

STAR4000

Innovation, Startups and Entrepreneurship

accelerated by  **slingshot**



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

STAR4000

Welcome to STAR4000 Innovation, Startups and Entrepreneurship. A course for entrepreneurs taught by successful entrepreneurs. This course will develop your skills in entrepreneurship and assist in building an understanding of the key elements of business creation, providing pathways for innovation and future self employment.

The course is structured into an intensive 5 day bootcamp from 29th June - 5th July 2017, covering topics including business modelling, marketing and growth hacking, raising capital and pitching. Unlike other courses, you will be taught by successful entrepreneurs, venture capitalists, business strategists and corporate leaders from around Australia.

The cost of starting a business has never been lower. The ability to produce a product and distribute that product to millions of customers quickly via the internet has created a boom in new startup businesses.

However most startup companies still fail and entrepreneurs continue to build products that no customer wants or will pay for. Recently, academics and successful entrepreneurs have worked together to define a path for taking ideas, rapidly testing them and growing those ideas into high growth scalable business. This process is now

described as the Lean Startup methodology. This course will teach you foundations of the methodology but more importantly give you practical experience and insights from successful entrepreneurs on how they have implemented the methodology in their businesses.

Star4000 is also highly recommended for intrapreneurs and corporate innovation teams looking to build new products and customer acquisition quickly to reduce time and resources.

Learning Outcomes

- How to start a new venture
- Understand the principles of lean innovation
- Develop a viable business model
- Avoid building products that customers don't want
- Protect your product and trademarks
- Marketing strategies to gain product growth quickly
- Raising capital for your venture
- Sharpen your pitch and presentation skills

Date	Topic	Presenter
Thursday 29th June	Introduction to entrepreneurship Why be an entrepreneur The Future of Work How to be a Rockstar Founder 'Running' an International Startup Journey of a Startup	Trent Bagnall To be advised Steve Sammartino Brendan Yell Julie Stevanja Alli Baker
Friday 30th June	Business Modelling Build a product customers want	Trent Bagnall and Brian Hill
Monday 3rd July	Branding and perception Digital Marketing Growth Hacking workshop	Franziska Iseli Anny Havercroft Jared Codling
Tuesday 4th July	IP and Trademarks Public Relations Pitching your business idea	Lauren Eade and Will Hird Lauren Trucksess Craig Lambert
Wednesday 5th July	Venture Capital Raising Capital and Investment ASSESSMENT DUE: Pitch Presentation	Vicky Lay Trent Bagnall
Sunday 13th August	ASSESSMENT DUE: Business Model	

SPEAKER PROFILES



Steve Sammartino Author and Startup Mentor

Steve is one Australia's most respected futurists and business technologists. Having started his first startup at age 12, he went on to found multiple tech startups including one of the first "sharing economy" businesses. An author, investor and regular media commentator, his experience means he intimately understands the disruptive forces many established companies are facing today.



Julie Stevanja Founder, Stylerunner

In 2012, Stylerunner founder Julie Stevanja was based in London working for a tech start-up and attending Bikram yoga five times a week. Although living in one of the most fashionable cities in the world, it was here that she found that she wasn't able to find a big enough selection of stylish activewear to meet her needs.

Realising the gap in the market was the perfect opportunity for an e-commerce store with beautifully curated activewear to an international audience, Stevanja committed to creating the world's first premier online sportswear store and launched Stylerunner just three months later. Fast forward four years, and Stylerunner is the largest online activewear e-tailer in the world offering a coveted range of brands and product like no other.



Franziska Iseli Co-founder, Basic Bananas

Franziska is a maverick entrepreneur, leading marketing and brand strategist, speaker, author and the co-founder of BasicBananas.com, OceanLovers.com, YoursSocially.com and TheBusinessHood.com.

In 2013 Franziska was awarded the Young Entrepreneur of the Year award recognising her innovation, creativity and philanthropic involvement.

She has this rare combination of being both extremely strategic and creative which makes her a powerful thought leader in the business world. Franziska is the author of Bananas About Marketing and Perception and regularly contributes to various publications including The Huffington Post.



Anny Havercroft Head of Brand, Yahoo

An award-winning, progressive and visionary marketing communications leader with over 16 years global advertising agency experience consulting to top tier ASX, FTSE and Dow Jones companies.

Anny has a proven track record in commercialising emerging marketing communications products/services and building new revenue streams and extensive digital and brand communications experience globally across categories such as apparel, banking/finance, entertainment, fast-moving-consumer-goods (FMCG), not-for-profit and technology.



