Course Name

Start-up Ecosystem

Background

The course is offered to up to 25 Start-up founders, leaders of its ecosystem players in Indonesia. Following the success of the previous Start-up Ecosystem Short Term Awards delivered in mid-2018, Australia Awards in Indonesia will deliver the second Start-up Ecosystem focusing on developing a stronger enabling environment for Start-up ecosystem and leveraging a network between Australian and Indonesian start-up leaders for better business opportunities.

The objective of this course is to help the participants to understand culture's role in International business, to understands steps required for scale-up, analyse the key drivers that impact start-ups, improve strategy to enter international market and attract investors' interest.

This Australia Award will consist of a 2-week in-Australia course at a leading university selected through an open tender process. As part of the award cycle, there will be a 3 day Pre-Award Workshop in prior to the commencement of the short course and a 3 day reintegration workshop in July. All course component is compulsory.

Learning objectives

On completion of the course, participants will be able to:

- Understand the importance of business analyses (competitor, market, business, product) and how to respond to external challenges

- Analyse the key drivers (legal, political, environment, economic, socio-cultural and technological) that impact start-ups

- Develop business and marketing plans (analyses, strategies, operational plans, monitoring, financial management) to operate a sustainable business

- Understand the importance of integrated marketing communications, including social media, branding and public relations

- Improve the pitch and investment proposal to attract investors' interest

- Identify how to access finance and capital for international growth of business

- Understand steps required for a scale-up

- Understand culture's role in international business

- Analyse the key stakeholders and identify ways to connect business with markets, develop business networks and leverage existing networks (including strategies to develop stronger networks and business contacts with start-ups in Australia)

- Understand how the success of start-up is influenced by the Founder(s)

- Compare and benchmark Australian and Indonesian start-up ecosystems (incl. support networks)

To achieve these outcomes, the proposed short course offers a structured learning process for participants that will utilise a range of learning methodologies, such as classroom sessions; case studies; site visits; workshops, discussions, and planning sessions; simulations and role plays; networking events; an in-depth individual course project.

Dates and location

- Pre-course workshop: **13 – 15 March 2019**
- In-Australia course: **1 – 14 April (departure on Friday 29 March) 2019**
- Post-Award Workshop in Makassar: **23 – 25 July 2019**

Course participant profile:
- Founder or manager with an instrumental leadership role in a start-up company and start-up ecosystem player. For the validation of business status the applicants will include a Business Number Registration (SIUP) or relevant proof of start-up <u>where available</u>
- 1-3 representatives from the Indonesian government agencies, from the Ministry of Information and Communication Technology (MoICT), Creative Economy Agency (Bekraf), State Ministry of Cooperative and Small Medium Enterprises (MoSME)
- Diploma (D3) qualification or higher
- Commitment to prepare and implement an Award Project as part of the course
- Commitment to engage actively and foster networks with multiple stakeholders, including in Australia
- Commitment to disseminate learning from the course with colleagues and peers
- Minimum English proficiency level equivalent of IELTS 5 / TOEFL 500, please provide proof of attendance or certificate of international conference, result of English course etc. (<u>where available</u>)

The participants will be selected through a competitive process whereby applicants submit:
- Responses to selection criteria (4-5 questions)
- CV outlining their roles and responsibilities in the start-up sector
- Max. 2-minute video pitch emphasising the company and the candidates' objectives for this course
- Portfolio, of product and sales pipeline, minimum viable products (MVP), past traction (market penetration/product uptake etc.), funding etc.
- Up to 40 top candidates will be invited to a phone/video interview with a panel consisting of representatives from the Australian Embassy in Jakarta, Australia Awards in Indonesia, Australian and Indonesian start-up communities and investors and Course provider (Selected University to deliver this course)
- Applicants are only required to submit responses that are not commercial in confidence.
Women and people with a disability are strongly encouraged to apply.

Shortlisted candidates will be invited for a phone interview during the first week of February 2019. If candidates failed to join phone interview, AAI would not consider them to the next step of review process.

Gender equity will be a consideration and encouraged but not a constraint, given that participants are selected through a competitive Expression of Interest (EOI) process.

Participants will be identified through a competitive process whereby there is a call for proposals; applicants submit a written proposal which is reviewed by Australia Awards and DFAT to explore motivation and other demonstrated competencies to ensure commitment and interest in the study program.

Applicants shall submit their application forms directly through http://australiaawardsindonesia.org/id/SustainableTourism2019 by **Thursday 24 January 2019.**

Please prepare documents below when submitting
- Copy of KTP
- CV / Resume
- Latest certificate (Ijazah)
- Video pitch link
- Recommendation letter from supervisor (where available)
- English competence proof/certificate (where available)

The selection panel will convene to select up to 25 participants. The short-listed participants will be informed of the outcome by end of February 2019.