



# IDEAS2MARKET

INTRODUCTORY

## A comprehensive introduction to starting a business and taking an innovative idea to market

The Ideas2Market Introductory workshop is designed for those who would like to start a business, inventors, or those with early-stage business ideas.

This full day workshop will cover topics such as:

- How to determine the feasibility of your idea
- Writing your business plan
- Protecting your intellectual property
- Marketing strategies, including social media
- Accessing funding and government grants
- How to pitch your idea to investors and customers

You'll also hear success stories from local business owners who have been there and done it all before.

An initiative of the Queensland Government's Department of Employment, Economic Development and Innovation, the Ideas2Market small business workshops are delivered around Queensland by the AIC's experienced facilitators and include a range of guest speakers including patent attorneys and real-life business case studies. Since 2005, the Ideas2Market small business program has assisted more than 1,300 entrepreneurs and small business owners take their ideas to market.

“A fantastic wealth of knowledge in the room. Great speakers.”

Aaron Rika | LokaLadda

“Starting out with an invention can be a daunting prospect. Ideas2Market lays out the bare bones and gives you a clear process on how to make your great idea a commercially viable reality.”

David Kemp | Angel Feather Pty Ltd

“Very informative, professional and casual presentation from people who have good industry experience, not just text book scenarios.”

Sue Carroll | Investors in Nature

## REGISTER NOW!

Visit [www.usicom.com/ideas2market](http://www.usicom.com/ideas2market) to find scheduled workshops in your region and to register online.

t: 07 3364 0621

e: [ideas2market@usicom.com](mailto:ideas2market@usicom.com)

**Cost:** \$110 per person (includes hard copy workbook and all catering)

# IDEAS 2 MARKET

## Introductory Workshop Program

\* please note: program may change slightly depending on availability of guest speakers

| TIME              | TOPIC   |
|-------------------|---|
| 9:00am – 9:45am   | <b>Module One: Taking Your Idea to Market</b> <ul style="list-style-type: none"> <li>How to determine feasibility of your idea</li> <li>Different paths to market</li> <li>Be prepared - what to consider before you start</li> </ul> |
| 9:45am – 10:30am  | <b>Module Two: Strategic Planning</b> <ul style="list-style-type: none"> <li>Company structures: which one is right for you?</li> <li>Market analysis and environmental scanning</li> </ul>   |
| 10:30am – 11:00am | <b>Morning Tea and Networking</b>   |
| 11:00am – 11:45am | <b>Module Three: Marketing Your Business</b> <ul style="list-style-type: none"> <li>Identifying your target market</li> <li>Social media tools and techniques</li> <li>Creating a brand and building a brand strategy</li> </ul>      |
| 11:45am – 12:30pm | <b>Case Study</b><br><i>Presented by local business owner</i> <ul style="list-style-type: none"> <li>The story behind the business</li> <li>Tips for success</li> </ul>   |
| 12:30pm – 1:30pm  | <b>Lunch and Networking</b>   |
| 1:30pm - 2:00pm   | <b>Module Four: Business Communication</b> <ul style="list-style-type: none"> <li>The importance of communicating your idea</li> <li>Types of pitches</li> <li>Pitching skills and techniques</li> </ul>                              |
| 2:00pm – 3:00pm   | <b>Module Five: Protecting Your Idea</b><br><i>Presented by Shelston IP</i> <ul style="list-style-type: none"> <li>What is intellectual property (IP)?</li> <li>How IP creates value in a business</li> </ul>                         |
| 3:00pm – 3:30pm   | <b>Module Six: Business Planning</b> <ul style="list-style-type: none"> <li>The value of a business plan</li> <li>Guide to developing a business plan</li> </ul>  |
| 3:30pm – 4:00pm   | <b>Afternoon Tea and Networking</b>   |
| 4:00pm – 4:45pm   | <b>Module Seven: Business Finance</b> <ul style="list-style-type: none"> <li>Understanding profit and loss</li> <li>Managing cash flow</li> <li>Sourcing capital – investors and funding</li> </ul>                                   |
| 4:45pm - 5:00pm   | <b>Tools to assist you</b> <ul style="list-style-type: none"> <li>Government programs and funding available</li> <li>The AIC and free resources for entrepreneurs</li> </ul>  |

“A really great outline of what people need to focus on in order to succeed in small business.”

Sandy Russell | Sister Tree

### Introductory Workshop Program Dates

#### Gympie

Wednesday 19 October 2011

#### Toowoomba

Wednesday 26 October 2011

#### Townsville

Wednesday 23 November 2011

#### Cairns

Thursday 24 November 2011

#### Rockhampton

Wednesday 30 November 2011

#### Gladstone

Thursday 1 March 2012

#### Brisbane South

Thursday 24 May 2012

