

COME
TO
THE
EDGE

WE'LL
PUSH
YOU


Activate



YOU'LL FLY.

↗ It takes guts and determination to take the leap and turn a good idea into a successful business. It also takes a good dose of know-how and understanding. Which is why we've designed Activate. It's your chance to turn your dream into a business that could take you to places you've never been before.



ACTIVATE TAKES **THE BEST, THE BRIGHTEST AND THE BOLDEST** AND PUSHES THEM TO THEIR LIMITS.



You'll be challenged to test your ideas, develop new personal networks and along the way learn the foundations for business building.

By the end of the programme you'll know just how to kick-start your business and take the next steps towards success.

TAKE THE LEAP AND SEE HOW FAR YOU CAN FLY.

YOU'VE DARED TO DREAM AND NOW YOU'RE READY TO TAKE IT TO THE NEXT LEVEL.

You already have the germ of an idea. It could be a wild thought – off-the-wall, half formed, never thought of before, or new frontier thinking. Or maybe you're in the transformational stage, with an idea that's been developed in an existing business setting that takes a fresh perspective on an industry problem.

Through Activate you'll discover if your idea will go the distance. You'll need to be ready, willing and able to work hard to pursue your vision. Because it takes a smart, motivated and open-minded person to be an Activist. Someone who toughs it out, even when the going gets hard.

A HOT BED OF INTELLIGENCE, COLLABORATION AND CREATIVITY.

Wellington is the perfect place to launch your dream. Many like-minded local entrepreneurs have been there before and made the bold leap to take their ideas to the next level. Business legends like Peter Jackson, Richard Taylor, Ruth Pretty, Jeremy Moon, Sam Morgan, Rod Drury and many more have paved the way. Now it's your turn.

By the time you finish the programme you'll know if you can make money, and how you'll make money. You'll be ready for the future. And be clear on what steps to take over the next six months and the key milestones for the next three to five years. You'll also be able to clearly articulate the unique and compelling story and business case behind your idea. And you'll have an arsenal of tools, techniques, networks, referrals and contacts. You'll leave fired up and ready to jump.

TEST FLIGHT YOUR IDEA.

Activate is designed to be intensive. Over three months of weekly workshops and mentoring you will develop your ideas, sharpen your acumen, test your resolve, build your networks, challenge your assumptions and inspire your creativity.

You'll receive advice from experts in fields relevant to your business and one-on-one coaching from a dedicated mentor. But Activate is as much about what happens outside the classroom. We're not interested in what you know, we're interested in how you apply that knowledge. We don't care if you have a 40 page business plan, we care that you have a clear strategy and you take action. Sometimes the first idea doesn't take flight, but the second (or even the third or fourth) does. So while we work on the business fundamentals, we also work on your fundamentals – equipping you with skills you can apply to whatever great ideas you have now or in the future.

Once you've secured your place, you'll receive your first challenge and a set of workshop materials to get you started. Weekly workshops run from three to four hours and you'll also get one-on-one contact with your mentor for around two hours a fortnight. Over the course of the programme you are also expected to work outside these times on developing your business.

MENTORING:

IT'S EASIER TO BE BRAVE WHEN YOU HAVE SOMEONE SPOTTING YOU.

On Activate the learning continues outside the workshops through your own hard work and personal discoveries. Supporting you will be a dedicated mentor who will spot you throughout the programme and up to a year after you graduate. Mentoring is a huge part of what makes Activate work.

Your mentor's role isn't to tell you that you're awesome and your idea is the best they've ever heard of, to tell you what to do, or to help you manage your personal relationships. Their role is to keep it real: to be a sounding board for you, give you frank feedback, good context and direction, and help you consolidate the concepts covered in the workshops. They'll help you stay motivated and focussed on applying your new knowledge and experiences to your idea.

WORKSHOPS:

DESIGNED TO LEAD YOU ON A JOURNEY OF DISCOVERY.

The workshop modules in Activate combine to create a balanced capability journey covering three key aspects of business: strategy and planning, business basics, and you.

DIRECTION AND PURPOSE

You wouldn't, or shouldn't, go to sea unprepared and without charting your course – how would you get to your destination and weather any storms on the way? To get to where you're going you must keep your head up towards the horizon and your road map handy. Activate is there to help people take an idea and see if they can create a sound and viable business. Great businesses are built on a clear vision and an aligned strategy. They're driven by focussed, smart people and executed through the discipline of good planning. Going by feel simply doesn't have the same success rate.

FOUNDATIONS FOR SUCCESS

Getting a grip on business basics is fundamental to maximising your chances of running a successful enterprise, especially a national or global business.

We'll give you a thorough overview on the usual suspects: money and finance, intellectual property, legal considerations, brand, marketing and sales. It doesn't matter whether you're interested in these topics or even good at them – as a business owner and entrepreneur you need to understand how they influence your business and what key decisions need to be made.

AN ENTREPRENEUR-IN-THE-MAKING

Activate is as much about the individual, you, as it is about the idea – if not more. We won't spend too much time navel-gazing but you'll certainly develop a sense of whether you're cut out for business or not. Within a business context we'll explore your motivations, strengths and weaknesses. We'll talk about professionalism, leadership and building teams so that you understand the talent and personal attributes you'll need around you in order to play to win.



➤ READY TO MAKE IT HAPPEN?

To find out more or apply for Activate visit:

WWW.GROWWELLINGTON.CO.NZ/ ACTIVATE



Activate happens through the support of Grow Wellington.

Grow Wellington inspires world changing businesses in the Wellington region and connects high growth businesses with the people, tools and knowledge they need to fulfil their potential.



Activate was developed by Creative HQ.

Creative HQ is a business incubator where bright ideas are turned into commercial realities. Aiming for the world from Wellington.