

emporium
CREATIVE HUB

INCUBATOR

PROGRAM OVERVIEW

2024

**Bring your creative
enterprise to life**





Join our
incubator
and bring
your creative
enterprise to life

Do you have a burning desire to bring a brilliant new business idea to life? Are you looking for an injection of inspiration to take your creative enterprise to the next level?

Our business incubation program provides participants with the tools, knowledge and confidence to develop and grow their creative enterprise through a mix of experiential and classroom-based learning opportunities.

The goal? To provide emerging creative entrepreneurs with the support, connections, practical tools and processes to grow a strong, viable creative business.

What is the incubator?

It's the support you need to succeed.

Our Incubator program is a fun, inspiring and engaging way to kickstart or develop your creative enterprise. It's aimed at entrepreneurs in the creative industries, and at those who are transitioning from another field to work as a creative in their own business.

Participants will receive knowledge, tips and advice from established business owners in creative industries while also benefiting from shared wisdom about their sense of purpose, strategy and lived experience growing new businesses.



From idea to inception: The incubator features 9 dynamic workshops, 3 rounds of coaching and an epic pitch event.

Designed by leading trainers and facilitators, the program combines individual and group assignments and projects, delivered through a series of live interactive sessions.

Workshops take place from the end of April through to the end of August 2024. Participants will make their creative presentation to their peers and course facilitators in mid September.

Session plan

COACHING ROUND ONE

One-on-One Sessions

**16 - 25 April, 45 Minutes One-to-one
Online Coaching Session**

Participants introduce themselves to their coach using the model of the North Star. Coaches support participants reflective practice.

SESSION 2

Find Your North Star

**Friday 3 May, 10.00am-2.00pm Lunch
Provided**

Amplify the power of purpose to grow your audience and strengthen your business. Learn about the impact a clear sense of purpose can have from established creative entrepreneurs and participants from previous year's Incubator Programs. Create a state of purpose, vision and values to include in your draft business plan.

SESSION 1

Our Creative Community

**Friday 26 April, 10.00am-2.00pm Lunch
Provided**

Get to know your fellow participants and members of the delivery team. Explore how your creative practice may be connected with others and what sets it apart. Learn a process to leverage the collective wisdom and experience of the group to solve problems. Learn the scope and expectations of the program

SESSION 3

Creative Enterprise Needs Creative Thinking

**Friday 10 May, 10.00am-2.00pm Lunch
Provided**

Explore the tension between purpose, possibility and reality. Learn a process to generate ideas to grow your business. Select a handful of ideas to progress and reflect on where you are most comfortable and uncomfortable in the creative process.

Session plan (continued)

COACHING ROUND 2

One-on-One

13 May - 3 June, 45 Minutes

One-to-one Online Coaching Session

What's your big idea? What have you landed on- that will focus the rest of your work in the Incubator and take your business forward?

SESSION 5

Plan for Maturity and Growth

Friday 21 June, 9.30am-2.30pm

Lunch Provided

Transfer your high value ideas from previous sessions into a business plan. Shift your focus from development and evaluation to action. Identify key milestones and goals to measure your progress and continue working on during one-on-one coaching.

SESSION 4

Make Decisions You Won't Regret!

Friday 14 June, 10.00am-2.00pm

Lunch Provided

Learn our suite of high impact tools to evaluate business decisions. Change your approach to ensure you achieve value, every time you invest effort in a new pursuit.

SESSION 6

Engage With Your Whole Self

Friday 5 July, 9.30am-2.30pm

Shared Lunch

Join Rinske Ginsberg, talented drama and embodiment coach for a masterclass in voice, expression and movement. Learn techniques to communicate using your whole self! Leave the workshop with increased confidence and knowledge to support making presentations and pitches.

COACHING ROUND 3

One-on-One

8 July - 22 July, 45 Minutes

One-to-one Online Coaching Session

Practice your pitch with your coach.
Receive one on one feedback and support.

SESSION 7

Get Your House in Order

Friday 19 July, 10.00am-2.00pm

Lunch Provided

We revisit the business plan in depth, paying close attention to the sequence of activities participants have planned in launching a new offer/business. We'll learn more about the mechanics of sales, from developing warm leads, to service agreements and contracts.

SESSION 8

Enrich Before You Pitch!

Friday 26 July, 10.00am-2.00pm

Lunch Provided

Be guided through examples of proven techniques to develop a commercial pitch. Apply the approach to the new product or service you plan to introduce at the final presentation evening.

