

IDEAS 2 MARKET

A COMPREHENSIVE INTRODUCTION TO STARTING A BUSINESS AND TAKING AN INNOVATIVE IDEA TO MARKET.

The Ideas2Market Introductory workshop is designed for those who would like to start a business, novice inventors, or those with early-stage business ideas.

Topics include: determining feasibility of your idea, business planning, intellectual property, marketing, accessing funding, government grants, commercialisation pathways and more.

An initiative of the Queensland Government's Department of Employment, Economic Development and Innovation, the Ideas2Market small business workshops are delivered around Queensland by the AIC's experienced facilitators and include a range of guest speakers including patent attorneys and real-life business case studies.

Since 2005, the Ideas2Market small business program has assisted more than 1,000 entrepreneurs and small business owners to take their ideas to market.

Limited Seats
REGISTER NOW!

- Discover low cost marketing ideas for your business
- Learn how to pitch your idea to investors and customers
- Determine which company structure suits your business
- Explore the basic tools you need for business finance
- Strategies to identify and protect your intellectual property

“ The workshop was excellent. It has given me the next step for my business. ”

Nikola Wilkie | Cairns

“ Without a doubt the best money I've spent in a long time. Armed with a powerpack of information, I now feel so much more confident diving into the uncertain waters of commercialisation. ”

Charl Liebenberg | Brisbane

