UNSW Founders
New Wave Program

COHORT 11
MARCH - APRIL 2023

Program Outline
Overview

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

Eligibility

To be eligible for New Wave, you must:

- Identify as a woman; and are an
- Existing UNSW student enrolled in an Undergraduate, Masters or PhD program; or an
- Alumni of UNSW (i.e. graduated from an undergraduate or postgraduate UNSW program); or
- UNSW academic staff (it is advised that you seek approval from your manager and seek guidance on ownership of any Intellectual Property); or
- UNSW professional staff (it is advised that you seek approval from your manager and seek guidance on ownership of any Intellectual Property); or
- 18 years or older.

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 teammates)
3. Applied with an idea as a solo founder (would prefer to work alone) or with a fully formed team (ready to go)

Note there is a max of 4 members per team and all team members must fit the eligibility criteria.

If you are looking for a team to join or for additional team members, we will help you during the Welcome/Orientation Event. We also encourage you to utilise the online community, once you have accepted your place and created an account.

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 (6 Mar).

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?
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 new 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 develop 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 steps towards creating your own start-up or contributed to that of a fellow New Waver
- Earned a New Wave Program participant digital badge; and
- made new friends and connections, that could last a lifetime!

Remember, this is a short, early-ideas stage intensive program. It is not likely that you will finish this program with a ‘ready-to-go’ business, and more time will need to be spent on research, validation, product development etc.

How it will work:

New Wave begins with an Orientation and Networking evening, either in-person or online depending on your circumstances.

All participants will partake in a 4-week self-paced 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 a business pitch submission.
At the end of bootcamp, all teams will submit a 3-minute pitch which will be reviewed by a panel who will determine the top 10 teams. The top 10 teams will then be invited to pitch live at the Showcase Event and will be provided with additional support to refine their pitching skills and pitch decks before the event.

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 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. For those who are Sydney-based 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 complete all program deliverables and work together with their teams (unless participating as a solo founder) to develop a business idea and submit a pitch (recorded) at the end of the bootcamp.
- All participants are expected to attend the New Wave Program online live sessions where possible (recordings will be made available). Live sessions will take place on Monday and Wednesday evenings for 4 weeks (March 6-31).
- If extenuating circumstances affect your ability to participate, in each instance you will need to inform the Program Manager and your team members (if applicable). You will then need to ensure that you catch up on any lessons missed – watch the recordings and check in with your team about what work has been done.
- The program time commitment is estimated at a minimum of 20 hours per week, including 2 x live sessions, additional meetings with team members and coaches, and time for working on key program deliverables.
- All teams in the program must submit a 3-min pitch and corresponding slide deck (one pitch per venture). The top 10 will be selected and invited to pitch live at the Showcase Event (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
(These dates are subject to change)

- Sun, 26 Feb - Applications close midnight
- Tues, 28 Feb - Placement acceptance/ decline deadline
- Tues, 28 Feb – In-person Orientation and meeting the cohort
- Wed, 1 Mar - Online Orientation and meeting the cohort
- Tues, 7 Mar – In-person Women’s Breakfast event with guest
Thurs, 16 Mar – Hybrid Speed Mentoring event
6-31 Mar (Programming with workshops – hours between 6:30-8pm AEDT)
Wed, 5 Apr - Pitch submissions due midnight (AEST)
Thurs, 6 Apr - Top 10 teams announced
7-10 Apr - Easter break

**TOP 10 teams only**

- Wed, 12 Apr - Pitch confidence workshops (hybrid)
- 13-21 Apr - 1:1 Coaching
- Tues, 23 Apr - Final Pitch Deck due midnight (AEST)
- Mon, 24 Apr - Practice Pitch Panel
- Thurs, 27 Apr - Showcase

**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. Note that you will only be eligible for this badge if you have been engaged with workshops and activities throughout the program and contributed to/ submitted a 3-minute pitch.

