

City of Cockburn

Fully Funded Scholarships Ignition 2022

Background and Eligibility

Introduction

The City of Cockburn is committed to nurture and support the entrepreneurial spirit and excited to collaborate with the Curtin Business School to offer two (2) fully funded places for Ignition 2022 valued at \$3,250 each.

What is Ignition?

Ignition is an intensive, one-week training program.

Over 5 ½ days - starting early and finishing late you will be immersed into a dynamic environment to support and encourage your commercial spirit. Ignition is a deep dive where you will trial and then prepare your business ideas.

Ignition includes practical teaching sessions, expert clinics, mentor sessions and experienced advice and support from leading entrepreneurs and innovators. It will give you the tools, contacts and confidence to transform your idea into a successful business venture.

Who is it for?

Ignition is for aspiring entrepreneurs, academics and corporate innovators. Founders of an early-stage business and those with a burning passion for developing an idea into a real business proposition fit right in! You might be:

- Thinking of starting a novel business
- Currently employed or at home and looking to propel your idea
- Student, graduate or academic considering your own venture
- Owner, founder or senior manager of an existing business considering diversification of products and markets, or a new venture.

What will you learn?

By the end of the week, you will have a business plan presentation and a clear way forward for your business idea.

You will also have:

- Learned how to explain your business opportunity in commercial terms;
- Learned a commercial approach in the development of innovative ideas;
- Learned how to identify good opportunities in a short period with minimal investment;
- Clarified your business idea, and tested it within a high calibre and safe environment;
- Had a great week of thinking time to accelerate your ideas.

What will you gain?

You will gain the inspiration, motivation and the tools required to commercialise your idea/innovation. You will also:

- Develop key skills, to allow you to exploit new ideas in response to customer needs more effectively;
- Make a significant network of contacts within the business community, the investor network and your peers on the program;
- Increase your enthusiasm for your innovation, and gain the confidence to plan your next steps.

Scholarship expectations / requirements:

Applicants must be prepared to commit one full week of their time to an intensive and results focused program. Fluency in spoken and written English is essential.

City of Cockburn Applications are judged against the following eligibility criteria:

- A City of Cockburn resident, who owns and operates a business in the City of Cockburn.
- A City of Cockburn resident, who has an innovative business idea and looking to start new business in the City of Cockburn.
- A City of Cockburn business who has a novel idea and wants to expand.
- Willingness to participate in City of Cockburn promotional activities and events.
- The novelty of your business/idea/innovation.
- The likelihood of your business sustainability (market potential and uniqueness of your proposal),
- The preparation and action you have taken to progress your business/idea/innovation.

Award of scholarship places will be made by the City of Cockburn and the Curtin Ignition team. The decision will be made based on the written information provided in the application form.

It is a condition of acceptance of your scholarship that you must participate in any surveys assigned by the City of Cockburn and/or Curtin Ignition.

How to apply for the funded scholarship?

Apply online at: curtin.edu/ignition - closing date is **July 15th 2022**.

Scholarships are limited to one per business, and terms and conditions apply.