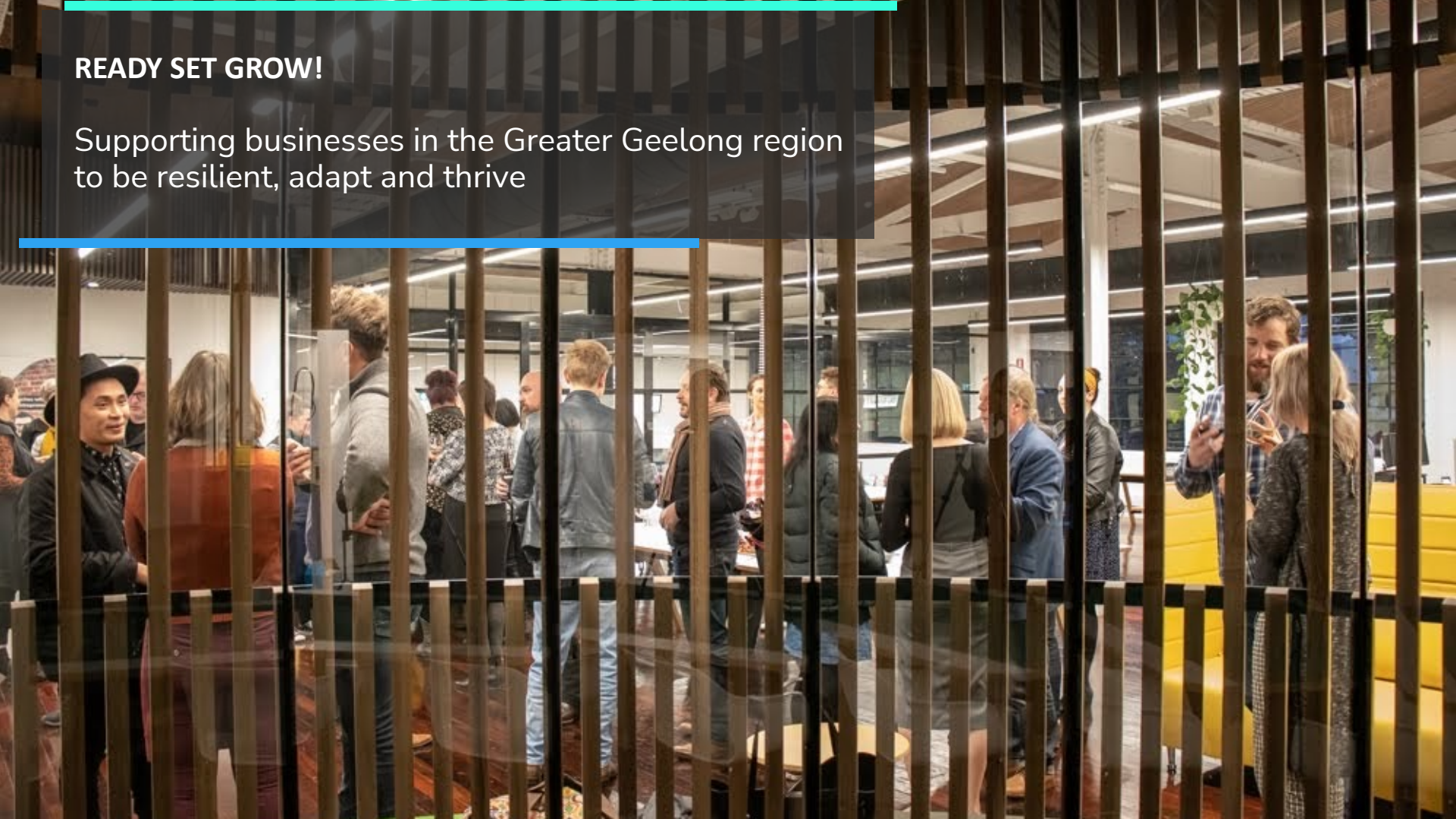
Runway

City of Greater Geelong
Business Resilience and Growth Program

READY SET GROW!

