel Flynn is the Managing Director and Co-Founder of Thankyou Group, a business venture he founded at just 19 years of age. Profits from the sale of Thankyou products are used to provide clean drinking water, health and hygiene projects and short term food aid. Last year alone Daniel donated in excess of \$2,500,000 to charity. An incredible business and social enterprise success story. Daniel was named Victorian Young Achiever of the Year in 2013, Victorian Young Australian of the Year in 2014 and has recently become a recipient in the 2014 Junior Chamber International 10 Young Outstanding People of The World program. People who have heard Daniel speak are blown away by his entertaining and inspiring tale.



PRESENTATION TOPICS

- **Fundamentals of Changing the Game**
 - Perfect for leadership groups and CEOs, this presentation of the Thankyou story focuses on key drivers for changing the game, challenging the status quo and shifting workplace culture to achieve remarkable results. Daniel shares struggles faced and lessons learnt through Thankyou's start-up journey to inspire leaders of all levels and in all spheres to turn stumbling blocks into stepping stones and strive for excellence.
- **How to be Remarkable**
 - We all desire to be remarkable. And the thing is, with innovation and dedication, we can be. Drawing on the Thankyou story, Daniel will inspire and motivate the audience to recognise their greatness, and demonstrate how to adapt bold, out-of-the-box thinking to change the game and make an impact in their professional and personal lives.
- **Digital Disruption**
 - We live in a digital age, where so much of what we see and hear is battling and competing for our attention. So how do businesses cut through the noise to grab the attention of their target market? How do they set themselves apart and gather momentum to propel their business forward? Daniel will share how Thankyou used social media and disruptive digital marketing to grow the business to a household name in Australia. He will disclose obstacle faced, lessons learnt and key

strategies to inspire and equip business owners for success in the digital space.

At the age of 19, struck by global poverty and excess consumer spending, Daniel Flynn and his team founded Thankyou Group.

Thankyou Group is an internationally recognised, award-winning social enterprise that exists 100% to fund life-changing projects in developing countries through the sale of its water, food and body care ranges. Thankyou's heart is to empower the everyday Australian to live every day, give every day, to make a difference through a simple purchase in their everyday life.

With projects spanning 11 countries including Cambodia, Kenya, India, Haiti and Timor Leste Thankyou has been able to impact hundreds of thousands of people to date. Thankyou products are distributed through over 4500 outlets including Coles and Woolworths supermarkets, IGA, 7-Eleven and other independent outlets across Australia.

Thankyou Group has received over 500 media features in Australia alone and Daniel is regularly called on by media to provide insight and commentary on entrepreneurship, youth affairs and leadership.

Daniel was recently awarded Victorian Young Australian of the Year in 2014 and was also named Victorian Young Achiever of the Year in 2013.

KEY POINTS

- Daniel Flynn is the Managing Director and Co-Founder of Thankyou Group, a business venture he founded at just 19 years of age.
- All profits from the sale of Thankyou products are used to provide clean drinking water, health and hygiene projects and short term food aid. Last year alone Daniel donated just on \$2,000,000 to charity. An incredible business and social enterprise success story.
- To date, Thankyou has helped over 150,000 people with safe water access, and more than 190,000 people with health and hygiene training and has provided over 60,000 people with short-term food access and long-term food security. These projects span 11 countries including Cambodia, Kenya, India, Haiti and Timor.
- Daniel was named Victorian Young Achiever of the Year in 2013, Victorian Young Australian of the Year in 2014 and last year became a recipient in the 2014 Junior Chamber International 10 Young Outstanding People of The World program.
- Daniel and his team initially faced three years of knock-backs and a range of hurdles including obstructions from competitors, but finally after around 25,000 emails and countless pitches to potential retailers, the team landed their first national retail deal.
- Thankyou Group is one of Australia's fastest growing social enterprises after growing by an average of over 200 per cent per annum for three consecutive years, with some products currently outselling multinational brands.
- Daniel and his team implemented an unprecedented social media campaign with almost no budget, which 'changed the game' in the overcrowded FMCG space. The campaign gained 15.5 million media impressions in two weeks and resulted in Australia's two largest retailers deciding to range Thankyou products in a timeframe that was previously unheard of in the grocery industry.
- Thankyou now has products stocked in over 4,500 outlets across the country including Coles, Woolworths, 7- Eleven Australia, Australia Post, IGA, Foodland, FoodWorks and hundreds of independent cafes and outlets.
- Thankyou Group has received over 500 media features in Australia alone and Daniel is regularly called on by media to provide insight and commentary on entrepreneurship, youth affairs and leadership.
- People who have heard Daniel speak are blown away by his entertaining and inspiring tale.
- Daniel is being recognised for his extraordinary work dedicated to sustainable development, as well as in

