



Media Release

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Weekend boot camp for Wellington start ups

While the rest of the country is building up to be 'match fit', Wellington's most aspiring start up businesses are spending this weekend in a boot camp of their own.

Eight entrepreneurs will be taking part in JumpStart- a high impact 'live in' weekend which is part of the successful Activate programme designed to give start ups an intensive course in business planning and development.

Activate, a development programme for early stage businesses, is licensed to Growth Management Consulting by Grow Wellington. The programme focuses on key strategies and fundamentals of business and enables entrepreneurs to liberate their big ideas and turn their dreams into a successful business.

"The Activate programme is about businesses making smart use of their time and money," says Mark Robotham, Principal of Growth Management Consulting. "Our goal is to give participating businesses clarity in what to do and what not to do in growing their businesses. Past participants in Activate have found that it is extremely worthwhile to invest their time and money in the programme rather than going through the early stages of business growth alone."

Now in its third year, Activate provides an inspiring and challenging forum to test ideas, strengthen the practical foundations for business success, and develop personal networks and skills to kick start the journey.

"Activate really made apparent for me how 'green' I was, as an entrepreneur," says Hutt City's Gail McJorow, inventor of the Wondercap. "Activate helped me realise that there are no shortcuts to success. The programme and its associated networks have really opened doors for me and the Wondercap business."

Activate is specifically tailored for participants who are fully committed to, what at times can be, a challenging process of development. "It takes guts and determination to take the leap of faith to turn big ideas into a successful business," says Mary-Anne Webber, General Manager, Business Growth at Grow Wellington. "You need to be open minded, and committed to the discovery of a viable business model and your own capability as an entrepreneur."

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For Further information contact:

Sarah Peacock
Marketing Manager
Grow Wellington
DDI +64 4 382 0071
Mob +64 21 475 282