



Ballarat Export-ready Incubator

Where the world

starts

OVERVIEW

What does the Incubator do?

The Ballarat Export-ready Incubator assists owners of new and early stage businesses to access business support and knowledge to scale their business into international markets.

The Incubator enables the development of global mindset, skills and capabilities to improve chances of commercial success.

How does the Incubator work?

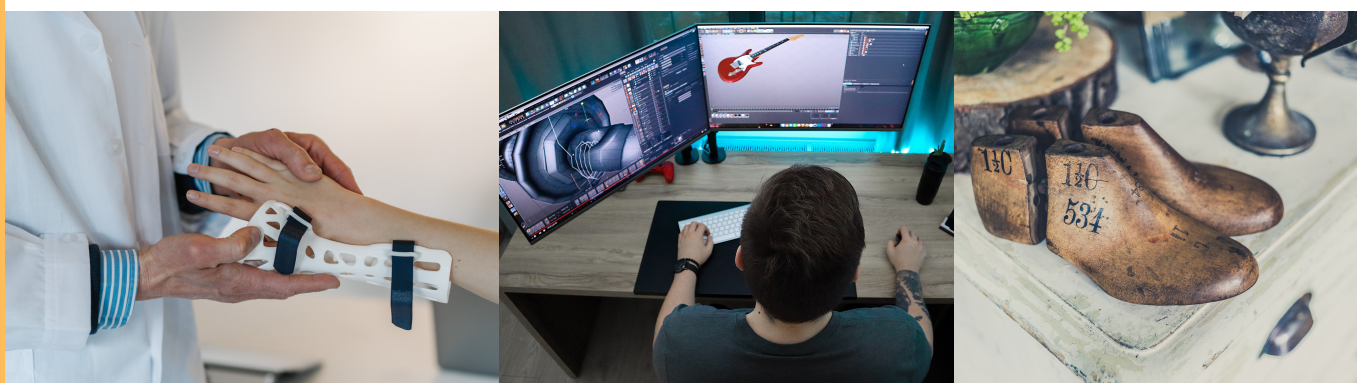
Places are limited to up to 15 startup/early-stage business Founders.

Successful applicants will get:

- 14 weeks of business knowledge, information and support
- 5 full day workshops identifying setting up business for export, finding markets, technology to support international trade and other topics
- 6 individual or team 1:1 business coaching sessions
- introductions to local business organisations and accelerator programs where you may not have these networks
- to participate in an Incubator which is commercially worth about \$5,000 per person
- a unique, exceptional quality Incubator lead by export experts and delivered in person (COVID-19 permitting) in Ballarat for business owners in the region.

This is a once in a lifetime business development opportunity as this Incubator will not be offered again in the Ballarat region.

**Participation in this Incubator is completely free.
All elements are fully government funded.**



Eligibility

Founders must be 18 years old and above and the business must:

- be no older than 12 months – however, a business may be older than 12 months but still eligible if the product or service considered for export is less than one year old
- have an ABN
- demonstrate the startup has existing customers and revenue
- demonstrate a willingness to learn how to establish online sales locally into international markets and/or to export
- have product or services differentiation – demonstrate that it solves a real problem and has good take up from customers for selling a solution
- demonstrate Founder interest in understanding and learning how to reach international markets and/or export.
- be willing to sign a commitment agreement to complete all elements of the Incubator.
- commit to attending the first day in Ballarat (location to be confirmed) on the 28th August 2021.



Selection Criteria

1. Name
2. Gender
3. Age
4. Town/suburb you live in
5. Name of your Startup/early-stage business
6. ABN of your Startup/early-stage business
7. Current website (where you have one)
8. What is the problem your Startup/early stage business seeks to solve? That is, what is the pain point you are seeking to solve for other people who are or will become your customers?
9. What is the product/service of your business that will solve this problem?
10. Who is your ideal customer? (what are their characteristics?)
11. If you are already trading, how many customers do you have now?
12. How are you reaching or proposing to reach customers?
13. What do you expect your revenue to be in 2021?
14. Who are your current team members?
15. What product or service do you want to export?
16. Which countries have you considered reaching into with your solution?
17. What do you currently believe it will take to be able to trade from Australia into international markets or to export into them?
18. What have you done so far to demonstrate your interest in trading globally or exporting?
19. Please tell us, in your own words, why your business is going to be an excellent and globally successfully business. Inspire us with your business vision!

Who is the type of Founder we're looking for.....



Rebecca, 37, lives in Daylesford and her day job is in IT. She loves online shopping and wants to start a 'side 'hustle' that will turn into her day job. She wants to buy clothes overseas and sell directly into global markets via dropshipping through Amazon and e-bay.

