



METS Innovation Regional Accelerator (MIRA) - Darling Downs



METS Innovation Regional Accelerator (MIRA) Program Outline

Darling Downs 2020

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

Occurring on Tuesdays weekly

Commencing 14 April 2020 for 6 weeks

Delivered online via ZOOM

- o 9am-12.30pm: Group 'workshop' sessions and 1 on 1 mentoring
- o Accountability 'setting & reviewing activity' with Program Facilitator (each team, on rotation)

Accelerator: Team Accountability

Occurring on Fridays weekly

Commencing 17 April 2020 for 6

weeks via Zoom

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

Participants are encouraged to connect with the mentors and work on their projects during the week when not attending the online "live" programming.

Pitch/Graduation Day Event

We originally planned for a demo day Tuesday 26 May 2020 normally each team would 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. We expect that this may have to be delayed or delivered online or by video. A panel of selected Community and Industry Stakeholders will provide feedback on each pitch.

Program Content

As the make up of the cohort of participants has not yet been finalised, the program content is still flexible, we want to ensure that the program delivers as much value as possible to each participant. Therefore, the following is only a suggestion of the workshop topics that will be delivered each week and subject to change to suite the participants. We will be adding a component on diversifying and resilience given the challenges of today with Coronavirus.

Workshop Topics

Week 1 - 14 April 2020	<ul style="list-style-type: none">● Overview of program objectives● Useful Tools & Resources● Problem-Customer validation
Week 2 - 21 April 2020	<ul style="list-style-type: none">● Networking skills● Product/Market fit● Prototype development
Week 3 - 28 April 2020	<ul style="list-style-type: none">● Business models● Financial considerations● Pipeline development
Week 4 - 5 May 2020	<ul style="list-style-type: none">● Legal considerations● Negotiating● Raising capital
Week 5 - 12 May 2020	<ul style="list-style-type: none">● Systems and processes● Brand development● Marketing and Communications

Week 6 - 19 May 2020	<ul style="list-style-type: none"> ● Pitch practice
Conclusion - 26 May 2020	<ul style="list-style-type: none"> ● Pitch Rehearsal ● Demo Day Pitch presentation to special guests, industry, government, family & friends ● 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. Confirmed Mentors include Chief Innovation Officers and Corporate Innovators from Industry leaders across Australia.

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

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

Specialised Industry mentors will be arranged with leading companies in the sectors relevant to the participants and you can see these listed on the MIRA website page @ Startup Toowoomba

Participants as a bonus will be introduced to regional businesses who specialise in topics noted, who can provide expert advice and/or outsourcing of services if required, such as:

- o Website Development
- o Marketing
- o Bookkeeping
- o Social Media Marketing
- o Email Marketing
- o Public Speaking
- o Podcasting