

Ballarat Export-ready Incubator

**Where your
world starts**



ENTERPRISING
Partnerships Pty Ltd

Selection Criteria

Thank you for considering an application to the Ballarat Export-ready Incubator (BERI)

BERI is a completely free, government funded incubator program designed to assist you to gain skills, knowledge and information to help your business become **ready** to trade overseas.

IMPORTANT NOTES ON THIS OPPORTUNITY

- This **FREE** Incubator is designed for Startups or early-stage businesses in the Ballarat region who wish to consider **selling their goods or services overseas now or into the future**.
- The Incubator is open to up to 15 business Founders and selection is a competitive process.
- If selected, it's very important that you are able to complete the entire program. Places are limited so please do not apply if you cannot make the required time and travel commitment.
- The BERI program is delivered by an expert business development team in collaboration with local organisations and individuals and supported by City of Ballarat and Federation Uni.
- People born overseas, women and young people 18+ are strongly encouraged to apply.
- Please complete all questions at <https://forms.gle/TWKHXgoNBC9GZjxR8> – should only take 5-7 minutes
- Applications with incomplete answers cannot be considered.

APPLICATIONS CLOSE 9.00PM 31 July, 2021

**What do you
grow?**



**What do you
make?**



**What do you
sell?**



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 grow their business internationally.

The purpose is to help Founders become ready to sell products or services overseas now or into the future.

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 receive for free:

- 5 full day workshops - one Saturday per month from August to December, 2021.
- 6 business knowledge, information and support coaching sessions either online or in person at a time suitable to you.
- introductions to local business organisations and accelerator programs where you may not have these networks
- 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.**

Apply Now

Am I and my startup business eligible?

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

- have an ABN
- demonstrate the startup has existing customers and revenue (not profit)
- demonstrate that the startup or early-stage business solves a real problem
- demonstrate a willingness to learn how to establish sales into international markets and/or to export
- demonstrate you're interested in understanding and learning how to reach international markets and/or export.
- be willing to sign a commitment agreement to ensure you are prepared to commit to complete all elements of the Incubator.
- commit to attending the first day in Ballarat (location to be confirmed) on the 28th August 2021.

Apply Now



Application process

Stage 1: Completion of an online application. Applications can only be completed online.

Stage 2: Up to 20 startups/early stage businesses will be shortlisted and a 10 minute online meeting or phone call will be arranged to discuss your application.

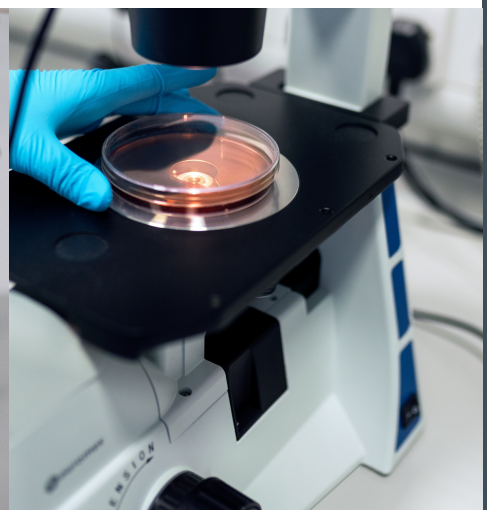
Stage 3: On 13 August we will advise up to 15 Founders that they have been successful in their application.

Unsuccessful applicants will be informed by 17 August. You may ask for feedback if you were not selected.

If you are not successful at this stage we will let you know about other programs, events, and startup support organisations in Ballarat and surrounds so you may find other support for the development of your business.

If you do not have experience in completing an online application form, please email lynda@enterprisingpartnerships.com.au to get assistance.

Apply Now



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!

Apply Now

Are you 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.

Apply Now

Wrap up

The Ballarat Export-ready Incubator:

- expands your mindset, knowledge, information, understanding and strategies to help you trade internationally
- is for up to 15 Founders of startup/early stage businesses
- is open to all Founders of startup or early-stage businesses
- applications close 31 July at 9.00pm
- application can only be completed via this [form](#)
- has 5 one day, Saturday workshops: from 28 August to 4 December
- has 6 business knowledge, information and support coaching sessions online or in person at a time suitable to you
- will be facilitated by highly skilled and experienced facilitators with backgrounds in trade, export, Austrade, business model innovation, startup and scale and many other skills
- selling overseas includes online e-commerce, podcasts, music, bio-medicine, wine, food and agriculture, online education, software or a physical product that you put on a plane or boat to export, and many more. We work with businesses from any industry
- will create introductions to business, startup and other networks and programs that you may not already have in the area
- strongly encourages people born overseas, women and young people 18+ to apply
- is supported by Federation Uni and City of Ballarat
- is a free, once in a lifetime opportunity to grow your business internationally and will not be offered again in Ballarat.

Apply Now



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 and deliver services on behalf of a range of government and non-government organisations.

EP works nationally and internationally with offices in Melbourne, Brisbane, Medellin (Colombia) 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 here to do just that.

For further information



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Application form is [here](#)

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

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