



6degreesco.com.au/startup-onramp



Startup Onramp is a training and mentoring program for startup founders that gives skills and guidance needed to launch a globally scalable startup. **6 Degrees** will be delivering this program in Coffs Harbour to a cohort of selected founders from across the region starting on 10 March 2020.

The program comprises 10 weekly workshops following a logical progression from idea validation to product development, customer acquisition, investment and growth. The workshops are delivered by the Program Facilitator and supported by guest presenters from the local region (including entrepreneurs, investors and subject matter experts) who also assist with mentoring of founders. The program culminates in a pitch night at the end of the program at which all startups present.

3 WAYS TO BE INVOLVED

#1

FOUNDER

If you have a business idea and want to test it out without giving up your day job, this is the program for you.

#2

MENTOR or GUEST SPEAKER

If you love helping founders develop their ideas and navigate their way into viable business models, then we would love to hear from you.

#3

INVESTOR

If you want to be the first to hear the newest businesses coming out of the Mid North Coast Region and you want to be in the front row at the end of program PITCH, then let us know.

Interested? Email us at:

6degreesinfo@chcc.nsw.gov.au

TOPICS COVERED

Introduction to startups

- How to start a startup
- The importance of vision
- Understanding startup terminology
- What distinguishes failures from successes

Evaluating startup ideas

- How to come up with viable startup ideas and refine existing ones
- Why your idea doesn't need to be perfect
- Using the value proposition canvas to design compelling value propositions
- How to do market and competitive analysis

Lean startup principles and business models

- Build, measure, learn
- Using the lean canvas and validation board to articulate and test hypotheses
- Understanding business models, analysing competitor business models using the Business Model Canvas
- Revenue models

Finance and legal basics for startups

- Getting the company legal structure right from the beginning
- Negotiating a sensible equity split between co-founders, vesting of founder shares
- Getting your finances right from the beginning
- How to avoid the pitfalls that most startup founders make

Customer development

- Validation of hypotheses by getting out of the building and interviewing customers
- Designing validation experiments
- How to achieve product / market fit
- How to ensure you build something that people actually want

Product development

- Building a minimum viable product
- Understanding customer needs, rapid iteration
- User-centric design, user journeys, building products that users will love
- Finding a technical co-founder vs outsourcing
- How to work with web designers and developers

Building and managing effective teams

- How to find the right co-founders and establish ground rules and culture
- Hiring the right employees and contractors
- Making effective use of mentors and advisors

Customer acquisition

- Introduction to growth hacking
- How to acquire customers
- Cost of Acquiring Customers vs customer Life Time Value
- Virality, paid vs unpaid, understanding growth levers
- Sales skills for non-sales people

Brand, marketing and PR basics for startups

- How to come up with a name and visual identity
- How to use social media effectively
- How to do PR like a pro and get great media coverage without spending a lot of money

Growth

- What to do when people actually want your product
- How to scale and manage growth
- The importance of establishing networks

The local ecosystem

- Who's who in the zoo
- Accelerators vs incubators vs co-working spaces
- Australia vs Silicon Valley and beyond
- Pros and cons of setting up in the US

Raising money from investors

- Pitching investors
- Raising capital
- Grants, R&D tax incentive and other sources of funding
- Financing legal docs, term sheets, investment terms