

Ignition 2019 Timetable

Timetable	Sunday 25th August	Monday 26th August	Tuesday 27th August	Wednesday 28th August	Thursday 29th August	Friday 30th August		
Ignition 2019 (Sunday to Friday)	WELCOME	BUSINESS MODELS & MARKETING	FINANCE & INVESTMENT	INTELLECTUAL PROPERTY (IP)	TEAM BUILDING & LAUNCHING YOUR IDEA	CLINICS, POSTERS & PRESENTATIONS		
8:00		Coffee & Tea	One on One Sign up Sheets up 8am	Coffee & Tea	Coffee & Tea	Coffee & Tea		
08:15		Seated for 8:30am Start (sharp)					One on One Sessions 8:30am Sharp	
08:30 - 10:00 MORNING SESSION -90 minutes-		Defining your Business Model & Value Chain Matt Macfarlane	Financing Strategy & Raising Equity Funds Larry Lopez	Understanding IP: Supporting Your Commercial Objectives Albert Ferraloro & Mark Pullen	How to Build a Great Team Paul Herz	One to One Clinics	Preparing Posters & Poster Session	
10:00 - 10:30		Quick Break + Morning Tea	Quick Break + Morning Tea	Quick Break + Morning Tea	Quick Break + Morning Tea	Quick Break + Morning Tea	Quick Break + Morning Tea	
10:30 - 11:30 SESSION 2 -60 minutes-		Marketing Foundations for Business Start-Ups Nicolle Jenkins	How to prepare the financials & Management Accounts Lacey Filipich	OPTION 1 Patents - A Case Study Rohan McDougall	OPTION 2 Trademarks / Brand - A Case Study Charlie Gunningham	Creating a Winning Presentation Tash Ayres	One to One Clinics	Preparing Posters & Poster Session
11:30 - 11:40		Stretch Break (10 Minutes)						
11:40 - 12:40 SESSION 3 -60 minutes-		Customer Profiling, Market Research, & Validation Adam Clune	Bootstrap Your Business Callum McCracken & Mick Bellby	Digital Marketing - Eco System & Early Brand Building Cam Sinclair	Grit, Determination, and Bringing Your Business to Life Marc Berryman	12:00 - 1:00 Lunch		
12:40 - 1:30pm		Lunch	Lunch	Lunch	Group Photo - Then Lunch			
1:30 - 2:15pm SESSION 4 / MENTOR SESSION		Arrival & Registration	Selling to First Customers Andy Lamb	Developing the Financial Model Mentor Team	IP / Brand Strategy, Digital Marketing / Branding, and Building Your Pitch Deck Mentor Team	Go To Market Strategy, Poster and Pitch Preparation Mentor Team	Business Plan Pitches	Poster Session
2:15pm MENTOR SESSION (Coffee & Tea Served at 3:15)		Ignition Academic Lead Welcome Welcome to Country CBS Pro Vice Chancellor Keynote Speaker	Business Models, Buyer Types, Market Research, and Validation Mentor Team				Top 3 Pitches & Wrap Up Session	
5:00 - 5:30pm NETWORKING	Group Introductions	Networking & Drinks	Networking & Drinks					
5:30 - 5:45pm		Move to Theatre	Move to Theatre					
5:45 - 7:15pm EVENING EVENTS	Informal Networking Close 6:30pm	Panel Session Ask the Alumni Host: Steve Carroll, RSM	Panel Session Funding your Business: Equity & Grants Host: Larry Lopez, AusIndustry			6:00pm Celebration Networking Event		
		*Panel Sign up reminder		7pm Finish				
					9pm Finish			