

# IDEAS TO OUTCOMES

FOR BUSINESS INNOVATORS  
AND ENTREPRENEURS

## WORKSHOPS AND MENTORING

**TURNING AN INNOVATIVE IDEA INTO A VIABLE VENTURE HAS UNIQUE CHALLENGES. TO SURVIVE THE JOURNEY AND MAKE IMPACT, YOU NEED TO KNOW HOW TO:**

- Express your value proposition
- Develop the right go-to-market strategy
- Build, measure and learn from customer feedback
- Protect your intellectual assets
- Reduce investment risk

**GROW, INNOVATE AND DISRUPT** WITH SBS

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Solutions**

IMPACT  
INNOVATION

**MAKE  
GREAT  
HAPPEN**



# APPLY THE PRINCIPLES OF STARTUP SUCCESS TO YOUR NEW PRODUCT OR SERVICE IDEA AND BUILD A BUSINESS THAT INVESTORS AND CUSTOMERS WANT.

With the Ideas to Outcomes workshops and mentoring program, our team of expert practitioners guide you through the de-risking process for new product/service/process and business development. You'll gain the knowledge, skills and confidence needed to clarify your ideas and be ready to make an impact.



## WHAT YOU WILL LEARN

With the right mix of peer to peer support and hands-on training from your mentor, who knows about taking new ideas to market, you will learn how to:

- Shift your mindset and be empowered to have impact as an innovator.
- Improve your knowledge and skills for dealing with unique challenges facing business innovators.
- Identify the right IP options for protecting the value of your ideas.
- Run an ideas-based business - operations, budgets, forecasting, marketing, etc.
- Create a practical, user-friendly action plan, the must-have tool for validating your ideas.
- Understand the importance of collecting useful data for decision-making.
- Optimise your business with the latest online action planning tools.
- Understand your customers' problems and how your ideas can solve them.
- Stay focused with practical tools and techniques.



## WHAT'S INVOLVED?

- Practical activities and assessments that will get you thinking, innovating and uncovering ways to move your ideas to market faster.
- Interactive discussions and learning that will enable you to grow as a business innovator.



## RESOURCES REQUIRED

- No specific resources are required to successfully complete this course.
- It is recommended that participants have access to a reliable internet connection to use TAFE Queensland's online learning system Connect, and a computer with up-to-date software, including Microsoft Office, Adobe Acrobat Reader and Adobe Flash Player. This equipment and software is available for students to use at all TAFE Queensland locations.



## YOU WILL

- Develop and validate your ideas as you learn.
- Be given the tools to transform your innovative ideas into viable new products/services/processes.
- Gain a nationally recognised qualification.



## ENTRY REQUIREMENTS

- This qualification has no formal entry requirements; however, as this is an accelerated delivery model, entry is via a direct entry interview process. Please phone 1300 40 60 80 for more information.
- Participants are required to have a minimum of 12 months' experience in owning and/or managing a business.
- Participants will be subject to a selection criteria to ensure they have the background and experience to participate in this program.



## HOW IS IT DELIVERED?

Accelerated Delivery model:

- 4 x 3 hours of face-to-face group mentoring workshops
- Online learning, support and networking
- 2 hours of one-on-one mentoring to help progress your action plan

# START TURNING YOUR IDEAS INTO OUTCOMES TODAY

## BSB42518 CERTIFICATE IV IN SMALL BUSINESS MANAGEMENT

The following modules have been contextualised to support businesses commercialising new ideas.



### UNITS OF COMPETENCY

// BSBSMB421

Manage small business finances

// BSBSMB403

Market the small business

// BSBSMB404

Undertake small business planning

// BSBCRT501

Originate and develop concepts

// BSBSMB415

Refine and strengthen a small business

// BSBSMB423

Create a digital technology plan for small business

// BSBSMB418

Manage compliance for small business

// BSBSMB22

Plan Small Business Growth

// BSBWOR424

Develop a time management plan

// BSBCUS402

Address customer needs

### \$470

To be eligible for the subsidised program funded by the Queensland Government:

- Be 15 years or older and no longer in school
- Reside in Queensland
- Be an Australian or New Zealand citizen or permanent resident
- Be an owner, manager or employee of a small business in Queensland
- Supply an Australian Business Number (ABN) along with supporting evidence
- Not have or be enrolled in a Certificate IV or higher level qualification

### FULL FEE

### \$2,490

This is the total cost of the program.

### \$70

To be eligible for concession you must meet the eligibility criteria for the Higher Level Skills subsidy as well as one of the following criteria:

- be Aboriginal or Torres Strait Islander
- have a current Centrelink Pensioner Concession Card or Health Care Card
- hold a Department of Veterans' Affairs Pensioner Concession Card

**REGISTER TODAY!**

📞 1300 40 60 80

🌐 <https://business.tafeqld.edu.au/>

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**1300 40 60 80**



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At TAFE Queensland we are committed to providing the highest quality of service to our students. In accordance with this, the student rules and policies page provides information on your rights and responsibilities as a student. They also include information about our administrative processes, withdrawals and refunds, key timeframes, and useful forms. You can read student rules and obligations here: <https://tafeqld.edu.au/about-us/policy-and-governance/policies-and-procedures/student-rules-and-policies/index.html>

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