

Smart Business Acceleration Programme March 2012

Information & Application Form

Contents

1.	Vision Manawatu’s SMART BUSINESS programme	3
2.	How will you and your company benefit?	4
3.	Participating Company’s Commitment	4
4.	Course Details	5
5.	The Application Process	6
6.	Management of the Programme	7
7.	Application Form	8

1. Vision Manawatu's SMART BUSINESS programme

Among major barriers to business growth is the need for better skills and access to investment capital.

With this in mind, Vision Manawatu's Smart Business Acceleration Programme has been developed using key companies' feedback of their main needs and addresses:

- Up-skilling of key management
- Development of management skills
- Creating an 'investment ready' organisational structure
- Mentoring (Mentors are identified in partnership with the companies)
- Access to capital
- Advanced logistical and distribution technology
- Innovative service models
- Access to an extensive business network

The Programme has been in place since 2004 and has proven extremely successful.

The Smart Business Acceleration Programme is partially funded by New Zealand Trade and Enterprise – make an appointment with one of the Vision Manawatu Business Advisors today to see if you are eligible.

A copy of the programme is included on page 5 for your information.

The programme is scheduled to start on 7 March 2012.

2. How will you and your company benefit?

At the completion of the 12-week programme you will have strong and targeted growth strategies determined for your business.

The previous programmes saw participating companies:

- Increase annual turnover
- Develop new products
- Acquire strategic alliances or partnerships
- Employ more staff
- Achieve export growth

3. Participating Company's Commitment

The investment we require from you and your company is your time and commitment to implement acquired skills into your company. The first part of the Smart Business Acceleration Programme takes 12 weeks of intense up-skilling.

This is a partially funded programme by New Zealand Trade & Enterprise. Through the new, New Zealand Trade and Enterprise voucher scheme a 50 per cent subsidy is available to eligible businesses – making your investment \$2,500 + GST for up to three key staff members to attend the programme and participate in 10 hours of coaching. Regularly the course is valued at \$5,000 + GST.

Companies agreeing to partake in the programme will be required to attend each of the 12 seminars/workshops and commit to the mentoring process. There will be an initial selection process, and a capability assessment will need to be done with each of the people participating from your organisation if you wish to apply for the NZTE subsidy. Each company will be required to produce a strategic business plan in co-operation with their allocated mentor. All companies and individuals associated with the programme will be expected to maintain confidentiality and sign a Non-Disclosure Agreement. Finally, at the end of the programme you will be asked to participate in a review of the programme to assist with our commitment to continuous improvement.



4.0 Course Details Sessions Run 4:30 – 8:00pm

Date	Seminar No.	Topic	Presenter
07-Mar-12	1	Introduction	Amanda Linsley & Emma Wright ~ Vision Manawatu
07-Mar-12		Learning Styles	Debbie Laing ~ Mind Matters
14-Mar-12	2	Visioning Strategy	Peter Askey ~ Third Bearing
21-Mar-12	3	Business Planning	Dave Gaynor ~ FR Development
28-Mar-12	4	Cashflow Management	Steve Davey – ANZ Bank
04-Apr-12	5	Business Growth, Capital Raising & Valuation	Rodney Wong
11-Apr-12	6	Lean	Greg Radich – Stepchange
18-Apr-12	7	Human Resource	Alastair Hall ~ Fitzherbert Rowe
25-Apr-12		Break – ANZAC Day	
02-May-12	8	Succession Planning & Leadership	Lyn McCurdy ~ Third Bearing
09-May-12	9	Governance	Dr James Lockhart ~ Massey University
16-May-12	10	Relationship Marketing	Mike Clark – Think Right
23-May-12	11	Market Research & Intellectual Property	Jan Charbonneau ~ Massey University
23-May-12		Introduction to Exporting	Dr Rom Rudzki – NZ School of Export
30-May-12	12	Internet Marketing Strategies	Hamish Clark - IMC2
06-Jun-12	~	Smart Business Acceleration Graduation	Venue ~ to be advised

5.0 The Application Process

- (a) The first phase is to complete the attached application form and submit along with a letter highlighting why your business would benefit from the programme.
- (b) The second phase is an assessment process undertaken by Vision Manawatu and a comprehensive GAP analysis done with the selected companies.
- (c) The 12 week course costs \$5,000.00 per company. If your business has less than 50 FTE's and is for profit your business may be eligible for a 50 per cent subsidy from NZTE. Contact us to find out if your company is eligible.

The aim of the selection process is to have:

- A mix of businesses participating– a mix of ages from start-up phase to 8/9-year-old businesses and a mix of areas of business activity.
- Businesses who are committed to growth.
- Applicants who are ready and willing to develop a strategic business plan for the future direction of their business.
- Applicants who are willing to learn and develop new management skills, who are committed to attend and participate in the entire programme, and share/network with other participants*.

Scoring will be based on a grid on the following areas and the selection criteria will take into consideration:

- Unique product/service
- National/International potential
- Growth potential
- Business experience and company development to date
- Passion for growth and your business
- Willingness to learn and share
- Marketing strategy

For More Information:

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Regional Partner Coordinator

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(06) 350 1830

All applications are due Wednesday 14 December 5.00pm

**Vision Manawatu reserves the right to refuse any application and is under no obligation to provide a reason for that refusal.*

6.0 Management of the Programme

Assessing and selecting companies for the programme will take into consideration participants' commitment to the time required to complete the programme. If applicants **are unable** to make the 12-week time commitment to attend seminars and produce a strategic business plan they will not be selected for the programme. Attendance sheets will be completed at each seminar along with seminar evaluation forms.

Encouragement will be given to each participating business to bring their key management team, allowing the more efficient transfer of programme knowledge gained throughout the organisation. This also benefits companies in regard to team building and general staff training.

Participation, active involvement and questions from participants during seminars are encouraged. Participants can bring along real problems from their own business situations and solve them in collaboration with the group.

Smart Business Acceleration Programme Application Form

Please fill in the following information and return to Vision Manawatu. Include a cover letter with your application as to why you would like to complete this programme and what you are aiming to achieve from the course.

Name of Business: _____

Trading Name: _____

Contact Name: _____

Position: _____

Business Location: _____

Postal Address: _____

Phone Number: _____

Fax Number: _____

E-Mail Address: _____

Website URL: _____

Business Owners: _____

Shareholders: _____

Description of Business: _____

Bankers: _____

Solicitor: _____

Accountant: _____

Turnover Last Year: _____

Turnover This Year: _____

Business History: _____

Background / Skills of Management Team: _____

***additional paper may be used if required**

Application Check List

- Business Application Form
- Cover Letter

Applications are due by Wednesday 14 December 2012

Applicants will be notified if their application is successful by Friday 23 December

For More Information:

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