

Build a better startup

with Colin Graham
Founder, Causeway Innovation



Thursday, 3 November 2016 at the Club Hotel

This practical workshop is all about ideas, structures and approaches to help you build a better business, faster. It is aimed at both aspiring entrepreneurs as well as people who have already started but would like to boost their growth.

It is an opportunity to step back and think about what you want to achieve from life and business, learn something new, meet new people and hear more about the opportunities startupBundaberg has to offer in the coming months, including one-to one mentoring.

The 90-minute interactive workshop will cover:

You and your idea:

- Why start a new business? Personal and business objectives
- Where do new business ideas come from?
- How to generate, evaluate and develop new business ideas

Making it happen:

- Testing your product/service and market assumptions
- Picking the right team
- Faster and smarter: the Lean Startup approach
- Developing your business model
- Money matters, from cheap and cheerful to raising investment

The workshop introduces the Lean Startup Methodology – a refreshing new approach to starting a business, which emphasises experimentation over elaborate planning and getting out of the building to talk with customers rather than assuming you already know what they want.

More about Colin

Colin was International Product Manager for Dulux in London before leaving – at 26 - to be the cofounder and CEO of Yellowbrick Training and growing the business in the UK, USA and Canada with clients such as PricewaterhouseCoopers, IBM and Unilever. He moved to Australia in 2002 to be the founding CEO of the Innovation Centre Sunshine Coast and established Causeway Innovation Pty Ltd in 2012 to work with innovative businesses and regions.

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SPEAKER BIO

Colin Graham is the founder of Causeway Innovation and has supported the startup and growth of over 150 new ventures in wide variety of sectors, including IT, creative agencies, food, agribusiness, health and clean technology.

EVENT DETAILS

Date: 3 November 2016

Time: 5:15 for 5:30 pm start

Venue: Club Hotel (1st floor)

Cost: Free (includes finger food)

RSVP:

buildastartup.eventbrite.com.au

