

#BIZFESTBASSO



**BASSENDEAN 20
FESTIVAL OF 19
LOCAL BUSINESS**

**THE BIG IDEA
PITCHING EVENT**



\$20,000 in prizes to be won

More info and to register

www.bassendeanbusiness.com.au

BASSENDEAN HOTEL

WEDNESDAY JUNE 12TH 2019 6:00 – 8:30PM

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What is the Big Idea Event?

The Big Idea is a pitch event.

A shortlist of applicants receive expert guidance and mentoring to create a positive, punchy performance to present a prize winning pitch.

On the night, contestants showcase a saleable and marketable Idea.

A small panel of business brains will listen and choose who has the best and greatest potential.

First, second and third will receive prizes to assist, nurture and support their proposal.

All shortlisted submissions will gain from this event.

Who should Apply?

Budding Entrepreneurs or Old Hands at Business STEP UP!

If you have a Big Idea we are keen to hear about it and support it. The event is open to Start-ups and existing businesses who have been operating for less than a year and either have their business established in Bassendean or are catering towards Bassendean customers.

- Do you believe that your idea has the potential to change the way the world operates and does business?
- Do you have an idea that is going to improve life for people from disparate spots all around the world?
- Do you have what it takes to see your idea from a mere concept to an actual living, breathing entity?

If you've answered yes to all of these questions, then there's no doubt that you've got drive and passion behind your entrepreneurial spirit too. This is what we welcome with open arms.

The Prizes up for grabs

FIRST PRIZE

Axito's Business Strategy Planning Package valued at \$5000!

AXITO is a boutique strategy consultancy providing fledgling and established businesses from multiple sectors with a series of growth services.

The Business package consists of a

- interactive workshop to define the dimensions of your business and context in which it operates;
- explore the creation of a distinctive "unique value proposition" and
- define the strategic criteria by which you will prioritise your opportunity pipeline.
- documentation of business and organisational structure, with exploration of business strategy areas, analysis of critical areas of focus, establishment of a framework for deeper business planning activities and/or supporting deliverables, summary of key observations and specialised service recommendations, all performed by Axito's Expert Advisors.

Hawaiian's Bassendean Shopping Centre Complimentary Casual Leasing Package valued at \$8000!

A 3 months' rent-free location of 4m by 3m space at the Bassendean Shopping Centre to be used either from July through to September 2019, or for the same period in 2020.

Engine Room Hub "Business Connect" one years' membership, plus single page website including domain registration and business email address. Valued at \$700!

Engine Room Hub is an online platform which builds communities and networks with the sole purpose of helping small business succeed. We do this by driving connections, generating exposure opportunities and sharing knowledge.



SECOND PRIZE

Bassendean Business Mentoring Package valued at \$4000!

The package comprises of several mentoring sessions with local business experts in the fields of

- Finance and Accounting
- Commercialisation and Technology
- SME Business Management
- Marketing

Engine Room Hub "Business Connect" Membership

THIRD PRIZE

General Business Advice - Business Foundations Valued at \$500

This package of Advisory Sessions (3 x 1 hour) will enable local business owners to obtain generalist business advice in a manner to identify, address and solve issues affecting their business. Business Foundations' Business Advisors will guide business owners through a series of action orientated, practical steps for the business owners to implement to improve the performance of their business in areas such as: Business/Corporate structure; Business strategy; Personal development; Staff Development / HR Issues; Specific business challenges.

Easy application procedure

We want to encourage as many people as possible to get involved and we've made the application procedure as easy as possible.



Please click below to complete the online registration form



If you prefer, we'll accept a short 5 minute video. Please ensure you include the following information.

1. **Title** and brief Summary of your business idea
2. **The Problem** you're addressing with your idea
3. **The Solution** - Your Big Idea
4. **The market** you're targeting
5. **How will you do it?** A strategy, go-to-market plan, product pricing, finance/investments, etc)
6. **What makes this a Big idea?**
7. **Your contact details**



The committee will shortlist a maximum of 10 candidates - all entrants who don't make the shortlist will be informed.

Applications close at 11:00pm on Sunday 26 May 2019

STEP TWO: INFORMATION SESSION

Short listed submissions will be invited to an information session. During the session, the pitch details will be further explained and defined, including what the format of the pitch will be (PowerPoint/videos/ stage presentation/content expectations/coaching tips/ etc).

Tuesday June 4

STEP THREE: MENTORING SESSION

The second mentoring session will take place a few days later. This will be one-on-one sessions with our experts to assist and coach you on the presentation pitch as well as help fine-tune your PowerPoint/video/presentation. Please ensure availability.

Friday June 7

STEP FOUR: THE BIG PITCH

- We start at 6:30 with the first pitch.
- Candidates will draw a random number, which will be the sequence of the pitches.
- Pitches will be limited to 5minutes
- The panel of business brains will ask various questions for about five minutes

Once all presentations have been made, the panel will deliberate and all prize winners will be announced on the night.



How will the business panel assess applications?

In your initial submission (written or video) and then in your pitch on the night, the business panel want you to illustrate or reveal:

- **Your passion.** More than anything in business today, your energy and drive is what makes an idea succeed! Let everyone see your passion.
- **Environmentally sustainable.** Are you aiming to reduce energy consumption, minimise waste, use raw materials more efficiently, prevent pollution. Have a positive impact on the environment?
- **The team around you** – a great team can achieve so much more than a single individual.
- **Financially workable.** Is this viable?
- **A Social conscience.** – giving back to the community; it's not just profit that counts!
- **Your story.** Story telling is the best sales tool. Having a good story is a great start to selling your idea.
- **Understanding your market** – have you done your research on your customers as well as your competition?
- **Real life examples.** Can we see the proof in the pudding?
- **A smashing closing line** – Wow us and sell your Big Idea!

Our Promise

This event will nurture and support the local business community. The event and the panel are not here to criticise or in any way diminish any proposal. Every applicant is celebrated in the knowledge that presenting is often daunting, expressing a new or different idea and solution can be nerve wracking.

We want everyone to grow from this event and we'll do our best to make sure you enjoy the experience.

The Panel of Business Experts

The business brains are

- **Kim Veale**, Director of Epoch Training and Business Trainer / Advisor at Business Foundations
- **Simon Loader**, Managing Director, AXITO Consultancy.
- **Scott Greenwood**, General Manager Shopping Centres, Hawaiian.
- **Leslie Delaforce**, WA State Director Tank Stream Labs; Director StartUpWA

The panel has been chosen independently and specifically for the event. They have been working extensively with start-ups and businesses, in a business management consulting or advisory capacity for many years.

Terms & Conditions

The Judges decision is final

All prizes must be claimed by 30th December 2019. Note the following prizes have additional criteria.

- Hawaiian Complimentary Casual Leasing Package is valid only during July, August and September 2019, or during July, August and September 2020.
- Engineroom Hub annual membership is valid for 1 year only.
- Bassendean Business Mentoring Package consists of 4 business experts and each individual expert will provide specifics of their offering in a separate document.

