

Hi-Tech Launch Programme

Invitation to Participate - 18th Round of Programme

A management programme for small and emerging technology companies with the aim of strengthening the management capabilities of the participating businesses, developing a clear long-term strategic focus, building networks and preparing them for the global market place and possible investment readiness.

All participating companies are required to produce a strategic business plan setting a clear direction for management to achieve growth in T/O and build export capability.

All applicants are asked to complete the attached application form (cover sheet) along with a two-page summary letter, summarising details of the business, their management team, the technology, the potential of technology and the current stage of development for the business.

Your entry to the programme is a three step process; **(i)** you will be judged for entry to the program by an independent selection panel of industry experts on the content of your two-page overview and cover sheet, **(ii)** the independent panel will select the best applicants for the programme, who will then be asked to come in for a short interview by the panel and **(iii)** the ten successful business applicants chosen by the independent selection panel will undergo a strategic review from which business and personal skills development plans will be constructed.

All candidates will undertake a 15-week programme (one 3 hour workshop per week) of skill development workshops and will be allocated a business mentor to help develop a strategic business plan.

Canterbury Development Corporation (CDC)

CDC is the economic development arm of the Christchurch City Council. It provides an important support function to small-medium sized enterprises through its Business Training Programmes, Company Rebuilders, BITC Mentors and Start-Up services. A particular group in the 'High - Technology' sectors has emerged as requiring sophisticated management support and training in order to capture the growth opportunities offered.

The Hi-Tech Launch Program has been developed as CDC's response to this need and opportunity. The programme is fully funded through CDC by New Zealand Trade & Enterprise's Enterprise Training Programme.

New Zealand Trade & Enterprise – Enterprise Training Programme

New Zealand Trade & Enterprise's Enterprise Training Programme for small to medium sized enterprises (SME's) is based on a recognition that this area of business is likely to provide much of New Zealand's future economic growth and employment opportunities.

The nationwide programme of fully funded workshops is designed to help people involved in SME's, or those planning to start a small business, to achieve better results.

The CDC Hi-Tech Launch Programme, offered as a part of the Enterprise Training Programme, is aimed at young and emerging businesses operating in the high technology sector with products and services with global potential. The programme enhances their management capability, helps them develop a strategic business plan and networks them with successful industry players in the high technology industry, to help them develop their products and services for the global market place.

CDC Hi-Tech Launch Programme

Timetable – March-June 2009 –18th Round - To Be Confirmed

Workshops will be held on Mondays on dates as listed below at Canterbury Development Corporation Training Room, 2nd Fl, 193 Cashel St, Christchurch – 4.30-7.30pm each evening.

Please Note - Draft Only – Dates and Presenters to be confirmed

Date	Workshop Topic	Presenter
March 2	Programme Overview / Presentation Skills	John Hamilton – CDC / Patrick Rottiers - PROConsulting Intl.Ltd
March 9	Strategic Planning workshop. NOTE – designed to assist with the physical preparation of Strategic Plan to be completed by 30 June 2009	Steve Mander – Mander & Co
March 16	Market Selection & Positioning	Owen Scott – Concentrate Ltd
March 23	International Marketing	Patrick Rottiers – PROConsulting International Ltd
March 30	Distributors & Distributors Agreements	David Goodman – Goodman Steven Tavendale & Reid David Boyd – Foot Science Intl Ltd
April 6	Legal Structures/IP Protection/Staff Schemes	Sarah-Jane Weir/Ben Johnston – Anderson Lloyd
April 13	Programme Break – Easter Monday	No Workshop
April 20	Business Planning	Steve Mander – Mander & Co
April 27	Project Management	Piet Beukman -University of Canterbury/Holliday Corp Ltd Rob McDonald/Rebecca Wright - Deloitte
May 4	Cash Flow Management	Rachel Shearer/Emma McGraw – Brannigans
May 11	Human Resources (Hiring/retaining/exiting)	John Walley/Les Rudd - CMA
May 18	Operations Management	John O’Hara – John O’Hara Ltd
May 25	Commercialisation New Products/ Technology	
June 1	Programme Break – Queens Birthday	No workshop
June 8	Developing & Resourcing a Sales Team	David Johnston – People Results
June 15	Valuation & Capital Raising	Rob McDonald/Paul Munro - Deloitte
June TBC	Rehearsal	John Hamilton-CDC/Patrick Rottiers- PROConsulting International Ltd
June TBC	Graduation Night Hotel Grand Chancellor, 161 Cashel St	Presentation to Business Audience John Hamilton/Patrick Rottiers

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The format for each workshop will be a 3-hour presentation from speaker(s) that is broken up by interactive group discussions dealing with specific issues. As well as the selected presenters, there will most likely be other people present with expertise in the subject area to add value to the discussions.

