



Australia Awards



## Taking business to the next level

A course for leaders, entrepreneurs and innovators of technology-enabled start-ups



### An Australia Awards Short Term Award

Australia Awards is seeking applications for leaders, entrepreneurs and innovators of technology-enabled start-ups who would like to develop their knowledge and skills in international business through attending a two-week short course in Australia in March 2017.

This course aims to encourage, support and advance the involvement of Indonesian entrepreneurs or innovators in international business and connect their businesses with market opportunities for international expansion.

Through attending this two-week program, we would like to take you to explore the international markets and ways to make international expansion possible for your business.

To be selected for this course, you must:

- Be a founder or manager who is in an instrumental leadership role of a technology-enabled start-up company (start-up must have been established and in operation for more than one year and less than 3 years)

or

Be a representative (at Echelon III or IV level) from:

1. State Ministry of Cooperative and Small Medium Enterprises
  2. Ministry of Information and Communication Technology (ICT)
  3. Ministry of Creative Economy
  4. Ministry of Trade
- Be committed to prepare and implement a development project as part of the course; engage actively and foster networks with multiple stakeholders including in Australia and to disseminate learning from the course with colleagues and peers
  - Have a Diploma, Bachelor's Degree or higher
  - Have a minimum English language proficiency level equivalent of IELTS 5.0 or TOEFL 500

This is a fully funded scholarship. All course fees, travel, accommodation and per diems will be provided by Australia Awards.

For more information and to apply for short course, please visit our website at [www.australiaawardsindonesia.org](http://www.australiaawardsindonesia.org),

All application MUST be submitted before **Friday, 20 January 2017**.



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### The Course Learning Objectives:

- 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 the interest of investors
- Identify how to access finance and capital for international growth of business
- 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)
- Identify how to connect businesses with market opportunities, use support networks and leverage existing business networks
- Understand how to undertake competitor and product analyses and how to respond to the challenges (five forces: existing competitors, suppliers, substitutes, new entrants and users)
- Further develop strategies to utilise technology and respond to changes in technology use