

business igniter

Program Outline



DAY 1

MARCH 26

- Meet & greet
- Learn canvas
- Value proposition
- Competitor analysis
- Customer validation

DAY 2

MARCH 27

- Customer outreach: Building customers & strategic partnerships
- How do your customers influence your product and business model?
- Google survey form breakout

DAY 3

APRIL 23

- Solutions and prototypes
- Building your prototype in Canva
- Problems solving techniques - Tech & Non-Tech
- Name your start-up and design your logo

DAY 4

APRIL 24

- Writing copy for your business
- Case study: How to talk to developers
- Breakout session: Build your own website

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DAY 5

MAY 14

- Costs and revenue discussion
 - Breakout session: Feedback on costings
 - Q&A
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DAY 6

MAY 15

- Payment platforms overview
 - Marketing 101 workshop
 - Goal setting
 - Let's get social!
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DAY 7

JUNE 4

- Revisiting Lean Canvas
 - Budget planning
 - Meet the interns!
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DAY 8

JUNE 5

- Roadmap review
 - Breakout session: Develop your roadmap to be 'launch ready'
 - Share your insights
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DAY 9

JUNE 25

- Public Speaking 101 with Leah Mether
- Breakout session: 'Pitching for a sale'
- Group discussion - Share your insight

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DAY 10

JUNE 26

- Grant and the business concierges
 - Let's pitch!
 - Goal setting - Setting a launch date for your business
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DAY 11

JULY 16

- Roadmap recap
 - Goal setting review
 - Let's pitch!
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DAY 12

JULY 17

- Group discussion - Reflection
 - Final pitch night refresher
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FINAL PITCH NIGHT

AUGUST 5

APPLY NOW

ST[^]RTUP GIPPSL[^]ND