

DKAccelerator

DKAccelerator is a six-month program by Desert Knowledge Australia, designed to support up to five First Nations entrepreneurs in Central Australia to accelerate the growth of their business through digital technology innovation. If selected, you will be assigned up to \$10,000 in growth funding and a small, dedicated team of experienced entrepreneurs working alongside you to help you achieve your goals.

Key benefits include:

- Weekly 1-on-1 coaching and mentorship 100% tailored to you and your business.
- 250+ hours support from experienced entrepreneurs working inside your business.
- Up to \$10,000 in growth funding to invest in developing your business.
- On-country support backed up by on-call advice and support.
- Unlimited access to the co-working space at DKA's Business & Innovation Centre.
- 3 leadership activities with your entrepreneur peers.
- Access to new markets, industry contacts and potential funders.

Our Approach

Our approach considers the sociocultural context of running a business in Central Australia. The program will be delivered on country and at the Desert Knowledge Precinct, ensuring cultural safety and a productive workspace with access to digital tech facilities. We will take the time to understand you, your business, and what you want to achieve. The program will focus on solving problems and capturing opportunities that we identify together in our 1-on-1 discovery sessions. We will work closely with your business support network to make sure you continue developing your business beyond the program.

At the completion of this program, you will have:

- Built momentum in your business and confidence within yourself and your team.
- Set a solid foundation with scalable systems and processes.
- Solved business problems with digital technology solutions.
- Captured opportunities through innovative growth initiatives.
- Created a sustainable, self-generating growth model within your business.
- Developed the skills necessary to continue scaling your business.

Program Delivery Schedule

(Outlined on page 3)

Phase 1: Discovery & Planning

Identify business challenges and opportunities. Set simple, achievable targets. Determine how the growth fund will be spent.

Phase 2: Foundation & Scalability

Set a foundation for growth by creating scalable systems and processes.

Phase 3: Growth & Acceleration

Acquire new customers through digital marketing and tech innovation. Reinvest new sales revenue into growing your business further.

Phase 4: Automation & Future Planning

Ensure your business has the right resources in place to continue the growth and momentum you have created beyond the program.

Program Facilitators

We have real life experience starting and growing our own successful businesses. We have facilitated the development of businesses in Central Australia and mentored entrepreneurs all around the world. Our team is comprised of a Business Coach, a Growth Architect and a consortium of specialist consultants.

- **Business Coach** - entrepreneurship, consulting, strategy, finance, operations, sales and marketing, social impact, project management, product development
- **Growth Architect** - digital marketing, sales, business development, information technology (IT), systems automation, product development, user experience design
- **Specialist Consultants** - display advertising, search engine optimisation (SEO), social media, public relations, branding, web design and development

Ideal Candidate

- Your business is already up and running.
- Your business can benefit from digital technology.
- You are dedicated to developing your business.
- You can commit to the full duration of the six-month program.
- You are open to exploring new ideas and taking on feedback.

Important Dates

- Applications close: 9 April 2021
- Program starts: 3 May 2021

Want to apply or find out more?

- **Contact:** Jamie Toyne; 0419 526 464 | jamie.toyne@dka.com.au
- **Website:** www.dka.com.au/activities/dkaccelerator
- **Apply:** <https://forms.gle/YAbX77D6V4LyRev87>

PROGRAM SCHEDULE

1. DISCOVERY & PLANNING

2. FOUNDATION & SCALABILITY

3. GROWTH & ACCELERATION

4. AUTOMATION & FUTURE PLANNING

