Regional Innovation Growth Hack – Kadina; Employability Skills, Entrepreneurial Mindset and Team Work

6-7 December 2022 from 9.30 am – 2.30 pm, CCSLC, 1 Doswell Terrace Kadina, SA 5554

Pitch Night is 14.12.22 from 6-8 pm, venue TBC

What is Growth Hacking?

Growth hacking is a process of rapid experimentation across marketing channels and product development to identify the most effective, efficient ways to grow a business. Growth hacking refers to a set of both conventional and unconventional marketing experiments that lead to growth of a business.

A growth hack is designed to achieve practical outcomes in a short space of time, including increasing social media followers and engagement, updating your online presence and digital footprint, gaining customers and sales. And if you are at business idea stage the focus is on validating that your idea could be a viable and sustainable business.

Who is involved?

Self-employed people and small business owners, including people who have business ideas, pitch their business for potential team members (the audience) to work with them.

The audience can include job seekers and Workforce Australia participants, students (high school, VET and Higher Education), business, industry and regional mentors, speakers, panels members (for the final pitch), and broader entrepreneurial ecosystem members, and supporters.

Register as a pitcher, which means you have a business idea to explore or an existing business to work on, a participant/team members, or a mentor/supporter giving time that you have available face to face, via phone and/or online.

Learning Outcomes

1. gain a better understanding of what's involved in starting a business
2. generate and validate business ideas
3. make an informed decision about whether self-employment is right for you
4. experience the benefits and drawbacks of self-employment
5. become familiar with the programs and services in your small business ecosystem that can help you to start and run a business
6. experience some of the challenges that you may face while starting and running a business and the strategies to work through those challenges
7. how to generate and validate business ideas, new experiences, products and services, with ideas identified as either potentially viable or not viable, and how the idea can be adjusted to be viable

NB. If you are a Workforce Australia participant and you complete the Growth Hack then 20 points will be available to you.

Learning Outcomes

8. be capable of identifying which business structure would be most appropriate for their business idea

9. have a general awareness of the key legal, insurance and tax requirements for business owners, and

10. understand the importance of book-keeping for businesses

11. be able to explain why a digital presence is important for businesses

12. have identified what an appropriate digital footprint for your business idea looks like

13. know where you can seek support developing an appropriate web presence for their business idea

14. understand how and why you should develop appropriate branding for your business idea

15. be capable of identifying the value proposition of your business idea

16. have selected an appropriate marketing mix for your chosen business idea/business

17. develop employability skills and new connections

Pitch Session

- From an initial pitch session (60 seconds), followed by the 'hustle', participants from the audience chose a team that they want to work on.
- Teams meet to hone those things that are on the to do list, prioritising with the following checklist to identify practical tasks that need to be done.

Day 1

- Welcome and introductions; Acknowledgement of country; Overview of the growth hack approach
- Pitches
- Hustle
- Morning tea
- Speaker – Problem vs Solution
- Lunch
- Speaker - Business Idea Generation and Validation
- Afternoon tea

Day 2

- Speaker – Start-Up Essentials
- Growth hack
- Morning tea
- Speaker – Going Digital
- Growth hack
- Lunch
- Speaker – Branding and Marketing
- Afternoon tea
- Take stock and get ready for day 3

Day 3 and Pitch Night 14.12.22, 6-8 pm

- Speaker – Inspiring Entrepreneur/Founder with a focus on pros / cons / what to expect / resilience
- Growth hack to pull together evidence and information on progress and outcomes
- Morning tea
- Speaker – Perfecting your Pitch
- Growth hack your pitch deck, public speaking, changes made and achievements
- Lunch
- Growth hack on pitch prep – decide who will do what and practice
- Afternoon tea
- Take stock and get ready for pitch night/showcase

14.12.22 Pitch Night – 6.00 pm – 8.00 pm Venue TBC where each team has 3 minutes to pitch what they have worked on including progress, outcomes, team and sales, with a panel for feedback and community voting on best pitches for prizes.

Judges, Prizes, Speakers, Sponsors, Support

3-4 judges are required for the Pitch Night on 14.12.22 so if you are interested in being involved then please get in touch

Prizes for first, second and third can include money can't buy experiences, technology, tools and equipment, space, tickets, workshops

Speakers are required for the following topics –

Sponsors – 4 x $500 for the 2 day Growth Hack; plus the Pitch Night with options available from $500.00

Support that would be wonderful includes fuel cards; travel and accommodation; meals; childcare; pet sitting; transport; food truck/catering; photography & videography; live streaming of the event; drinks; access to computers; internet; venues.

FAQs

1. How will the learning outcomes be achieved? The learning outcomes will be achieved by:
- Action learning by working on a business idea/existing business
- Group and one-on-one mentoring and coaching
- Speakers content and online learning
- Pitching outcomes and celebrating progress
- Referrals to other programs and support

2. Are strategies for pivoting business direction or product development included for participants where it is apparent MVP is not appropriate or scalable? Yes – this is drawn out in the validation process and when considering alternative solutions, products, services and experiences. Understanding the problem is fundamental here and coaches/mentors will help to guide this direction.

3. Are there any topics on self-employment as a choice (pros / cons / what to expect / resilience etc.)? A number of speakers will touch on this topic especially the Inspiring Entrepreneur/Founder.

4. Are there local labour market / business minds present to provide advice on viability in the local target market? Yes see stakeholder list including Employment & Entrepreneurship Facilitators, Regional Development Australia and Council representatives.

5. Is there any formal delivery structure of learning? Yes

Contact Details and Free Registration

Please contact Wendy Perry via wendy@seatovalleystartups.com.au
or call 0416 150 491, 08 387 9800 with any questions, thank you.

Read more here>

https://seatovalleystartups.com.au/regional-innovation-growth-hack/

Facebook event

Meetup event

LinkedIn event

Free registration: https://www.eventbrite.com.au/e/regional-innovation-growth-hack-in-kadina-tickets-463472618077