Rebecca will also sell locally made clothing such as alpaca scarves and jewellery via shopify. She needs to know to use these platforms and the processes for all elements of the supply chain and has low capital.

Rebecca is looking forward to mentoring and attending all in-person, online and business coaching components of the Incubator program.



Ian, 42, owns a farm near Beaufort. During COVID-19 in 2020, Ian developed his olive oil and wine products to sell through local cafes and across Australia via Shopify.

He is curious about exporting but doesn't know about which countries would be the best to export to or Australian or international laws relating to export. He is also not sure whether to continue selling via e-commerce or set up distributors overseas and export products.

Ian has no experience in marketing and hasn't set up his business structure to export but is keen to learn and receive business coaching.



Samira, 29, lives in Alfredton, has 3 kids, a job for 20 hours a week and not a lot of time. She's a hairdresser and wants to run an online global hairdressing training business. She wants to add a second revenue stream selling wholesale hairdressing equipment, supplies and haircare products and is exploring whether to dropship these or purchase stock and send.

She wants to train globally but to start, will focus her equipment and supplies business on UAE where she was born and grew up until the age of 18. She thinks her local networks, language and cultural knowledge of UAE will give her good export experience.

Samira has some online experience and is very willing to learn and be coached.

And of course any one else with a startup/early stage business looking to learn export skills to grow their business.

Wrap up

The Ballarat Export-ready Incubator:

- expands Founder mindset, knowledge, information, understanding and strategies to overcome barriers to export or trade internationally
- is for up to 15 Founders of startup/early stage businesses less than one year old and considering export of a product or service (business may be more than one year if the product or service for export is less than one year old)
- businesses can be in any industry
- is open to Founders in Ballarat and surrounding local government areas
- applications close 31 July at 9.00pm
- requires an application to be completed via this [website](#)
- has a three stage application process
- will offer a place to Founders who are able to commit to completing all elements of the 14 week program:
 - 5 one day workshops over 14 weeks from 28 August to 4 December, 2021
 - 6 x 1:1 business coaching sessions per founder or team
- will be facilitated by highly skilled and experienced facilitators with backgrounds in trade, export, Austrade and AusIndustry, business model innovation, product design and development, technology and export/trade platforms, startup and scale and many other skills
- will provide introductions to business, startup and other networks and programs that Founders may not already have in the area
- is open to everyone but strongly encourages people born overseas and young people 18-30years to apply
- is supported by Federation University and City of Ballarat
- is a free, fully funded opportunity for a Founder to grow business internationally and will not be offered again in Ballarat.

About Enterprising Partnerships

Enterprising Partnerships Pty Ltd began in 1991 and over that time has provided business, industry, strategic and program consulting to corporates, governments, startups, tertiary institutions, small and medium sized businesses, multicultural communities and peak bodies.

We have worked with thousands of people to help them start, grow and scale their businesses.

Our entrepreneurship expertise is in working with young people, migrants, and metro and regional communities to ideate, start and grow businesses domestically and internationally.

We offer a range of programs which help people new to entrepreneurship to [Get Down to Business](#) and for owners of existing enterprises to [Get Back to Business](#).

We have almost [forty people](#) working across our [programs](#) including the [Business Recovery Mentoring Program](#) and deliver services on behalf of a range of government and non-government organisations.

We're not new kids on the block in Ballarat. For the past five years we have worked in and around the region in a number of capacities including assisting City of Ballarat to become the APAC regions' first [Intercultural City](#), part of a network of more than 140 cities which uses the strength of diversity to stimulate innovation, economic development, social inclusion and social cohesion. Since 2017, Ballarat has hosted a series of meetings of the Australasian Intercultural Cities Network and the ICC Director from the Council of Europe when she visited Australia in 2019. All of these initiatives have led to Ballarat being recognised as a global leader in interculturalism.

Our LaunchVic two year funded [Cultov8](#) program assisted migrants to enter the Victorian startup ecosystem and included a Business Builder weekend and pre-accelerator program for Ballarat residents.

We have introduced the ecosystem and capabilities of Ballarat to many cities during our work with local governments in Australia and overseas. To assist Logan to frame the development of its startup ecosystem and innovation precinct, we arranged a delegation of Logan City Councillors and staff to Council, Platypus, Runway, Ballarat Tech School, Tech Park Central and Eureka Centre.

We work nationally and internationally with offices in Melbourne, Brisbane, Medellin and Mexico City.

EP was founded on the belief that everyone deserves the opportunity to consider entrepreneurship and self-employment as a feature of determining their own life's direction and outcomes.

We're doing just that.



For further information



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<https://www.enterprisingpartnerships.com.au/ballarat-incubator>

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