

IDEAS 2 MARKET[®]

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, 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 1,506 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!

To register go to www.ausicom.com/ideas2market to find scheduled workshops in your region and to register online.

t: 07 3364 0700

e: ideas2market@ausicom.com

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



Scan our QR code or go to www.ausicom.com/ideas2market

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Introductory Workshop Program

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

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

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

Sandy Russell | Sister Tree

Introductory Workshop Schedule for 2012/13

Brisbane

Thursday, 25 October 2012

Townsville

Wednesday, 5 December 2012

Cairns

Thursday, 6 December 2012

Maryborough

Thursday, 7 March 2013

Mount Isa

Wednesday, 13 March 2013

Rockhampton

Tuesday, 9 April 2013

Mackay

Thursday, 11 April 2013

Ipswich

Wednesday, 17 April 2013

To register

Go to www.ausicom.com/events

