The Incubator’s Go Program is designed to help you on your journey from initial idea, through to sustainable venture. Running over a 10 week iterative period, each week explores a different theme, starting with idea generation and ending with a pitch competition. It consists of weekly practical workshops and events to give a good awareness and understanding of each key step along the entrepreneur or innovation journey. You can follow the entire week program, coming to all of the workshops and events, or you can dip into the particular themes you are interested in. For those who wish to know more about a specific subject we also offer short courses providing a deeper expert understanding.

Registration will be available closer to the date. Sign up to become a member and stay updated.

www.mq.edu.au/incubator

The Go Program
Start date: 3rd of April, Workshops on Tuesdays, Speaker Series on Wednesdays 5:30-7:30pm, Price: FREE

WEEK 1
IDEA GENERATION
The first thing start-ups need is a great problem to solve.

Workshop 1: Drawing on cutting edge research on new ventures, this workshop lets you experience and make sense of entrepreneurial problems. It explores the origins of entrepreneurship – how you get started, where do good ideas come from and how do you move them forward.

Event 1: Speaker series based around idea generation

WEEK 2
CUSTOMER DISCOVERY
Understanding the people your problem touches, your potential customers

Workshop 2: teaches the tools and techniques of customer discovery as well as why this is critically important for every start-up. Attendees will understand customer personas, how to talk to customers to find out what they really think and how to plan this phase of work.

Event 2: Speaker series based around customer discovery

WEEK 3
PRODUCT DEVELOPMENT
How to come up with an awesome solution.

Workshop 3: teaches how to develop an innovative, competitive and validated solution to the problem you have identified. It teaches you how to rapidly develop a minimum viable product to get you into the market, and also covers product safety and liability.

Event 3: Speaker series based around product development

WEEK 4
EXECUTION
Now you have a great solution, you just have to build it!

Workshop 4: teaches you how to turn your product or service solution into reality. It covers build or buy decisions, supply chain, getting the right team in place and testing the product and build process.

Event 4: Speaker series based around execution and operations

WEEK 5
FINANCES AND REVENUE
An important part of running a business or social venture is making money, or perhaps not running out of money.

Workshop 5: teaches how to understand costs, outsourcing, revenue models and profitability. It also identifies sources of funding and pre-sales crowd-funding platforms.

Event 5: Speaker series based around finances and revenue

WEEK 6
LEGAL AND REGISTRATION
You will want to protect your secret sauce, form a company and not run into legal issues.

Workshop 6: teaches the legal issues surrounding starting a business including IP, insurance, accounting, equity and employing staff.

Event 6: Speaker series based around legal and registration

WEEK 7
BRANDING AND SOCIAL MEDIA
Getting the message out there.

Workshop 7: teaches what is a brand and how to build one, channels and ways to reach the customer, knowing your audience and creating content. The workshop also covers general points of PR and promotion.

Event 7: Speaker series based around branding and social media

WEEK 8
WEBSITE AND SEO
You need to be online.

Workshop 8: teaches attendees to create a basic website and includes ways of search engine optimisation and guerrilla marketing tactics.

Event 8: Speaker series based around website and SEO

WEEK 9
PITCHING 101
Articulate your vision and hook someone into taking part.

Workshop 9: teaches how to create, give and refine your pitch for your business concept in front of a panel of coaches and other pitchers.

Event 9: Speaker series based around pitching ideas to investors and customers

WEEK 10
PROFESSIONAL NETWORKING AND PITCH COMPETITION
Networking is a critical part of any entrepreneur’s toolkit.

Workshop 10: teaches the less obvious art of successful networking, allowing you to identify opportunities to meet the right people and take advantage of serendipity.

Event 10: To celebrate the completion of the Go Program, week 10 includes an open pitch session. Participants pitch for a small prize and ongoing support from the Macquarie University Incubator. A networking session closes the evening and celebrates the end of the program.