Creative Industries, Tourism
and Clean Tech

CITY OF GREATER GEELONG

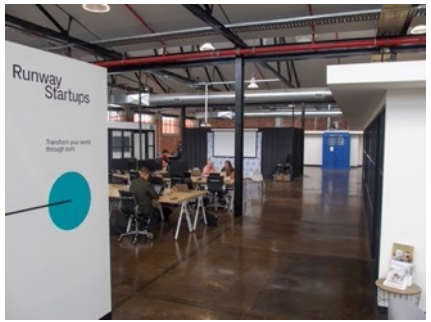


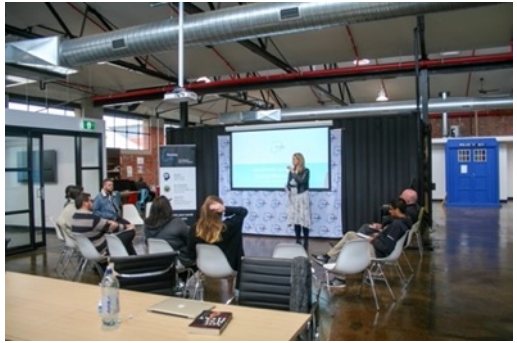
READY SET GROW!

Supporting businesses in the Greater Geelong region to be resilient, adapt and thrive

A bit about RunwayHQ…

Runway is a not-for-profit that builds the capability of people to be successful – **starting, pivoting and growing** their businesses.





How can we help you?

Start a business

Learn and apply techniques used by successful startups all over the world to develop and launch a new business.

Explore

Grow or pivot your business

Find new growth opportunities, activate growth plans and reduce your investment risk at the same time.

Explore

Build a community, work and connect

Access an entire ecosystem connecting you with valuable resources and the right people at the right time to catalyse your success.

Explore

People
Programs
Spaces

Runway

Ready Set Grow - Business Resilience and Growth Program

The City of Greater Geelong is supporting local businesses to build resilience and find new growth opportunities by participating in RunwayHQ's Ready Set Grow (RSG) program, at very low cost.

- **Applications are now open** for up to 15 places (heavily subsidised)
- Open to all businesses in the Greater Geelong Region
- Priority will be given to **Creative Industries, Tourism, and CleanTech** businesses

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Ready Set Grow – Business Resilience and Growth Program

- build resilience in an existing business or overcome barriers to growth
- find new business growth opportunities
- test emerging business growth plans
- get set up to take your best new ideas to market

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Ready Set Grow - Business Resilience and Growth Program

'This is a highly practical and applied program where you will work on your business in real time, delivered via online content presented in Open Learning and small facilitated group sessions in Zoom.'

- **Linda Wong, Managing Director at Runway**

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Runway's Get READY, Get SET and GROW! Program Series

Get READY

Evaluate the gap between your business and the external environment, then link the challenges and opportunities identified to customer problems you can potentially solve as a pathway to growth

Key focus

- Strength, Weaknesses, Opportunities, Threats
- Competitive forces
- Problem definition
- Voice of customer

Get SET

Take the outcomes from Get READY and further develop them from a customer perspective; plan a minimal viable product (MVP) you can use to test and validate your forward growth plans.

Key focus

- Customer persona
- Journey mapping
- Desirability

GROW!

Take the outcomes from Get SET; develop and activate implementation plans for your validated business growth opportunity, supported in a small group and 1:1 coaching environment.

Key focus

- Business model canvas
- Operating model
- Feasibility
- Viability

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Pivot or Grow Your Business – READY SET GROW!

Get READY

Up to 15 places available in Get READY

Get SET

Up to 10 places available in Get SET

GROW!

Up to 4 places available in the GROW program

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Who should do this program?

- **Recently established** businesses (1-3 years), with 1 or more employees, looking for a pathway to growth
- **Established** businesses (3+ years), with up to 20 employees, looking for ways to adapt or find a new pathway to growth
- Businesses in the **Tourism, Creative or CleanTech industries** will be prioritised

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Why would I do this program?

- Create a more **resilient and adaptable** business able to better **anticipate and respond** to impacts and change
- Learn and apply techniques to find **new business opportunities** that can help you to adapt and grow
- **De-risk innovation** and the entrepreneurial process by learning and applying the same techniques used by successful businesses all over the world
- Do key **course work** before each session **online at a time that best suits you**
- Be guided by an expert facilitator, and collaborate with a group of like-minded people in regular small group sessions to **support shared learning**
- Become part of the RunwayHQ ecosystem to improve your access to the right people, programs and resources at the right time to **support success**!

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RSG Program Details

Get READY

What?

- Accepting up to 15 participants in Get READY

How?

- Each course is delivered via LIVE zoom sessions over a two-week period
- 5 x 2 hour sessions
- Each course includes online content
- Estimated effort per course is 10 hours of LIVE zoom sessions and 5 hours of pre/post homework

Value?

- Program is valued at $1,650 per person
- Heavily subsidized; you only contribute $150 + GST

Get SET

What?

- Accepting up to 10 participants Get SET

How?

- Each course is delivered via LIVE zoom sessions over a one-week period
- 3 x 2 hour sessions
- Each course includes online content
- Estimated effort per course is 6 hours of LIVE zoom sessions and 3 hours of pre/post homework

Value?

