



# Incubator

**We help get your startup ready for growth.**

**ECOTOURISM BASECAMP**

**STARTING JUNE 7, 2019**

# Incubator



## ECOTOURISM BASECAMP

STARTING JUNE 7, 2019

BaseCamp is a combination of an intensive 6-week, part-time, pre-accelerator program run out of Pollinator's City Hive followed by an additional four months of ongoing support. It connects you with a community of successful mentors, investors and advisers to help you take your startup idea to the next level and provide the content and environment to grow your skills as a founder.

Basecamp is designed for founders and startups who have an existing idea or business that they want to take to the next level.

Whether you are pre-revenue, have existing funding or if you're just starting out, Basecamp will help grow both your business and your skills as a founder.

## We help get your startup ready for growth.

We draw on the very best contemporary approaches to build sustainable technology businesses, straight from the innovation capitals of the world.

### Google design sprint

Developed by Google, design sprints is a proven model to test, iterate and improve your product in collaboration with your customers.

### Lean Startup

The foundation for many modern startups approaches, the Lean Startup is a critical part of any founder's toolkit.

### Design thinking

Developed by Stanford and used by many of the world's biggest brands, design thinking is an approach to developing products that your customers will love.

For more information contact Emma Jackson via [learning@pollinators.org.au](mailto:learning@pollinators.org.au) or 9965 5371

# Incubator



## THE BEST 6-WEEKS YOU'VE EVER INVESTED IN.

Over the 6-week intensive program you will have the opportunity to focus on your business through a practical curriculum of topics critical to any successful founder. By the end of the program you'll have a stronger business and be a stronger founder.

*\*Time commitment is approximately 5 hours per week (2 hours of workshops and 3 hours of assignment work).*

### Topics

### What you'll work on

How to build an enduring business

- Articulating your business model and how to make it sustainable
- Developing your unique value proposition
- Understanding the competitor landscape and how you plan on competing

How to make a product your customers will love

- Using design thinking to deeply understand your customers needs, goals and motivations
- Undertaking research to develop key insights on what will make customers love your product

How to turn your idea into a reality

- Defining design sprints to test your product proposition
- Making your Minimum Lovable Product
- Determining the right approach for developing your product

How to make your startup into a rocketship

- Finding your first customer and building a loyal customer base
- Understanding pirate metrics and defining your growth marketing strategies
- Selecting your digital marketing toolkit

How to stay sane while changing the world

- Structuring your team and advisors
- Understanding company incorporation and shareholder agreements
- Maintaining the right founder mindset
- Ensuring you cross your t's and dot your i's (legal and IP)

How to keep going up and to the right

- Selecting the right fundraising approach, timing and strategy
- Developing your pitch ready to share your startup with the world

For more information contact Emma Jackson via [learning@pollinators.org.au](mailto:learning@pollinators.org.au) or 9965 5371

# Incubator



## WHAT YOU GET

- Full day workshop at the KickStarter event
- 6-weeks of intensive business support, with Program Facilitator, Sam Birmingham once a week (valued at \$3000).
- Dedicated Incubator co-working room at City Hive for 6 months
- Ongoing access to mentoring and business training
- Opportunity to pitch at the end of the 6 week intensive for an additional \$1200 worth of individual mentoring, training and travel.
- Pollinators membership till the end of December, giving you free access to all member networking events.

## COST - \$150

We have found that people don't value things that are free. So we are asking participants to invest a small amount to confirm their place.

## Are you ready to take up the challenge?

Contact Emma Jackson via [learning@pollinators.org.au](mailto:learning@pollinators.org.au) or 9965 5371 to secure your place.

## Program Facilitator Sam Birmingham – Bio

Sam Birmingham is an experienced member of WA's startup community, having launched initiatives such as Startup Weekend and Coder Dojo WA, supported regional education and innovation programs in Perth and throughout the regions, from Bunbury to Port Hedland, as well as interstate and overseas.

Sam founded his first digital technology startup in 2008 and over the following decade has provided startup coaching as a key member of Australia's original startup incubator, Pollenizer, working with hundreds of companies from the founder and small businesses stage all the way up to large multinationals.

He co-authored the DIY Incubator book 60 Day Startup and, more recently, launched and co-ordinated a first-of-its-kind undergraduate unit Innovation and Startup Practice in conjunction with the Faculty of Engineering and University of Western Australia. Sam was a founding Board Member of StartupWA and remains actively involved in the development of Western Australia's startup ecosystem through StartupWA and other organisations supporting the tech startup / digital innovation economy.

For more information contact Emma Jackson via [learning@pollinators.org.au](mailto:learning@pollinators.org.au) or 9965 5371