



Jo Burston is the founder and Managing Director of [Job Capital](#), a company she grew from nothing to \$40M in less than 5 years with a team of 12. She is also the co-founder and director of [startup.business](#) and founder and CEO of the social impact movement [Inspiring Rare Birds](#).



Rare Birds works to promote opportunities for women in entrepreneurship and leadership and has a global vision to have one million men and women in its community by 2020. The business partners with [startup.business](#) to provide a blended learning environment in order to teach entrepreneurial skills and mindset to children and adults.

Jo collaborated with [startup.business](#) co-founder Dr Richard Seymour, from the University of Sydney Business School, to develop its first program taught in primary and secondary schools and was rolled out nationally in 2018.

Sharing entrepreneurial journeys is one of Rare Birds' core offerings. Jo has so far published three books – *Brilliant BusinessKids*, *Australia's 50 Influential Women Entrepreneurs* and *#IFSHECANICAN*. *Brilliant BusinessKids* is her most recent publication, launched in August 2016, and is a comic book showcasing the real-life stories of 12 children – many of whom have global enterprises. The book can be read as a standalone publication or as the course book for [startup.business](#).

Jo has been recognised as one of Australia's top entrepreneurs for the past six years and is a leading authority on global women's entrepreneurship, entrepreneurship as a whole, and SMB markets. She was recently invited by Microsoft to address some of the 45,000 delegates at its Worldwide Partner Conference in Toronto and delivers a summer course on entrepreneurship at Oxford University, in the United Kingdom. In 2018 she was named Financial Review 100 Women of Influence Alumni and Optus My Business Businesswoman of The Year.

Jo was the 2015 regional Oceania ambassador for the UN-recognised Women's Entrepreneurship Day and is currently or has previously been on the boards of:

- Lamborghini Female Advisory Board
- University of Sydney Business School.
- University of Sydney Innovation and Entrepreneur Advisory Group.
- Victorian Government startup and innovation initiative - LaunchVIC.
- TEDx curatorial advisory panel
- Entrepreneurs Organisation board (learning chair and strategic alliance chair over 6 years)

Jo is an active mentor for fast growth entrepreneurs, both men and women, and is passionate about encouraging young Australians to endeavour to find out exactly who it is that they want to become and create their own jobs to achieve this.

Jo has been invited to speak at events for the Prime Minister's Office and Cabinet (Women's Alliance Summit), Office For Women, DFAT, ASEAN-Australia Entrepreneur Business Forum, Google, Microsoft (WPC & APC) Dropbox, Xero, EY, Commbank, Women In Focus, National Achievers Congress, Westpac, CPA, Women's Agenda, Startup VIC, General Assembly, VIVID, LinkedIn, Are you Ok?, Charter Hall, Cancer Council, UTS, UNSW, Sydney University, First Robotics Mass Challenge, Entrepreneurs Organisation (EO), Young Presidents Organisation (YPO), G20YEA Summit, Australian Chamber of Commerce and Industry (ACCI), Innovation Bay, Women in VC, Innovation Aus, Australian Computer Society, Pearcey Foundation Award, Macquarie Bank, Maddocks Lawyers, Business Romantics, RWIRE, Laing and Simmons, Conscience.org, Oxford University, AFR, BRW, ARC training Centre for Innovative BioEngineering at the University of Sydney, Qantas, TEDx, ASEAN Summit, Flying Solo with David Koch, American Express hosted by Andrew Banks and Tennis Australia during the 2017 Australian Open. Jo has been invited many times to appear and react for Sky News Business and for major media outlets like



Fairfax, NewsCorp, BRW, AFR, SMH and Forbes.

She was also invited to speak on the world's first inflight Tech Talk in collaboration with TEDxSydney and Qantas, and participated in government-level discussions about *funding for women in STEM and Entrepreneurship*. Jo attended a roundtable by invitation from The Prime Minister and the top 20 heads of entrepreneurship and innovation in Australia across academia, industry and government, which resulted in the release of *Australia's Innovation paper* in 2015.

In addition, she has advised the State Government (SMB Minister, Minister for Women and Department of Foreign Affairs and Trade) and was on the Board of Directors for the LaunchVIC initiative, a 60-million-dollar body designed by the Victorian Government to accelerate startups.