In addition to the above expert presenters, a number of senior managers and entrepreneurs have pledged their support to the project in a networking capacity. These people bring invaluable technical, business and market knowledge as well as their own wider networks.

During the program, candidates will be allocated and matched with a very experienced business mentor for on-going coaching and mentoring throughout the project, with a view to producing a long term strategic focus / strategic business plan.

Participating businesses are encouraged to bring their whole Management team along.

Cost

The programme is fully funded by New Zealand Trade & Enterprise.

Selection Criteria

- The products or services are new or unique
- The product or service has benefits for intended customers
- The products and services have international market potential or significant import substitution
- The business has a high element of technology involved in its product or service (electronics, electro mechanical, precision engineering, advanced materials, biomedicine and biotechnology, environmental technologies, software, web/e-Commerce, multi media, information and communications technology)
- The company is looking to grow significantly over the short to medium term and be more than a single product entity in the market place.
- The partners/individuals in the company have the capacity and passion to grow and lead business development, including taking on strategic/equity partners
- The partners/individuals have the willingness to learn, share and contribute
- There are clear personal goals to be achieved by attending the programme

Successful Applicant's Commitment

Each company agreeing to partake in the program will be required to undergo the initial selection panel process and strategic review before entering the programme and to attend each of the 15 workshops and mentoring process during the programme.

Each company will be required to produce a strategic / business plan in co-operation with their allocated mentor. Each company and individual associated with the program will be expected to maintain confidentiality and sign a non-disclosure agreement.

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Application process

- Complete attached one page application form (Cover Sheet)
- Complete two page summary letter of business

Post or e-mail both to John Hamilton at CDC. **Clearly mark 'Confidential' across your application form and attached two-page letter. All applications will be treated in the strictest confidence.**

The two-page letter is a summary of your business, the team that make up the business, the current stage of development for the business and future hopes and aspirations.

1. Please make it clear what you do!!
2. What are the benefits of the product/service?
3. Is the idea unique? If not what makes it an attractive proposition?
4. Have you undertaken any market research? Outline briefly the target markets, how your product provides value for customers and its competitive position.
5. Who are the principals? A short profile of their backgrounds.
6. Describe where you want to grow the business to, what it needs and what you expect from this program.
7. Personal goals of core management team from attending programme

NOTE - the industry panel reading your two-page letter of application will judge and score your entry to the program on a grid with the following areas:

- Product and Service Benefits
- Level of technology
- International potential
- Short to medium term growth prospects
- Multi-product strategy
- Your business acumen
- Your passion
- Your willingness to learn and share.
- Personal goals to be achieved from attending programme

The most suitable applicants will be chosen to have a short interview with the industry selection panel. CDC and the industry selection panel reserves the right to refuse any application and is under no obligation to provide a reason for that refusal.

Closing date for applications is: 5pm Monday 9th February 2009 (TBC)

Please send all applications to:

John Hamilton,
Business Support Manager
Canterbury Development Corporation Ltd
P.O. Box 2962
Christchurch
Phone: 03 353-6858
Fax: 03 379-5554
Email: john.hamilton@cdc.org.nz

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Application Form

Name of Business: _____
Trading Name: _____
Contact Name: _____ Position: _____
Business Location _____
Postal Address: _____
Phone Number: _____ Fax: _____ Mobile: _____
Email Address: _____ Website URL: _____
Owners/Shareholders _____

Description of Business: _____

Bankers: _____ Solicitor: _____
Accountant: _____
Turnover Last Year: _____ Turnover This Year: _____
Business History: _____

Background/Skills of Management Team _____

Number Of Staff: F/T _____ P/T _____

