



METS Innovation Regional Accelerator (MIRA) - Darling Downs



MIRA - METS Innovation Regional Accelerator 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.

Online Program Schedule

The program will run for 1/2 day per week, for 6 weeks and includes a workshop, panel session and participant coaching/mentoring sessions. There is a Friday accountability check-in session for participants who are taking part in the whole program from the beginning or those who would like to adopt it during the program.

Accelerator: Group Workshops

Occuring on Tuesdays weekly

Commencing 14 April 2020 for 6 weeks

Delivered on line via ZOOM

o 9am-10am: Group 'workshop' session

o 10am-11am: Panel Session with mentors and subject matter experts

o 11am-12.30pm: Individual coaching/mentoring with 'expert/s' and
Accountability 'setting & reviewing activity' with Program Facilitator.

Accelerator: Team Accountability

Occuring on Friday, weekly for those participating in the whole program

Commencing 17 March 2019 for 6 weeks via Zoom

Times booked by program facilitator with participants weekly.

Participants are encouraged to connect with their mentors and work on their projects during the week and check in with the facilitator weekly. Participants are encouraged to reach out during and after the program to potential customers to discover problem solution fits.

Demo Day Event

We will ask participants to send in a short video up to 5 minutes in length pitching their progress, innovation, thoughts and insights on MIRA. On Tuesday 26 May 2020 there will be a Demo Day event. The videos will be presented online and to an audience, which will include specially invited guests from the METS, Energy & Resources sector and a panel of selected Community and Industry Stakeholders who will be asked to provide feedback to participants.

Program Content

As the design of the MIRA program has changed due to the challenges of social distancing and isolation with COVID-19 the program content has been adapted to suit the ½ day online sessions and add flexibility for new participants to join any session.

Workshop Topics

Week 1 - 14 April 2020	<p>The Problem - Solution & Customer Fit with special Guest MIRA Mentors and subject matter experts. Jeremy Phillips & Quentin Morgan from Qteq and Andrew Tuxford from Russell Mineral Equipment 9am for the workshop - 10am for Panel session & mentoring.</p>
Week 2 - 21 April 2020	<p>Prototype Development & Product Market Fit with special Guest MIRA Mentors and subject matter experts. Marc Orchard from BDO, Prashant Parulekar from Arrow Energy, Ali Mirzaghobanali from USQ 9am for the workshop - 10am for Panel Session and mentoring.</p>
Week 3 - 28 April 2020	<p>Business Models & Pipeline with special Guest MIRA Mentors and subject matter experts. Stuart Hazell from Fuzidium, Angela Bee Chan from Schneider Electric & Rowyn Hellyar from RDH Integration 9am for the workshop - 10am for Panel Session and mentoring.</p>

Week 4 - 5 May 2020	<p>Legal Considerations of IP & Negotiating with special Guest MIRA Mentors and subject matter experts. Dallas Gibb from IP Active, Anthony Holzwart from Austmine & a special guest mentor. 9am for the workshop - 10am for Panel Session and mentoring.</p>
Week 5 - 12 May 2020	<p>Brand, Marketing & Communications with special Guest MIRA Mentors and subject matter experts. Paul Hodgson from NERA, Gary Elks from USQ + a special guest mentor for branding. 9am for workshop - 10am for Panel Session and mentoring.</p>
Week 6 - 19 May 2020	<p>How to craft a winning Pitch with special Guest MIRA Mentors and subject matter experts. Kurt Alexander from Quick Safety, Gregory Lee from GHD & Angela Bee Chan from Hackathons Australia 9am for workshop - 10am for Panel Session and mentoring.</p>
Conclusion - 26 May 2020	<p>Demo Day video presentations Participants self made videos will be loaded up online and presented to guests and the public and linked to a panel of industry experts for feedback and comment.</p>

Extra bonus Mentors & your 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 ‘ask an expert’ program
- 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

Introductions Arranged

Purposeful Industry introductions will be arranged with leading companies in the sectors relevant to what introductions the participants are looking to make.

Additional Bonus

Participants can also be introduced to regional businesses who specialise in topics noted below, who can provide expert advice and/or outsourcing of services if required (at own cost, by arrangement) such as:

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