Brian Hill Co-Founder, Assemblent

An experienced digital strategist and health professional with a track record in business innovation, service transformation programs and startup ecosystem development in ACT, Hunter and Central Coast regions.

Adept at leveraging technology for business, health and environmental innovations, my consulting experience covers

Digital Strategy + Services, Enterprise scale project delivery in Health, Govt and Industry settings.



Jared Codling Founder, The TechFit Group

Jared is a serial entrepreneur and startup founder, expert growth hacker, programmer, designer and marketer that believes nothing is impossible if you work hard enough.



Trent Bagnall Founder of Slingshot

At 29, Trent listed QMASTOR Limited [ASX:QML], a successful tech company he spent ten years building 3 to 110 employees with offices in five countries.

Now as the Founder of Slingshot Accelerator, his vision is to help motivated companies win. Trent is also the non-executive Director of Camplify and Chairman of Dantia.



Craig Lambert Founder of Slingshot

Craig Lambert has over 20 years experience transforming businesses through sales and marketing to reach their full potential. Having previously worked for companies including Yahoo!, Craig now works with top tier corporates to facilitate corporate innovation programs. He has invested in over 50 startups to date and is a highly sought after speaker and thought leader.



Brendan Yell Startup Mentor, Director SendGrid and Startup Grind

Very active in the startup community, Brendan is the Sydney Director of Startup Grinder and a mentor at the Slingshot, Telstra Muru-D, AngelCube and Vocus Upstart accelerators. He is also the pitch coach for the Rise Conference in Hong Kong (powered by Web Summit).

Brendan has founded successful startups including shopfree.com and recipelover.com and is currently the director of SendGrid.

Brendan is also actively advising a number of startups including VinoMofo, BugWolf, Gusto, Flixsense, CrowdCarnivore and NewsMaven.



Lauren Truksess Account Director, Media & Capital Partners

Originally from the US, Lauren is former TV news producer and video journalist with more than nine years' experience across journalism, public relations, and marketing. Lauren specialises in content marketing, particularly for technology brands and has a proven track record of developing insight-driven content to support Digital, Social, and PR campaigns.

She has worked with large technology powerhouses including IBM, VMWare, SanDisk, popular consumer brands including Beats by Dr Dre, WeChat and Eventbrite as well as leading startups and up-and-coming health and biotech businesses.



Alli Baker Founder and CEO, Workible

Alli is Co-Founder and CEO of The Workible Network, one of Australia's leading HR Technology providers powering the largest network of connected job sites in the country including the national job marketplace, WorkibleJOBS.

Driven by her love of challenging the status quo, Alli is an award-winning businesswoman and young entrepreneur with a proven track record including having been recognized as one of Australia's Top 50 Female Entrepreneurs Under 40 for the last two consecutive years.



Vicky Lay Managing Director, Artesian Venture Capital

Vicky is a serial entrepreneur who is passionate about business and finding creative ways to help people. At 22, she co-founded zookal.com - a Silicon Valley venture-backed e-learning and textbook rental company that turned over \$20M in revenue. As their COO, Vicky successfully scaled

the business 10x year on year. Currently she serves as a MD at Artesian Venture Partners building startup ecosystems across Australia and ASEAN, decoding the DNA of entrepreneurial success and helping more entrepreneurs secure funding. She also founded and serves on the boards of Young Achievement Australia and JA Australia and was also recognised as a Forbes Asia 30 under 30 recipient in April 2017.



About Slingshot

Slingshot supplies large corporates with world-class innovation programs. We do this by providing programs that bring corporates together with small disruptive startups and entrepreneurs who are building innovative and potentially market changing technologies.

Our startup programs provide entrepreneurs with finance, mentorship and a dynamic work environment that stimulates creativity and productivity. Our programs are rigorous, rapid and can achieve dramatic commercial results. This is not theatre. The results are real and you can expect:

- **new commercial opportunities**
- **valuable market insight and learnings**
- **access to talent and new technology**
- **media exposure**
- **improved company-wide understanding of innovation**
- **exposure to potential new customers**

The startups bring skills in starting with potentially business changing technology to our corporate customers providing real business impact. The corporate brings skills in scaling businesses and the large customer base to rapidly deliver great outcomes for the customers.

Slingshot is delivering these programs to some of Australia's and global leading brands including Qantas, HCF, SEEK, Hudson, Innovation NSW, NRMA and ING Direct

Slingshot are proud to have invested in over 50 new companies with our Alumni including Camplify, Gamurs, Hive UAV, Car Next Door and Villalet to name but a few.

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