SESSION 9

Weaving it All Together

Friday 2 August, 10.00am-2.00pm

Lunch Provided

Participants deliver a presentation on their creative enterprise, or a product or service it offers to each other. Participants receive feedback on aspects of the pitch they could strengthen ahead of the presentation evening.

Session plan (continued)

PITCH SESSION

Final Presentation Evening

Friday 13 September, 5.30pm until late

Present your big idea to grow, strengthen or scale your creative enterprise to an audience of creative, business and community leaders.

FEEDBACK + EVALUATION

Ongoing

April - September

Participants will be asked to provide feedback after each workshop and coaching round to ensure the success and development of the program.





What are the benefits for participants?

The beginning of a new enterprise is a great place to invest in your skills, create networks and build knowledge. You can avoid common mistakes, discover gems of knowledge that will save you time and money and make friends in the process.

If you're looking for a sense of belonging or for a community who will help you build the best version of your business - and support you through the tough times - this is it.

Participants receive access to high quality resources to grow their businesses.

Our program offers a range of unique benefits to participants:

Clarity

You can burn a lot of cash and time testing ideas in your first few years in business. Get really clear by rapidly exploring and testing your offer with us.

Connection

No one understands the unique joy and challenge of growing a creative enterprise like your peers! Share the ride together. Help each other grow.

Discovery

Learn new tools and processes for thinking and acting with commercial acumen. Be open to new ideas, and challenge yourself with new ways of thinking.

Development

Invest in developing your products and services by putting them through a stress test. Time spent in testing will refine your offerings prior to market.

Feedback

Test your craziest ideas and most far-out strategies for growing your business in a safe environment. Use feedback from supportive peers to improve.

Followers

Inspire, engage and grow your following through multiple channels by increasing your marketing skills and your capacity to leverage social media.

Value

Your creative practice is your greatest asset. Know yourself. Nurture your strengths. Find trusted collaborators to make your weaknesses irrelevant.

Cash

Learn how to monetise your creative practice. Test your assumptions. Evaluate your pricing model, analyse the market and implement changes.

Action

Learn to plan in small increments of activity that help achieve your goal. Breaking your plans down into actionable steps will help reduce overwhelm.

Accountability

The program-led projects will help keep you accountable. Knowing you have to pitch to your peers and established creatives is highly motivating!

Impact

Help rebuild Victoria's economy from COVID. Understand how your creative practice solves myriad problems for other business customers.

Legacy

Give back to your creative community. Contribute to the development of your peers businesses by sharing your experience, skills and network.

Calling all budding creative entrepreneurs - we want you!

We're keen to engage a diverse range of thinkers and budding entrepreneurs, including those who are serious about developing and growing their creative enterprise.

Our incubation program is perfect for:

- existing business owners who want to scale up from sole trader status
- emerging entrepreneurs with a brilliant idea for a new creative business
- career transitioners who wish to work as a creative in their own business

Our program is open to creative practitioners of all ages, backgrounds and cultures. If you have a strong desire to learn, a solid work ethic and a healthy dose of self-confidence we'd love you to join our cohort of creative collaborators.

Do you meet the following selection criteria?

Open-minded

An openness to new ideas, a commitment to continuous improvement and a love for the creative process.

Determined

Ideas become real when we express them to others and work to bring them to life. We'd love to see the real world examples of your output, from concept to creation.

Courageous

The willingness to take personal, social, professional or financial risks in pursuit of your creative and business goals. Creativity is not compatible with playing it safe.

Collaborative

We're looking for candidates who can work collaboratively, sharing and working together, with the humility to appreciate their debt to the energy and creativity of others.

Time to get creative and submit your application.

Feel free to get creative with your application. Your submission should give us a sense of who you are and your unique approach to creativity.

You can write it, make a short video or surprise us! As long as you've addressed the following application questions, we're happy for you to choose whichever medium suits you best.

Application questions

- Full name
- Email address
- Phone number
- Business details (if applicable): name, industry, postcode, year founded, website, social media
- Describe your creative practice or idea
- Why would you like to be considered for a place in the incubator?
- Incubator participants form a strong and supportive bond; how will you contribute to the group?
- Tell us about your vision for your business or idea - where do you see it in a few years time?
- What are the main takeaways you want to get from the program?
- Tell us how you meet each of the selection criteria; collaborative, open-minded, courageous, determined.
- Anything else you would like us to know?

Applications close 11:59pm

Thursday 28th March 2024.

Program fee

Participation in the incubator is heavily subsidised by the Victorian Government through Creative Victoria and ACMI. Participants are asked to make a contribution of \$500+GST. Payments can be made by instalment over the life of the program. For more information on payment options please contact us at hello@emporiumcreativehub.com.au.



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