

Module 5 of the Seafood CRC Entrepreneurship Program

Module 5 addresses the skills, concepts, and knowledge relevant to developing a business plan suitable for packaging up an opportunity and/or developing the business surrounding that opportunity.

Participants will develop a business plan of their choice; for example, it could be for a new product launch, a new business adventure, or a business plan for an existing business. Here you will learn the processes involved in developing a concise and effective business plan that packages up your innovative business idea so that it can be understood by relevant stakeholders (including management, employees, investors, and bankers). During this process, you will be encouraged to:

- Develop realistic but challenging personal and business visions;
- Embrace innovative strategies for achieving those visions; and
- Integrate and apply knowledge gained from other areas.

July's module will consist of a series of lectures, hands-on workshops, review of other business plans and mentoring sessions.

Participants should come to the session with relevant problems as these will also be addressed.

Our June Module Facilitator is.....NOEL LINDSAY!

At 16, Noel Lindsay dropped out of school to start his first business which initially succeeded but then failed. Learning from this failure prompted him to complete his high school education during the evenings while repaying his business debts! Eventually Noel began his Degree and completed a PhD in Commerce at The University of Queensland.

Noel has co-founded and developed successful businesses in Australia, South Africa, and Malaysia.

He also worked in the corporate insolvency field and then in private equity as a Director of a successful venture capital firm that invested \$1m - \$3m in growth-oriented entrepreneurial ventures. His hands-on practical experience has resulted in him reviewing and helping others to develop hundreds of business plans over the last 20 years.

As the Director of the Entrepreneurship, Commercialisation and Innovation Centre at The University of Adelaide, Noel leads a team that teaches and undertakes research in the areas of entrepreneurship, innovation, technology commercialisation, and project management.

When: Friday July 16 (start time is 10am) - Sunday July 18 (finish time is around 3pm)

Where: The Mercure Grosvenor Hotel, 125 North Terrace, Adelaide - The Colony Meeting Room

Cost: FREE to Seafood CRC Participants. If you are not a CRC Participant, a small fee of \$85 (inc GST) is required.

What to Bring? Bring along a laptop computer so that you can work on developing your business plan during the hands-on working sessions.

Contact: Emily Downes, Ph: 08 8201 7652 or E-mail: emily.downes@seafoodcrc.com.



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