

**emporium**  
CREATIVE HUB

INCUBATOR



PROGRAM OVERVIEW

**Bring your creative  
enterprise to life**

2021



Join our  
incubator  
and bring  
your creative  
enterprise to life

**D**o 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 14-week 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 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 14-week program

**D**esigned by leading trainers and facilitators, the program combines individual and group assignments and projects, delivered through weekly live interactive sessions at Emporium Creative Hub.

Weekly workshops take place from Mid-July to mid-October 2021. Participants will present two pitches to their peers and course facilitators.

# Session plan

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## SESSION 1

### **Our Community of Creatives**

Thursday 22 July, 10.00am-2.00pm  
Emporium Creative Hub, 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.

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## SESSION 3

### **Creative Enterprise Needs Creative Thinking**

Thursday 12 August, 10.00am-2.00pm  
Emporium Creative Hub, 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.

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## SESSION 2

### **Find Your North Star**

Thursday 29 July, 10.00am-2.00pm  
Emporium Creative Hub, 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 last year's Incubator Program.

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## SESSION 4

### **One-on-One Coaching Round One**

Week of 19 August, 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.

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## Session plan (continued)

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### SESSION 5

#### **Make Decisions You Won't Regret**

**Thursday 26 August, 10.00am-2.00pm**  
**Emporium Creative Hub, 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.

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### SESSION 7

#### **Know Your Value**

**Thursday 9 September, 10.00am-2.00pm**  
**Emporium Creative Hub, Shared Lunch**

Apply strategy when pricing your work. Learn different models to price products and services. Review your current approach. Is it the best fit for your business? Is there room to increase your profitability, simply by reviewing price?

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### SESSION 6

#### **Business Planning for Maturity and Growth**

**Thursday 2 September, 10.00am-2.00pm**  
**Emporium Creative Hub, 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.

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### SESSION 8

#### **One-on-One Coaching Round Two**

**Week of 16 September, 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?

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## SESSION 9

### **Enrich Before You Pitch!**

Thursday 23 September, 10.00am-2.00pm  
Emporium Creative Hub, Lunch Provided

Be guided through rounds of giving and receiving feedback to clarify, sharpen and amplify value in your new offer/new angle, new business.

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## SESSION 10

### **Stuck?**

Thursday 30 September, 10.00am-2.00pm  
Emporium Creative Hub, Lunch Provided

Learn how to cross the bridge between knowing and doing. Once we know what we need to change, we often struggle to put those changes into place. Develop insights into what keeps you in a stuck state and how you can move across that bridge toward a brighter future.

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## SESSION 11

### **Engage With Your Whole Self**

Thursday 7 October, 10.00am-2.00pm  
Venue To Be Confirmed, Shared Lunch

Learn about the destinations on the road to business maturity. Work with resources and the template roadmap to capture key milestones for your business.

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## SESSION 12

### **One-on-One Coaching Round Three**

Week of 14 October, 45 Minutes  
One-to-one Online Coaching Session

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

# Session plan (continued)

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## SESSION 13

### Final Presentation Evening

Thursday 21 October, 5.00-8.00pm

Emporium Creative Hub

Present your big idea to grow, strengthen or scale your creative enterprise to a high value audience.

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## SESSION 14

### Weaving it All Together

Friday 22 October, 10.00am-2.00pm

Emporium Creative Hub, Lunch Provided

Debriefing feedback from presentation evening. Make commitments to yourself and your your business.





## What are the benefits for participants?

**T**he 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!

**W**e'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.

**F**eel 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 midnight Sunday  
20th June 2021.**

## 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 \$750+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](mailto:hello@emporiumcreativehub.com.au).



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