UNSW Founders New Wave Program

Cohort 10
August - September 2022

Program Outline
Overview

UNSW’s New Wave program empowers female founders with the right professional network, industry experts, and dedicated coaches and helps them upskill in entrepreneurial skills and to launch their own startups.

What to expect:

In this bootcamp, you will build entrepreneurial skills as you identify, analyse and propose a solution to a meaningful problem, and form the beginnings of a startup! This startup can stem from your own idea, the idea of another New Waver you’ve teamed up with, or you can form a new team and create an idea as a group.

You will be introduced to practical tools and frameworks for critically developing solution concepts, performing competitive analyses, designing experiments to validate concepts and rapid prototyping. You will also learn how to communicate and pitch your ideas confidently and effectively.

During New Wave you will:

- meet like-minded women and form teams to collaborate on an idea or hustle as a Solo Founder
- learn essential entrepreneurial skills like pitching, leadership and design thinking
- learn from experts who will deliver master classes on how to build a startup
- be guided by industry leading mentors and supported by dedicated UNSW Founders coaches
- pitch your ideas and potentially pitch live at a Showcase Event to a panel of judges and win amazing prizes; and
- build confidence, make friends and have fun!

After New Wave you will have:

- a changed mindset, so that you can experience the world from an entrepreneur’s perspective
- refined skills and confidence in finding problems worth solving, mobilising people and resources to solve them, and communicating your ideas and creating value
- taken a step towards creating your own start-up or contributed to that of a fellow New Waver; and
- made new friends and connections, that could last a lifetime!

How it will work:

New Wave begins with an Orientation and Networking evening on Thursday, 25 August. The bootcamp kicks off on Monday, 29 August 2022 and workshops will run until 9 September 2022. You will partake in a 2-week face-to-face intensive bootcamp (either as a solo founder or as part of a team) which will involve various workshops, speaker sessions, team break outs, 1:1 coaching and mentoring. At the end of bootcamp, all teams will submit a 3- minute pitch (due 13 September) which will be reviewed by a panel who will then determine the top 10 teams. The top 10 teams will then be invited to pitch live at the Showcase Event on September 23 and will be provided with additional support to refine their pitching and pitch decks before the event (pitch practice day September 19).

While you’re working through each week’s lessons and building your venture, you’ll be able to get additional feedback and support in your team’s private sessions with your own UNSW Founders Coach. You will also be connected with mentors.

You can use the Founders Community to connect with your fellow New Wave participants (and alumni), get to know each other, ask questions, and knowledge share.

There will be opportunities to connect and network with the wider entrepreneurial ecosystem outside of the dedicated program hours at events such as the New Wave Women’s Breakfast and the Speed Mentor Networking Event.

Program expectations and your commitment:

- All participants are expected to attend the New Wave Program in-person Monday, Wednesday, and Friday for 2 weeks (Aug 29-Sep 9), with the grace period of missing two days. If you will miss more than two days of the program, you cannot accept a place on the program. Exceptions for your attendance include:
  - Sick/ Covid
  - Family emergency
  - Unforeseen circumstances
  In each instance you will need to inform the Program Manager and your team members (if applicable) of your absence. You will then need to ensure that you catch up on any lessons missed – which may be via a 1:1 coaching call or other method e.g. online modules or video recording.
• Participants are expected to be at the Michael Crouch Innovation Centre (UNSW Sydney Campus) every program day from 9:30am to 1pm*. Ideally you should be there longer, to work on your venture and/or collaborate with your team. If this could be an issue for you, please email the Program Manager asap.

*Except for Wednesday, 7 September where we will be working from the Sydney Startup Hub in the City and have a later start time of 2-5pm. This will then be followed by the Mentor event from 5:30pm.

• The program time commitment is estimated at a minimum of 20–25 hours per week, including 3 x in-person days and additional meetings with team members, coaches and mentors, and time for working on key program deliverables.

• There will be some form of a guest speaker session/workshop/seminar every day of the program – time each day is TBD. These education sessions will be very applied and hands on and will be directly related to your venture.

• All teams in the program must submit a 3 min pitch and corresponding slide deck (one pitch per venture) by 11:59pm, 13 September. The top 10 will be selected and will be invited to present at pitch live at the Showcase Event on 23 September (with approx. 100 guests present). Note: all participants will be involved in this event.

• The Top 10 teams will be provided with additional support to help refine their pitches and get the opportunity to practice and get feedback before the Showcase Event. Key dates to hold include 19 September for pitch practice sessions and September 22.

Forming a Team

There are three different ways to apply and take on the New Wave program:

1. Applied without an idea (looking to join a team)
2. Applied with an idea (looking for team mates)
3. Applied with an idea as a solo founder (would prefer to work alone) or with a fully formed team (ready to go)

If you are looking for a team to join or for additional team members, we encourage you to utilise the Orientation and Networking event pre-program (25 August). We will also help you with the team forming process on Day 1 of Bootcamp.

Note that you must have an idea to work on for the New Wave program (your own, that of a fellow New Waver, or a new one formed with peers) and all teams must be formed by end of Day 1 of Bootcamp.

In the meantime, if you’re looking for assistance or inspiration finding a valuable global problem to work on, why not take this quiz - “Which global problem should you work on?”

Program Credentials

At the successful completion of this program, you will be eligible for a New Wave Digital Badge, awarded through Credly. This can be published and shared on your LinkedIn profile.

Founders Perks

Our program participants can request over $1 million worth of perks, access our on-campus workspaces and community platform. Each perk has been carefully selected to provide founders with all the professional and personal support they need to run their business. To explore these perks, go to https://unswfounders.com/founders-perks.

Wellbeing Services

As a UNSW affiliated Founder, we’re providing you with access to proven health and wellbeing services. From moral support to clinical support, we want to help you take holistic care of yourself. If you are interested in finding out more about how we can help you improve your quality of life, go to https://unswfounders.com/wellbeing-service
Program topics & Task

In-person programming scheduled for Mondays, Wednesdays, and Fridays, 9:30am-1pm (Except for Wednesday, 7 Sep, programming scheduled for 2-5pm)

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>25/08/2022</td>
<td>0</td>
<td>Orientation &amp; Networking</td>
</tr>
<tr>
<td>29/08/2022</td>
<td>1</td>
<td>Intro to Entrepreneurship &amp; Startups and Problem Discovery</td>
</tr>
<tr>
<td>31/08/2022</td>
<td>2</td>
<td>Personas, Users and the Lean Canvas Model</td>
</tr>
<tr>
<td>02/09/2022</td>
<td>3</td>
<td>MCA’s and Problem Validation</td>
</tr>
<tr>
<td>05/09/2022</td>
<td>4</td>
<td>Building Your Solution</td>
</tr>
<tr>
<td>07/02/2022</td>
<td>5</td>
<td>Customer Discovery and Value Proposition</td>
</tr>
<tr>
<td>09/09/2022</td>
<td>6</td>
<td>Communicating and Influencing</td>
</tr>
<tr>
<td>13/09/2022</td>
<td>-</td>
<td>Final Pitch and Slide deck Deadline</td>
</tr>
</tbody>
</table>

Please note that the above scheduling and topics are subject to change.

Meet your New Wave Program Manager

Hello! My name is Victoria-Rose (Tori) and I am SO excited to be going on this journey with you. A bit about me – I am a kiwi, I have a background in Psychology, Community & Professional Engagement and Wellbeing and I love helping early stage startups and entrepreneurs, especially in building confidence and leadership skills.

If you need any support contact me via the details below👇
Email: tori.tucker@unsw.edu.au
Book a Coaching Session: link