



As part of its professional development program Ideas2Market, the AIC has worked a group of 20 secondary students at the Queensland Academy of Science, Mathematics and Technology (QASMT) in Toowong to deliver a ten-week course on entrepreneurship and commercialisation.

QASMT design and technology teacher David Gooch saw a need for this kind of program and as a past Ideas2Market participant himself, contacted to AIC to develop a workshop that was tailored to the needs of his students.

Delivered as a series of eight, two hour modules, the Ideas2Market program introduced the students to a number of new concepts, given them the opportunity to workshop their own ideas, and provided them with insights from a range of commercialisation professionals.

"I knew we had a number of students in our school that had product ideas in their heads but had no idea what to do with them. We developed our 'Beyond and Idea' program as an adaptation of the Ideas2Market format for our year 10-12 students," Mr Gooch said.

"The exposure of our students to commercialisation experts has been brilliant. The opportunities for students to actively deal with the challenges and pathways to being an entrepreneur has been very well received."

Another highlight of the program was the live case studies that spoke to the group about their own experiences with taking an innovative idea to market. Glen Riverstone from "Snap-It" and Sarah Frith from "Farm Fresh Central" were both very young when they started their thriving businesses, and their stories and experiences were an inspiration to the QASMT students.

This program concluded with a pitch competition at Brisbane Technology Park, where the students presented their ideas to a panel of experts.