Her philanthropic interests include R U OK? Cancer Council, Project Futures, School of Life Foundation and Aim For The Stars Foundation. Jo has a special and deep interest in education and Fiji and in 2017 formed the "RakiRaki Schools Donor Initiative" where she mobilised over 2000kg of education material and books for primary school's post Cyclone Winston. Jo has also announced the Rare Birds Foundation, launching in 2019 to provide entrepreneurial education and mentoring scholarships to women, regional and rural youth, people from Indigenous and Torres Strait Islander and low socio-economic backgrounds as well as other historically marginalised demographics.

Timeline of Achievements

2019 - Leads Rare Birds to globality with launch in Papua New Guinea
2019 - Telstra Businesswoman of the Year NSW Finalist
2019 - Pearcey Centenary Committee
2018 - Optus 'My Business' Businesswoman of The Year
2018 - Financial Review 100 Women of Influence Alumni of 2018
2018 - Judge Pearcey Foundation Awards
2018 - Winner Westpac Business' of Tomorrow - Inspiring Rare Birds
2018 - Rare Birds published as a case study for PM&C action for UN SDGs
2018 - Speaker ASEAN Summit, Australia
2018 - Lamborghini Female Advisory Board
2018 - Australia's top 30 women entrepreneurs
2018 - University of Sydney Business School Advisory Board
2017 - Judge Pearcey Foundation Awards
2017 - Speaker Women's Alliance Summit (PM&C Office)
2017 - Judge Women in Finance Awards
2017 - Oration Pearcey Foundation Awards
2017 - MC Pearcey Foundation Awards
2016 - Judge Pearcey Foundation Awards
2017 - Lecturer - Jesus College, Oxford University on entrepreneurship and globalising business
2017 - Partnership with Prime Minister's Office and Cabinet for Women Mentoring Scholarships
2017 - Judge Australia Post Regional Pitchfest
2017 - Mentor Westpac Businesses of Tomorrow
2017 - Judge First Robotics Australia
2017 - Australia's top 30 women entrepreneurs
2017 - Rare Birds launches at Parliament House, Canberra with Hon Minister for Foreign Affairs, Julie Bishop
2017 - Honored by Tennis Australia at Australian Open for her work leading women in Australia and globally
2016 - MC Pearcey Foundation Awards
2016 - Judge Pearcey Foundation Awards
2016 - Judge USYD Genesis



2016 - Invited by Indonesian Consul General of Northern Territory to launch Rare Birds in Indonesia
2016 - Speaker at Microsoft Australia Partner Conference
2016 - Speaker at Microsoft World Partner Conference
2016 - World first inflight Tech Talk TEDxSydney in partnership with Qantas
2016 - LaunchVic State Government Board of Directors
2016 - Judge First Robotics Australia
2016 - Board of Entrepreneurs Organisation Sydney
2016 - Australia's top 30 women entrepreneurs
2016 - Australia's women in technology to watch
2015 - Judge USYD Genesis
2015 - NSW State Government roundtable for women entrepreneurs
2015 - Prime Minister's Innovation Round table
2015 - Board of Entrepreneurs Organisation Sydney
2015 - Sydney University Bus School Advisory group
2015 - Oceania Ambassador WED
2014 - Invited delegate for G20 YEA Summit Sydney
2014 - Australia's Top 30 Female Entrepreneurs
2014 - Shoestring Top 50 Females under 40
2014 - Board of Entrepreneurs Organisation Sydney
2013 - Australia's top 30 Female Entrepreneurs
2013 - Board of Entrepreneurs Organisation Sydney
2012 - Board Of Entrepreneurs Organisation Sydney
2012 - Winner Pearcey Award ITC Industry
2012 - EY Entrepreneur of the Year Finalist
2012 - BRW Fast100 #23
2011 - BRW Fast100 #13
2011 - SmartCompany Smart50 #8
2011 - BRW Fast Starters #17 of 100
2011 - StartupSmart #1 Winner fastest company in Aust
2011 - Australia's Top Female Entrepreneurs #34
2010 - Finalist MyBusiness Awards - Small Business Category
2010 - Job Capital launches Melbourne Office
2010 - BRW Fast 100 #6 of 100
2010 - BRW Invite to Exclusive "Fast Club"
2010 - SmartCompany Smart 50 #8
2009 - Winner 'Best Services Start Up Australia
2009 - SmartCompany Startup #8 of 50