



accelerating innovative mumpreneurs

# AIM PROGRAMME OUTLINES

## OBJECTIVES

- To develop the skills and abilities of startup entrepreneurs
- To validate new business ideas to improve business sustainability
- To create a robust business action plan for business development
- To promote collaboration and a supportive network of entrepreneurs and mentors in regional areas
- To identify strategies to create a harmonious balance between work and family commitments



## CONTENT

### Business Plan Session (following Lean Canvas Model)

- Prepare Mindset - Understand who you are and what you want
- Week 1 What Problem do you want to solve?
- Week 2 The A to Z of your Ideal Customer
- Week 3 Forming Your Unique Value Proposition
- Week 4 Defining Your Solution
- Week 5 What Channels do you need to use
- Week 6 Consider the Relevant Revenue Streams
- Week 7 Realistic Cash Flow Budget Based on Cost Structure
- Week 8 Setting Key Metrics & Understanding Your Unfair Advantage
- Finale

### Harmony Integration

- Finding Your Balance
- Benefits of Regular Physical Activity
- Unleashing Your Creativity
- Getting Organised
- Developing Your Professional Image
- Family Inclusion is Essential
- Consider the Nutritional Value
- Take Timeout for Yourself
- Pitch Presentation Dinner

## ANTICIPATED OUTCOMES

- Business Action Plan (detailing tasks, objectives, timeframes, responsible party and costs or resources)
- Knowledge and understanding of the required elements of operating a sustainable business
- Validated business concept and appropriate business model to execute the plan
- Strong AIM cohort relationships
- Network of mentors for ongoing support and development
- Improved time-management, organisational and life skills
- Harmony within the family environment that supports entrepreneurship
- Final Report prepared by Consultant



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## AIM PROGRAMME FAQ'S

### **Is the AIM programme only open to Mothers?**

No, anyone can participate providing they are willing to be actively involved in all elements of the programme.

### **Do I have to be approved for the Home Based Business Grant to participate?**

No, anyone can participate providing they are willing to be actively involved in all elements of the programme. Payment is required in 3 instalments if approval for the grant has not been received prior to the programme commencing.

### **What payment options are available?**

Payment options are Cash (not preferred), Direct Deposit (preferred) or Credit Card.

Note: Credit Card payments will attract an additional 2% to cover the associated fees.

### **If I cannot attend the group sessions in person, can I still participate?**

No, there is currently no option for online or web based interaction, though this is something we are working on for future deliveries of the programme. In person attendance to this programme is currently required.

### **If I am approved for the grant, but then do not complete the programme and submit the authority for payment of the grant, am I liable for the programme cost?**

Yes, by signing up to participate in the programme you are agreeing to pay the full cost of the programme regardless of whether you complete or not. Therefore, if you are not fully committed to the entire programme, we suggest you wait until your situation changes and not apply at this time.

### **Do I have to be a startup to participate?**

No, though the programme is designed to start at the beginning of the process of developing a new business, you can also use the process to work on improving your existing business, or to develop an idea to expand your existing business.

### **I do not need to rent a desk at Canvas Coworking Space, can I get a discounted price?**

No, the desk rental has been provided by Canvas Coworking Inc. to support the collaboration and networking opportunities for the participants and mentors as a group. The use of / or non-use of the desk does not impact the overall cost of the programme.

### **Do I need to become a Member of Canvas Coworking Inc. to participate in the programme?**

No, however being a Member offers additional benefits which are useful to entrepreneurs, such as free parking, free printing, free wifi, free coffee and discounted tickets to other workshops and events that take place in the coworking space from time to time.

### **I am a Member of Canvas Coworking Inc. do I get a discount for this programme?**

As this programme has been specifically designed to meet the requirements of the Home Based Business Grant, no further discounts are available. The coworking space is providing the meeting room, kitchen facilities and permanent desk rental for 3 months to all participants as part of the programme.

### **I have more questions, who should I contact?**

Feel free to contact Joy Taylor at Canvas Coworking Space, 100 Bridge St, East Toowoomba (M-F, 9-5)

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