

Information Session Checklist

From: <https://advance.qld.gov.au/sites/default/files/ignite-ideas-r8-guidelines.pdf>

Ignite Ideas Grant Criteria

- Business headquarters in Queensland
- Less than 50 employees
- Be registered for GST
- Proposal not used for another grant
- Tier 1: up to \$100,000, 20% contribution, up to 1 year
- Tier 2: \$100,000 to \$200,000, up to 2 years
- Application Period: 1st July 2021 to 22nd July 2021, 10 AM

[Expression of Interest application form](#)

Assessment Criteria



- Innovation
 - New product or service
 - Different from existing marketplace product or service
 - Intellectual property owned and protected
- Market Potential
 - Significant market demand present
 - Market for scalable growth
 - Letter of support from customers
- Technology/market readiness
 - Product is beyond minimum viable product stage
 - Ready to enter the market (by end of Tier 1)
 - Have entered the market (by end of Tier 2)
- Project Viability
 - Achievable in terms of commercialisation, time, outcomes
 - Demonstrate how sales and profitable will improve
 - Risks identified and mitigations in place
- Organisational capability
 - Technical, management and commercialisation skill present
 - Access to mentoring support
- Benefits to Queensland
 - Project will provide benefits to Queensland industries & community
 - Project will create jobs in short and long term
 - Positive contribution to industry and regions

Customer Segment

Customer Before	Customer After
Problems that need a solution Questions - who, want, where, why, which Roadblocks Fears Worst case scenarios Frustrations Worries Who does not need the solution Mistakes Possible objections Nightmare scenario Life before	Results - save time, money, effort... Answers Workarounds Product / Service Why Emotional benefits Logical benefits Gains created Proof of results Niche customer segment defined Hidden motivators Dream scenario Life after Customer to hero transformation story Feature + Benefit + Meaning bullets Unique Value Proposition offer stack

The customer segment is used for audience targeting, copywriting, sizing the marketplace, creating product market fit, branding, marketing and sales.

Innovator Business Model Canvas Template

Inventor		Advanced Business Model Canvas			Key Attributes: Have Want
Key Partners Industry Associations Innovation Centre Small Bus. Dev. Centre	Key Activities <i>Marketing</i> Development <i>Prototyping</i> Testing	Value Proposition Best designs Exclusive products 	Customer Relationships In person communication <i>Product feedback</i>	Customer Segments Product testers Early adopter 	
	Key Resources <i>Customer data</i> Team skills Development tools		Channels Personal networks		
Cost Structure Labour Building expenses Communications		Revenue Streams <i>Product sales</i> Service sales Donations or grants			

Add your current Business Model Canvas attributes. Then add what the grant will change to the model.

Business Strategy Planning Checklist

9 Tips For How to Build a Business Roadmap Forward

Check which strategy parts you have. Circle which strategy parts you need. Topics selection is based on Internet demand. Rank each Strategy Class row from 1 to 5. Identify your strengths and weaknesses. Plan and Implement your Strategy Roadmap.



Strategy Class	Rank 1 to 5								
Business		Business Plan	Business Model	Business Objectives	Business Analysis	Business Level	Business Market Share	Business Products	Business Services
Brand		Customer Service	Identity	Positioning	Positioning Strategy	Brand Marketing	Long Term Goals	Brand Framework	Brand Messaging
Marketing		Social Media	Marketing Mix	Marketing Research	Word of Mouth	Content Marketing	Customer Experience	Online Marketing	Target Audience
Sales		Social Media	Conversion Rate	Target Market	Customer Experience	Lead Generation	Business Goals	Pain Points	Sales Pipeline
Operations		Long Term	Developing Operations	Operations Process	Operations Matrix	Operations Design	Competitive Advantage	Operations Management	Business Support
Team		Balanced Scorecard	Action Plan	Planning Process	Action Items	Strategy Execution	Achieving Goals	Management Process	Performance Measures
Technology		Machine Learning	Cloud Computing	Continuous Improvement	Digital Transformation	Operating Model	Hardware Software	Modern Technology	Business Capability
Finance		Financial Management	Long Term	Short Term	Corporate Strategy	Financial Resources	Goals and Objectives	Finance Functions	Return on Investments
Risk		Risk Management Plan	Balanced Scorecard	Risk Management for Directors	Risk Analysis	Risk Management in Finance	Operational Risk	Potential Impact	Reduce Risk

Innovator Business Model Canvas Attributes

Value Proposition: Best designs, exclusive products

Customer Segments: Product testers, early adopters

Channels: Personal networks

Customer Relationships: In person communications, product feedback

Key Resources: Team skills, development tools, customer data

Key Activities: Development, prototyping, testing, marketing

Key Partners: Industry assn., innovation centre, small bus. dev. centre

Cost Structure: Labour, building expenses, communications

Revenue Streams: Product sales, service sales, donations, grants

*Expand the attributes above for your innovation. Test and validate each attribute. Iterate or pivot if required until the whole model is sustainable. **Then Scale Up.***

Technology Readiness Levels (TRL)

Level	Description	Your Notes
1	Basic principles observed	
2	Technology concept formulated	
3	Experimental proof of concept	
4	Technology validated in lab	
5	Technology validated in relevant environment	Ignite Grant
6	Technology demonstrated in relevant environment	Ignite Grant
7	System prototype demonstrated in operational environment	Ignite Grant
8	System complete and qualified	
9	Actual system proved in operational environment	

Work your way up the TRL levels. Add development notes on your journey. Different grants and capital are available at various levels.