the category of business, economic, and/or entrepreneurial accomplishment.

BIOGRAPHY

At the age of 19, Daniel was deeply affected by hearing about children in Africa who would spend hours each day collecting water for their family – water that wasn't even safe to drink.

After researching the World Water Crisis, Daniel discovered that Australians spend \$600 million on bottled water each year, while in developing nations over 900 million people didn't have access to safe water.

The injustice of these two facts inspired Daniel to do something. He came up with the idea to marry these two extremes together in the form of a bottled water company that would exist for the sole purpose of funding safe water projects. Thankyou Water was born in August 2008. Initially, Daniel and the team were faced with \$250,000 of start-up expenses. Peers and established business people said it would be impossible to launch the brand. However, in late 2008 they landed deals with distributors around Australia and hit shelves of independent cafes early in 2009. It wasn't until 2011 that they got their first major retailer on board with 7-Eleven Australia, after a dynamic social media campaign that captured the attention of the convenience giant.

In July 2013, Thankyou Water rebranded to Thankyou with the launch of two new ranges, Thankyou Food and Thankyou Body Care. After a successful nation-wide social media marketing campaign, Thankyou's products were taken on by Australia's largest supermarkets, Coles and Woolworths. To date, Thankyou has helped over 107,000 people with safe water access, nearly 112,000 people with health and hygiene training and almost 23,000 people with short-term food aid and long-term food security in nations like Cambodia, Kenya, India, Timor Leste and Haiti. Thankyou now has over 100,000 people in its social network community. The organisation also recently launched an Australian first app called Track Your Impact, which allows customers to see the exact project their purchase is assigned to fund.

Daniel has been guided through Thankyou's startup process by key mentors and advisors with experience in the fast moving consumer goods (FMCG) industry, finance, legal, accounting, strategy, marketing, operations, human resources and international development. Thankyou has also appointed legal, accounting and independent audit firms.

Daniel was named 2014 Victorian Young Australian of the Year and also was awarded the 2013 Victorian Young Achiever of the Year title. As a company, Thankyou won the "Social Innovation Award" in the 2014 Social Enterprise Awards and was named 'Youth-Led Social Enterprise of the Year' in the 2013 Social Enterprise Awards. Daniel is passionate about entrepreneurship, leadership and inspiring others to achieve their dreams and do what others might say is impossible.

TESTIMONIALS

Dan Flynn delivered the wow factor to the 300+ members and invited guests at The CEO Institute Summit recently. We were expecting an insight into ThankYou Group's success, but we received that and much more!. With a rating of 10 out of 10 by over 70%, those gathered were blown away by Dan's extremely entertaining and inspiring tale. As one member stated; "Dan made such an impact on me that I rushed home, gathered my family around the computer and trawled through the Thankyou.co website". The CEO Institute says; "Thank you, Dan!".

The CEO Institute

The overwhelming feedback from all the players was that you were the best speaker that we have had into the club. So congratulations as it's a mean feat to keep the playing group engaged the whole time.

Andrew Swallow, Captain of North Melbourne Football Club

When speaking at a recent national partners conference for KPMG, Daniel Flynn had the audience engaged from the moment he walked on the stage. For a 'young' leader setting out to change the world through Thank

You, he speaks with authenticity and purpose – his message is clear and memorable, he is humble, honest and very engaging.

