



METS Innovation Regional Accelerator (MIRA) - Darling Downs



PROGRAM OUTLINE

MIRA encourages innovative entrepreneurship and focuses on developing the behaviours and skills required to succeed in growing a scalable business. The sessions are designed to be interactive, inspirational and foster collaboration, as well as provide the opportunity to discuss methods of overcoming obstacles that are commonly faced when starting a new business.

Program Schedule

The program will run for 1 day per week, for 6 weeks and include time for participant coaching/mentoring on the same day as the session.

Accelerator: Group Workshops

Occuring on Tuesdays weekly

Commencing 19 March 2019 for 6 weeks

In person at Canvas Coworking, Toowoomba

- 9am-12pm: Group 'workshop' session
- 12pm-2pm: Lunch
- 2pm-5pm: Pitch practice AND Individual coaching/mentoring with 'expert/s' AND
- Accountability 'setting & reviewing activity' with Program Facilitator (each team, on rotation)

Accelerator: Team Accountability

Occuring on Fridays weekly

Commencing 22 March 2019 for 6 weeks

In person or via Zoom

- Activity debrief with Program Facilitator (30 mins per team)

Participants are encouraged to work from Canvas Coworking on a daily basis as appropriate, with access to a Hot Desk included in the program. Semi-private offices are available if required for an additional fee (payable by the participant). Working onsite will provide access to others in the coworking community, other skill building workshops, mentors and support as required.

Pitch/Graduation Day Event

On Tuesday 30 April 2019

Each team will have 5 minutes to deliver their pitch to the audience, which will include specially invited guests from the METS, Energy & Resources sector, along with members of the public.

A panel of selected Community and Industry Stakeholders will have 5 minutes to ask questions following each pitch.

Program Content

As the cohort of participants has not yet been finalised, the program content is still flexible, as we want to ensure that the program delivers as much value as possible to each participant. Therefore, the following is a suggestion of the workshop topics that will be delivered each week.

Week 1 - 19 March 2019	Overview of program objectives Useful Tools & Resources Problem-Customer validation
Week 2 - 26 March 2019	Networking skills Product/Market fit Prototype development
Week 3 - 2 April 2019	Business models Financial considerations Pipeline development
Week 4 - 9 April 2019	Legal considerations Negotiating Raising capital
Week 5 - 17 April 2019	Systems and processes Brand development Marketing and Communications
Week 6 - 23 April 2019	
Conclusion - 30 April 2019	Pitch practice Pitch presentation Graduation celebration

Mentors / Facilitators

General business skills, behaviour and pitch coaching will be conducted by Joy Taylor and David Masefield from Startup Toowoomba, with specialists introduced as required.

Specialised Business mentors will be available via Canvas Coworkings 'Mentor in the House' providers:

- Accounting: Mick Harding from McConachie Stedman Accountants
- Legal: Peta Gray from Enterprise Legal
- Intellectual Property/Trademarks/Patents: Dallas Gibb from IP Active
- Design & Branding: Leisa Clark from Retrohex
- Commercialisation: Stuart Hazell from Accelerating Commercialisation

Specialised Industry mentors will be arranged with leading companies in the sectors relevant to the participants

Participants will be introduced to local businesses who specialise in several of the topics noted above, who can provide expert advice and/or outsourcing of services if required, such as:

- Website Developer
- Marketing Specialist
- Australia Post
- Bookkeeper
- Public Speaking Coach