



ONE DAY BOOTCAMP: BUDDING FOUNDERS & ENTREPRENEURS

In 10 years Spacecubed has become the epicentre for coworking, meetup groups, hackathons, incubators, accelerators and corporate innovation programs across our state.

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OUR APPROACH

We've created an approach that applies to our entire program suite, ensuring participants are supported throughout every stage of their entrepreneurial journey.

- ➔ **Master mentorship:** we source the most experienced startup mentors and advisors to guide you throughout the day
- ➔ **Always actionable:** Everything can be directly applied to your business journey, meaning you will have a noticeable, positive impact regardless of where you are at in your journey.
- ➔ **Peer-based learning:** We believe some of the best opportunities to grow is by learning from other startups going through a similar journey.
- ➔ **Community & connection:** Community is at the heart of everything we do, ensuring that students are supported personally and professionally before, during and after their time in programs with us.



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FULL DAY BOOTCAMP

Our full-day bootcamp provides the foundational skills and capabilities that a founder needs to start working on their idea. We target entrepreneurs early on in their journey who have an idea, but are looking for the tools to get started.

Our delivery approach is a mix between a hackathon and a facilitated workshop, drawing on the 70:20:10 model of adult learning. Under this framework, 70% of the activity is focussed on practical activities, 20% is focussed on mentorship and peer feedback and 10% is traditional classroom learning (i.e. someone giving a lecture).

We draw on the very best contemporary approaches including Problem-led ideation and discovery, Lean prototyping, Customer development and problem validation and Business model development.



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BOOTCAMP AGENDA

Welcome and introductions	<ul style="list-style-type: none">• Get to know other participants and the ideas they're working on with a fun ice-breaker game!
Developing a winning business model	<ul style="list-style-type: none">• Using the Lean Canvas to capture, improve and refine your business model.• Leveraging design thinking philosophies to craft a winning value proposition.
How to test and validate your idea	<ul style="list-style-type: none">• Implementing modern research practices to test, validate and gather customer insight about your business model.• Planning for prototypes and your Minimum Loveable Product.
How to find your first customers	<ul style="list-style-type: none">• Deeply understanding the needs, goals and motivations of your customers using principles taken from Service Design.• Developing a multi-channel marketing strategy and tapping into growth marketing tactics to implement a sustainable marketing machine.
Building a strong financial model	<ul style="list-style-type: none">• Discover how to build a sustainable and enduring business and financial model
Crafting the perfect pitch	<ul style="list-style-type: none">• Learn how to keep going up and to the right with successful Elevator Pitch techniques• Each Founder practices presenting their 60 second 'Elevator Pitch'
Wrap-up and celebration	<ul style="list-style-type: none">• Pitch to a panel of mentors!• Participants are invited to celebrate with some light refreshments



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MARKETING CAMPAIGN

Spacecubed has proven experience in engaging with the entrepreneurial ecosystem in Australia, which has been gained due to our 11-year position in the market. To promote activities, attract registrations and increase attendance, we will draw upon our:

- Combined social media following of 44,226, which makes us well-placed to promote these programs throughout our channels
- Mailing list of 4,685, with an additional 1,202 tagged as interested in startup support programs.
- Member base of over 3,000 business owners Australia-wide.
- Relationships and connections within the local region to complete targeted outreach to new communities and businesses within the area.
- Paid digital advertising as needed, to reach new audiences, tailored to location, age range and interest types.
- Content marketing schedule featuring alumni and mentors.



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PROGRAM SUCCESS

Spacecubed has been delivering entrepreneurial workshops and programs since 2016 and has inspired over 2,000 founders, entrepreneurs and scaling teams across Australia.

Since launching programs in addition to our flexible workspaces, we have delivered:

- 19 Startup Weekend Hackathons in Perth.
- 10 Pre-Accelerator Programs in partnership with Local Government including City of Perth, Canning, Joondalup and Western Sydney, and other regional Shires and innovation hubs including Murray, Geraldton, Bunbury, Albany, Karratha and Onslow.
- 7 Seed-Funded, six-month Accelerator Cohorts with a total investment of over \$2m into local startups.
- 4 Female Founder growth programs across Perth and Brisbane.



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PRICING SCHEDULE



The below pricing is a total amount to run a one day bootcamp

Project Management: Workshop Delivery (Up to 30 attendees per workshop), Event Staff, Project reporting and impact mapping	\$4,000
Event/Meeting Space: Space to host the event (Spacecubed can provide in-kind venue support in Perth CBD, Bentley and Western Sydney)	\$3,000
Facilitators and Speakers: Face-to-face Delivery, Guest Speakers and Mentors to share stories	\$5,000
Travel: <i>If required for mentors and facilitator to travel outside of metropolitan areas</i>	\$2,000
Materials: Educational Content and co-branded materials	\$1,000
Catering: Food and beverage (Up to 30 attendees per workshop)	\$1,500
Marketing: Outreach to a diverse range of participants (including Indigenous & CALD backgrounds), Photography & Content Creation	\$1,500
Total Proposal Amount:	\$18,000+GST



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VIRTUAL SESSION

The below pricing is a total amount to host a virtual immersion of our one day boot camp

Project Management: Workshop Delivery, Online Tools, Project reporting and impact mapping	\$2,000
Facilitators and Speakers: Virtual Delivery, Guest Speakers and Mentors to share stories	\$3,500
Materials: Educational Content and co-branded materials (<i>We will adapt the in-person materials to be suitable for digital format</i>)	\$0
Marketing: Outreach to a diverse range of participants, including regional areas across Australia	\$1,000
Total Amount:	\$6,500+GST

CONTACT US

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