**Ownership Of Intellectual Property**

For more information on Intellectual Property and its Ownership under the UNSW New Wave Founders program or on forming a business with team members, please read the IP Guidance note [here](#). If you have further questions, send an email to newwave@unsw.edu.au.

**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](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](https://unswfounders.com/wellbeing-service)
**Programming schedule:** Please note that the below scheduling and topics are subject to change.

<table>
<thead>
<tr>
<th>Date</th>
<th>Week</th>
<th>Heading</th>
<th>Topics and tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>28/02/2023</td>
<td>0</td>
<td>In-person Orientation &amp; Networking</td>
<td>Mandatory attendance required at either the online or in-person Orientation and Networking event.</td>
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<tr>
<td>01/03/2023</td>
<td>0</td>
<td>Online Orientation &amp; Networking</td>
<td></td>
</tr>
<tr>
<td>06/03/2023</td>
<td>1</td>
<td>Problem Discovery &amp; Creativity</td>
<td>Finding &amp; Identifying a meaningful problem to solve, problem validation, creating personas &amp; maps. Teams Must be Formed and Problem Canvas + Statements Due</td>
</tr>
<tr>
<td>08/03/2023</td>
<td>1</td>
<td>Lean Canvas Model</td>
<td>Creating a 1-page business plan template to deconstruct an idea into its key assumptions. Lean Canvas Due</td>
</tr>
<tr>
<td>13/03/2023</td>
<td>2</td>
<td>Market Validation &amp; Talking to Potential Customers</td>
<td>Identifying you most critical assumptions, designing experiments, and talking to potential customers. Persona and Experiment Plan Due</td>
</tr>
<tr>
<td>15/03/2023</td>
<td>2</td>
<td>Rapid Prototyping</td>
<td>Rapid Prototyping, MVP, Prototype Testing, and Finding Product-Market Fit Solution Proposal Due</td>
</tr>
<tr>
<td>20/03/2023</td>
<td>3</td>
<td>Unique Value Proposition and Competitive Landscapes</td>
<td>Market/ Problem Sizing, understanding your competition and unique value proposition. UVP &amp; Competitive Advantage Due</td>
</tr>
<tr>
<td>22/03/2023</td>
<td>N/A</td>
<td>No session due to Mentor event</td>
<td>Online module: Testing your prototype. Prepare Elevator Pitch.</td>
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<tr>
<td>23/03/2023</td>
<td>N/A</td>
<td>Speed Mentoring Night</td>
<td>Opportunity to elevator pitch your idea to industry leading experts and leaders and receive feedback.</td>
</tr>
<tr>
<td>27/03/2023</td>
<td>4</td>
<td>Pitching 101</td>
<td>Pitch deck basics and communicating ideas.</td>
</tr>
<tr>
<td>29/03/2023</td>
<td>4</td>
<td>Branding &amp; Design</td>
<td>Creating your brand, the do's &amp; don'ts of pitching and submitting your pitch.</td>
</tr>
<tr>
<td>05/04/2023</td>
<td>N/A</td>
<td>Recorded Pitch and Slide deck</td>
<td>3-minute Pitch and Slide deck Submission Due</td>
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**TOP 10 TEAMS ONLY**

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<tr>
<td>12/04/2023</td>
<td>8</td>
<td>Pitch Confidence</td>
<td>Learn how to communicate with your audience effectively and confidently. Mandatory attendance for top 10, optional attendance for other program participants</td>
</tr>
<tr>
<td>13/04/2023</td>
<td>N/A</td>
<td>1:1 Pitch Coaching (Multiple time slots)</td>
<td>Get a 1:1 Pitch Coaching session to help you nail your final pitch.</td>
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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 enjoy helping early-stage startups and entrepreneurs, especially in building confidence. Outside of work, I love going to the gym, ocean swimming (even in winter) and getting out of the city for hikes.

If you need any support, create a post in the New Wave Community page or contact me via the details below👇

Email: tori.tucker@unsw.edu.au
Book a Coaching Session: link