

A photograph of three people (two women and one man) sitting around a desk in a meeting. They are looking at a laptop and talking. The man is wearing glasses and has his hands clasped. The woman on the right is also wearing glasses and has her hands clasped. The woman on the left is smiling and has her hand near her face. The desk has a laptop, a tablet, a glass of water, and a green cup. The background is a wall with papers pinned to it. The lighting is warm and focused on the desk.

AUT

PRACTICAL INNOVATION AND ENTREPRENEURSHIP

Designed for start-ups, aspiring and
seasoned entrepreneurs

Want to turn your big idea into reality?

Wondering what the steps to your success are?

We have designed this programme to meet the growing need for start-ups/entrepreneurs to have a business building process where you can test, develop and nurture your idea in a supportive, flexible learning environment while solving a problem and making an innovative impact on the world, under the real-time guidance of experts in the world of business and entrepreneurship.

AUT brings you Practical Innovation and Entrepreneurship, a 12-module business building short course that takes aspiring or seasoned entrepreneurs to a new level of skill, knowledge, and mindset using the Periodic Table of Innovation as its framework. Practical Innovation and Entrepreneurship is an advanced business knowledge gateway where participants will be shown step-by-step instructions on how to launch their entrepreneurial idea.



The programme is based around the Periodic Table of Innovation. This is a business accelerator tool created by Adjunct Professor, Mike Hutcheson, enabling participants to identify and address the practical elements needed for business success. Each 'element' relates to a module that is taught during the programme.

You will need to have a business idea that you'd like to explore and develop and be available to join us from your home or office for the live calls in our supportive online learning environment. You will also participate in a business masterclass and a presentation to a review board at the conclusion of the programme.

- Get access to top business mentors, experts in their industry, a community of entrepreneurs and so much more.
- Learn the process needed to succeed, including writing an in-depth business plan and an opportunity to pitch your idea to a Review Board.
- Receive a transformational experience that builds and boosts your confidence with resources, mentors and support needed to hone and polish your business idea. We provide top-class mentors who have vast experience in entrepreneurship to help enhance your business and give you the winning edge.

THE PERIODIC TABLE OF INNOVATION
Business has two functions: innovation and marketing. Everything else is a cost. – Dr. Peter Drucker

START HERE!

Bi 1
Big Idea Concept

Drucker Test
Smart
Measurable
Achievable
Realistic
Time-bound

1. Start at top left. You have an idea. Ask: could a business be built around it, or is it just a product or service?
2. Address items in each element column. Some will be more relevant than others.
3. Fundamental question to ask: there may be a gap in the market, but is there a market in the gap?
4. Build a business plan incorporating the 12 modules.

Re 1 Research	Lg 2 Legal	Fi 3 Financial	Ms 4 Marketing Strategy	De 5 Design	If 6 Infrastructure	Mf 7 Manufacturing
Go 21 Google	Cf 31 Company Formation	Bg 41 Budget/Cash-flow Projections	Ma 51 Market Analysis	Dt 61 Design Thinking	Wf 71 Work flow Systems	Fa 81 Factory/Production Plan
Dr 12 Deck Research	Sg 22 Shareholders' Agreement	Im 32 Information Memorandum	Cj 42 Customer Journey	Pd 52 Product Design	It 62 IT Integration/Website	Os 72 Outsource
	Ip 33 Intellectual Property	Cs 43 Capital Structure	Br 53 Brand/Online Presence	Lo 63 Logistics/Livery Brand ID	Cm 73 Customer Mgmt. System	Qc 83 Quality Control/Compliance
			Sp 64 Supply Chain	Sc 74 Sales Channel	Ss 84 Scope of Specifics	



Visit www.aut.ac.nz/pracinnov for more information.

Finding the right kind of financing for a business is crucial as well, so we spend some time addressing methods to achieve this, as well as money mindset tools to help shift your relationship with money. We also use a profiling system to highlight your personal traits and skills for generating wealth as a business owner.

Lastly, we give you high-level entrepreneurship education in a fast-tracked model. These lessons will prove vastly useful. You will be able to apply each lesson during the programme – and begin speeding towards success.

You will get a complete kit, including access to an interactive website and six hours of inspirational video from some of the country's leading entrepreneurs, professionals and advisers.

We encourage and support self-directed learning while also offering live, interactive Mastermind classes to hold you accountable. We also offer, in person, a two-day business masterclass and a presentation skills workshop, conducted on separate days, culminating in a review board presentation at the end of the semester.

Students log in to our online video call for just one hour a week for the 12 modules of the program, as well as regular mentoring calls as needed.



WHAT YOU WILL GET OUT OF THE PROGRAMME

- A deeper understanding of how to create a sustainable business, identifying whether or not your idea is good and how it can be enhanced.
- How to think differently in an ever-changing world.
- The ability to articulate what your business does and how to sell its benefits, using the power of storytelling to portray your message.
- The next steps needed to move forward so you are focusing on the fastest path to success.
- A new-found confidence in yourself and your business idea.
- A community of peers, mentors, business services and a national network of support.

WHO IS IT FOR?

- The programme is designed for aspiring entrepreneurs/ business owners of any age and from anywhere, who are looking to launch a new product or service.
- It's for established business owners who wish to breathe new life, inspiration and ideas into their existing business.
- It's for AUT students, staff and alumni with business ideas or who have a goal to start a business.



THE TUTORS

Practical Innovation and Entrepreneurship is led by Mike Hutcheson, ex-Managing Director of Saatchi and Saatchi and currently an Adjunct Professor at AUT, and Catherine Newton, Director of Success at AUT and founder of www.catherinenewton.com

Mike Hutcheson and Catherine Newton have killer track records helping businesses achieve real results. Their inspiring stories and grounded direction have helped hundreds discover how to take their mindset, skillset and innovation strategies to a whole new level.

Now it's your turn!

