

Ignition 2021 Timetable

Timetable	Sunday 5th September	Monday 6th September	Tuesday 7th September	Wednesday 8th September	Thursday 9th September	Friday 10th September	
Ignition 2021 (Sunday to Friday)	WELCOME	BUSINESS MODELS & MARKETING	INTELLECTUAL PROPERTY (IP)	FINANCE & INVESTMENT	TEAM BUILDING & LAUNCHING YOUR IDEA	CLINICS & PRESENTATIONS	
8:00		Coffee & Tea	One on One Sign up Sheets up 8am	Coffee & Tea	Coffee & Tea	One on One Sessions 9:00am Sharp	
08:15		Seated for 8:30am Start (sharp)					
08:30 - 10:00 MORNING SESSION -90 minutes-		Defining your Business Model & Value Chain Matt Macfarlane	Understanding IP: Supporting Your Commercial Objectives Albert Ferraloro & Bindhu Holavanahalli	Financing Strategy & Raising Equity Funds Larry Lopez	Founder Personal Brand Jullissa Shrewsbury	9:00am - 10:30am One to One Clinics	
10:00 - 10:30		Quick Break + Morning Tea	Quick Break + Morning Tea	Quick Break + Morning Tea	Quick Break + Morning Tea		
10:30 - 11:30 SESSION 2 -60 minutes-		Marketing Foundations for Business Start-Ups Nicolle Jenkins	OPTION 1 Patents - A Case Study Rohan McDougall OPTION 2 Trademark/Brand Wars - and how to avoid them Charlie Gunningham	How to prepare the financials & Management Accounts Rafael Kimberley-Bowen	Creating & Delivering A Winning Pitch Matthew Cole	10:30 - 11:00am Morning Tea	
11:30 - 11:40		Stretch Break (10 Minutes)					
11:40 - 12:40 SESSION 3 -60 minutes-		Customer Profiling, Market Research, & Validation Isis Nair	Digital Marketing - Eco System & Early Brand Building Cam Sinclair	Bootstrap Your Business Claire McGregor	A Founder Story: Start-up to Scale up Marc Berryman	11:00am - 12:00pm One to One Clinics	
12:40 - 1:30pm		Lunch	Lunch	Lunch	Lunch	12:00 - 1:00pm Lunch	
1:15 - 1:45 OPTIONAL SESSION - 30 minutes -			Social Impact Startups - Funding and Impact Models (Optional Session) Phoebe McClements & David Gribble	Grant Funding (Optional Session) Natasha Ayres			
1:30 - 2:15pm SESSION 4 / MENTOR SESSION	Arrival & Registration	Business Models, Buyer Types, Market Research, and Validation Mentor Team	IP / Brand Strategy, Digital Marketing / Branding, and Building Your Pitch Deck Mentor Team	Developing the Financial Model Mentor Team	Go To Market Strategy and Pitch Preparation Mentor Team	1:00 - 4:30pm Business Plan Pitches	
	Welcome Session						
2:15pm MENTOR SESSION (Coffee & Tea Served at 3:15)	Acknowledgement of Country Opening Keynote: Olivia Humohrev				Female Founders (Optional Session) Olivia Humphrey		
4:30 - 5:00pm		Move to Theatre		Move to Theatre			
5:00 - 6:00pm NETWORKING	Group Introductions	Networking		Networking		5:15 - 7:30pm Top 3 Pitches & Wrap Up Session	
6:00 - 7:45pm EVENING EVENTS	Informal Networking Close 6:30pm	How to network with impact Jullissa Shrewsbury		Panel Session Funding your Business: Equity & Grants Host: AusIndustry, Greg Reibe	Go To Market Strategy and Pitch Preparation Mentor Team		
		Panel Session Ask the Alumni Host: RSM, Steve Elias				7:30 - 8:30pm Program Celebration	
		*Panel Sign up reminder	7pm Finish		9pm Finish		