- Program is valued at $1,100 per person
- Heavily subsidized; you only contribute $100 + GST

GROW!

What?

- Accepting up to 4 participants GROW!

How?

- Each course is delivered via LIVE zoom sessions over 8 weeks
- 8 x 1 hour session PLUS
- 8 x 1 hour one-on-one coaching session
- Each course includes online content
- Estimated effort per course is 16 hours of LIVE zoom sessions + 8 hours pre/post homework

Value?

- Program is valued at $5,500 per person
- Heavily subsidized; you only contribute $200 + GST

Ready Set Grow (RSG) – Program Pathways

Successful applicants will enter the first stage of Runway's Ready Set Grow program, **Get READY.** When completed, graduates will become eligible to apply for a place in Get SET, and then GROW!

Applications now open

Get READY

Up to 15 places

- **Series 1**
- 16, 18, 20, 24, 26 May 2022

Get READY graduates invited to apply

Get SET

Up to 10 places

- **Series 2**
- 6, 8, 10 June 2022

Get SET graduates invited to apply

GROW!

Up to 4 places

- **Series 3:**
- 3, 20, 27 July
- 3, 9, 17, 25, 31 August 2022

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Applications are now open!

Applications Now Open

Get READY

16, 18, 20, 24, 26 May 2022

10am to 12pm
(via Zoom)

Get SET

6, 8, 10 June 2022

10am to 12pm
(via Zoom)

GROW!

3, 20, 27 July
3, 9, 17, 25, 31 August 2022

11am to 12pm
(Group sessions via Zoom, plus 1:1 coaching sessions by agreement)

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Program Eligibility and Applications

You must be a business based in Geelong

- **Tourism, Creative and Clean Tech businesses will be given priority in the selection process**

Runway and the City of Greater Geelong will assess applications on their merit and award places to those that are successful in order of the date they are received.

Apply online:

https://forms.gle/v6N3Coa5SWZZM9m99

Applications close on Sunday 8th May at midnight!

Attend and Online Information Session:
https://runwayhq.co/events/

For more information or assistance, please contact:
davids@runwayhq.co

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What people are saying about the program

Sandy Cummins – Acre of Roses

Stunning course – it was so helpful, and I was able to test and validate new growth strategies for our business.

It's been really fantastic to have a methodology to go through. If I hadn't done this course, I wouldn't be at the testing phase for the new growth opportunity I'm aiming to use to increase repeat business; so, thank you to the experts - it's an exceptional course.

Susanne O'Brien – Londsdale Palms

It was a very valuable experience, and the skills development was excellent. To take away the tools I've learnt about and continue to use them in future to find and test growth opportunities is a great outcome.

Being part of the program was a real privilege and a very valuable experience. The analysis of my business, focussing on the customer problem and experiences has been transformative – thank you.

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What people are saying about the program

Jamie-Lee – Moto Cartel

The biggest learning for me is how easily I can use this process with minimal cost and effort to really find and quickly test out new growth opportunities. I am grateful for going through the process - thank you.

Glenn Jones – Seaworks Museum

Great program, presented in a simple format, that makes you really think creatively about your business.

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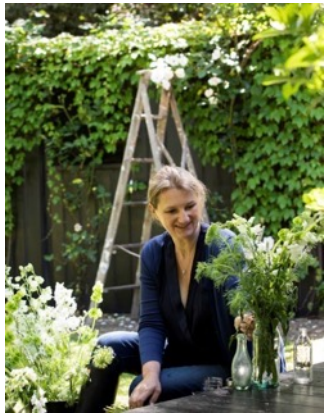
What people are saying about the program



Karen Dickson – Botanica Editions

The industry knowledge coupled with rich guidance specific to our unique tourism business sets this program apart from others. For 10 days we felt blessed with a support team of deep and practical thinkers who genuinely cared for our business success.

With deep appreciation - this program was invaluable.

Polly Gibson – Explore Australia Tours

I found the program extremely valuable as it pushed me to look at my business through a new lens and find opportunities I previously had not looked at - thanks Runway!

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What People are Saying about READY SET GROW

James McLennan, B-Alternative

'The Get READY program gave us the tools, knowledge, and skills to identify and evolve new opportunities by evaluating the gap between our business and the external environment.'

Kelly Thomas, The Compostable Designer

'I knew I had a great product and sustainable production process to help tackle the massive environmental damage done by the fashion industry, but my solution was a bit stuck looking for a market to activate growth - Runway helped me find ways to unlock this problem and really get my business going'.

Runway

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