



Curtin University

Program Information

ignition

igniting innovation in australasia

ignition.curtin.edu.au

Do you have an idea or
innovation that could become
a high growth business?

Join the Curtin Ignition Program

Sunday 26 to Friday 31 August 2018



“Ignition really was the turning point in my business. The networks that I managed to create and the confidence that the course gave me to steer my business in the right direction was invaluable! The support and alumni events after the course help to keep me on the right path and I feel like I have a whole family of excited, enthusiastic like minded entrepreneurs that I can now call on for advice or just to chat! I’m so glad I did the course, within 3 months I’ve successfully raised investment- from 2 sets of angel investors. There is no way I would have been prepared to pitch and demonstrate the potential of my business to the investors had I not attended the Ignition program!”

Marc Berryman - Rhinohide™, Ignition 2015

IGNITION IS AN ANNUAL EVENT HELD IN PERTH.

Run by the Curtin Business School, it is based on the successful Ignite program managed and delivered by the University of Cambridge Judge Business School's Centre for Entrepreneurial Learning (CfEL).

HOW TO APPLY

We encourage new and aspiring entrepreneurs, with limited experience of starting a business to apply; any industry or background is applicable.

FULLY FUNDED SCHOLARSHIP PLACES

There are limited fully funded places available supported by Ignition sponsors and partners. These places are by competitive application. Contact us for further details.

HOW MUCH?

In order to maximise your investment, be prepared to commit one week to this intensive and results focused program.

- \$2,950 per person is your financial investment

Your fee includes all materials, mentoring, networking sessions, buffet lunches, drinks and the final celebration dinner.

This program is heavily subsidised by Curtin scholarship funding, Ignition sponsors and the generosity of many people contributing their time. Without this support, your financial investment would be more than double the program fee

HOW CAN MY BUSINESS/ORGANISATION BE INVOLVED?

We invite organisations interested in supporting innovation and entrepreneurship in Australia to sponsor Ignition, or to provide scholarship places for employees, customers, or stakeholders.

Visit our website or attend an information session to learn more and assess your eligibility.

Are you eligible for a scholarship?
Contact us.

Complete an application form with details of your proposed business or idea.

**Contact Curtin
Executive Education**
+61 8 9266 4555
execed@curtin.edu.au
www.ignition.curtin.edu.au

Application deadlines:
Friday 13 July 2018 at 5pm
– Fully funded scholarship places
Tuesday 24 July at 5pm
– All other applications

What is Ignition?

Ignition is an intensive, one-week training program for aspiring entrepreneurs, academics and corporate innovators to trial then prepare business ideas for the commercial environment.

Ignition is comprised of a blend of practical teaching sessions, expert clinics, mentor sessions and experienced advice and support from leading entrepreneurs and innovators. It will give you the tools, contacts and confidence to transform your idea into a successful business venture.



Who is it for?

The program is aimed at:

Ignition is aimed at founders of an early stage business and anyone with a specific idea for a new or improved product or service, and a passion for developing that idea into a real business proposition over one intensive week.

You might be:

- Thinking of starting a novel business;
- Currently employed or at home and looking to propel your idea;
- Student, graduate or academic considering your own venture;
- Owner, founder or senior manager of an existing business considering diversification of products and markets, or a new venture.



What will you learn?



By the end of the week, you will have a business plan presentation and a clear way forward for your business idea.

You will also have:

- Learned how to explain your business opportunity in commercial terms;
- Learned a commercial approach in the development of innovative ideas;
- Learned how to identify good opportunities in a short period with minimal investment;
- Clarified your business idea, and tested it within a high calibre and safe environment;
- Had a great week of thinking time to accelerate your ideas.

What will you gain?

You will gain the inspiration, motivation and the tools required to commercialise your idea/innovation.

You will also:

- Develop key skills, to allow you to exploit new ideas in response to customer needs more effectively;
- Make a significant network of contacts within the business community, the investor network and your peers on the program;
- Increase your enthusiasm for your innovation, and gain the confidence to plan your next steps.



Welcome and Orientation

An orientation and guest speaker session takes place on Sunday afternoon before the main week of activities.

This is your first opportunity to meet the team, Ignition colleagues, your mentor, and MBA facilitators, who are available to support you during the week. The learning begins on Monday with an intense program of keynote presentations, workshops, group mentor sessions, one-to-one clinics, pitches and networking evenings.



Marketing

Marketing plays a critical role in successfully taking new products and services to early customers. Marketing terms such as value proposition, market segmentation, target markets, channels to market and brand will be discussed and you will develop a market strategy that will build awareness of your product or service within your intended customer base.

You will begin to gather market data that will underpin and support your sales projections and will develop an elevator pitch that describes your idea. You will use the elevator pitch throughout the week when meeting someone for the first time.

Business Models

Gain an understanding of the importance of business models and your industry value chain that will support the operation and structure of your business. Look at techniques to analyse your available business model options.

Understand the practical steps needed to protect your intellectual property and put in place a legal framework to support your business operation.



Finance

Accounting terms will be demystified and you will learn what the CEO needs to know about finance. You will develop realistic cash projections and learn the importance of how to assess the viability of your new business venture.

Sources of funding will be discussed and you will learn what an investor is looking for, where to find them and how to make the approach.



Team Building, Presentation Skills and Selling Your Idea

You're going to need a great team around you, with the right set of skills at the right level to help your business develop at different stages. Reflect on your skills and understand the type of people and skills you will need around you to take your business to the next level and into the future.

Selling skills are critically important for the new venture, learn how to sell at all levels; to investors, customers, board of directors or even your boss.

Learn the do's and don'ts of business plan presentations and how to deliver a winning pitch.

Clinics and Business Plan Presentation

Today, you will receive one-to-one advice on your specific issues in clinic sessions with lawyers, accountants, marketing and financial experts, and other professionals.

You will present your business plan to an objective panel of experts from whom you will receive feedback. You may opt to take this advice and form an action plan to take your idea forward from this dress rehearsal into the real world. This session provides a useful reality check about your business idea, whether to take it forward, and if so how to do it.

After your presentation join your fellow Ignition colleagues, the Ignition team, speakers, advisors and professionals you've met during the week for a wrap up session followed by a celebration dinner.



What next?

- Visit our website
- Book to attend an information session
- Call us to arrange to talk with someone who has completed the program
- Complete the online application form



“Ignition 2011 is a major milestone in my growth as an entrepreneur. Ignition gave me invaluable education, self-confidence and networks.

I always recommend the program to any budding entrepreneurs I meet.”

Sharon Grosser, Founder, SEQTA, Ignition 2011

CONTACT

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