Ben van Delden, KPMG Partner

WOW - several weeks after Dan story, the Travelzoo team are still talking about it. The lessons Dan shared can be immediately transferred to the business and referred back to long after his time with us. Dan participation in our offsite meeting was a perfect way to wrap up 2 days of discussion to support our core messages.

Brad Gurrie, Travelzoo Australia, Managing Director

Dan was engaging and more substantively it was refreshing to see a young entrepreneur be purpose driven by nature and through his business stay true to his own personal values. His alignment to values resonates within our industry, as we have a strong obligation to help our customers be good with their money. Truly inspiring individual and amazing company.

Gavin Slater, Group Executive Personal Banking, NAB

Daniel was wonderful to deal with and provided an outstanding presentation. Not only was his story remarkable to hear about, but Daniel's speaking ability is to a very high standard. He was funny, genuine and engaging – our audience were captivated by him the entire time. We wish there was more time available within our event so that he could have talked for longer. All the best to Thank you Group for your future endeavours – what an amazing thing you are doing! Well done guys and girls.

Natasha Swansborough - Enterprise and Training Company Limited

Thank you Daniel for being part of ASFA 2014. Your professionalism and commitment to delivering at both the Emerging Leaders' Forum for our under 30s and the Parallel Session at our annual conference was excellent. Our delegates were truly inspired by your story and as one of our highest rated speakers this year, we hope to have the opportunity to work with you again. Congratulations.

Nicolette Hughes, Director Conference, Association of Superannuation Funds of Australia (ASFA)

Dan's presentation was passionate, enthusiastic and engaging. All our delegates at the conference walked away with motivation and feeling inspired. Dan was well prepared for his preparation and ensured that the message was aligned to who we are at People's Choice and what we are aspiring to. His messages were succinct and well crafted. All of us will bear some of his messages in mind for a long long time. Having him as our closing speaker was the best decision we've made! Well done and we all wish Thankyou Water well and hope to continue to see Dan's success in helping more people in the world. I would definitely recommend Dan to anyone who is looking for an external speaker for their event. Thank you Dan for your story!

Angela Tan, People's Choice Credit Union

Dan's commitment to this social enterprise, and his selfless resolve to strive for success was an inspiration. At our recent Franchisee conference attended by approx 1800 people, we invited Dan to tell us the story of Thankyou Water. We had a number of speakers on the day and Dan was the absolute stand out. His passion to provide safe drinking water is absolutely inspiring and he captivated the audience through the use of real life stories and powerful images. The feedback from the audience was fantastic to say the least.

7-Eleven Australia

Daniel's story is a source of inspiration to all. He proves that with the right will and intent, you can take a grand idea and turn it into a reality and a real success story. He has put aside his own interests, overcome many obstacles and challenges, and achieved something that is truly remarkable, for the benefit of others. A fresh, new generational thinker and leader.

Australia Post

Yet again Dan was an excellent speaker. Our students responded well to his enthusiasm and honesty and he has a natural way of making you want to jump on board with his cause. We wish Dan & Thankyou Water every success. I hope to see the bottles on the shelves of Coles & Woolies soon!

Merrelyn Telfer – The University of Queensland

Passionate presentation; incredible persistence and perseverance to make a vision reality no matter what the difficulties and challenges.

APCO Service Stations

Dan was excellent, inspiring and very engaging with the whole audience.

Michelle Mallawarachchi, UNIGAS

He was brilliant – everyone was enthralled... would have him back again.

Kathryn Creech, Harcourts International

His presentation totally stole the show, it was so engaging and inspiring, and his contribution to the panel discussion was also invaluable. We have had really positive feedback on the event - and especially about Daniel's contribution - and on the strength of this we're planning a LIVE forum for 2016. Once again, a massive thank you.

Amanda Bryan, Food & Drink Business

Daniel Flynn's categories:

* Sales and Marketing Speakers * Leadership Speakers * Business Speakers * Inspirational Speakers * Creativity and Innovation Speakers * Motivational Speakers * Retail Speakers * Social Trends and Issues Speakers



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