

Timetable <small>Ignition 2017 (Sunday to Friday)</small>	Sunday 13th August WELCOME	Monday 14th August BUSINESS MODELS & MARKETING	Tuesday 15th August IP	Wednesday 16th August FINANCE	Thursday 17th August TEAM BUILDING & SELLING YOUR IDEA	Friday 18th August CLINICS, POSTERS & PRESENTATIONS	
08:15		Coffee & Tea					Coffee & Tea
8:40 - 8:45		Monrning Welcome + Introduce Speaker					
08:45 - 10:15 MORNING SESSION		Defining your Business Model & Value Chain Matt MacFarlane	Understanding IP: Supporting your Commercial Objectives Albert Ferraloro & Mark Pullen	How to Prepare the Financials Larry Lopez	How to Build a Great Team Christian Lange	One to One Clinics	Preparing Posters & Poster Session
10:15 - 10:45		Stretch Break + Morning Tea (10min)	Pitch Panel Sign Up & Morning Tea	Morning Tea	Group Photo & Morning Tea	Morning Tea	
10:45 - 11:35 SESSION 2		10:25 Start (Marketing 101) Creating the Customer Value Proposition Peter Ross deutscher	OPTION 1 Patents - A Case Study Tom Schnepfle	OPTION 2 Bootstrap Your Business to Life? Kath Giles	Financing Strategy & Types of Finance Kath Giles	Digital Marketing	One to One Clinics Preparing Posters & Poster Session
11:35 - 11:45		Stretch Break (10 Minutes)					
11:45 - 12:30 SESSION 3		(Customer Types & Validation) Determine Your Customers & Markets	Creating a Winning Presentation Gary Pennefather	OPTION 1 Raising Equity Funds Allan Aaron	OPTION 2 Management Accounts Lisa Reed	Selling to First Customers Andy Lamb	
12:30 - 13:30		Lunch					
13:30 - 15:30 MENTOR SESSION		Business Model Mentor Team	IP Strategy / Business Strategy Mentor Team	Developing the Financial Model Mentor Team	Go To Market Strategy Mentor Team	Business Plan Pitches	Poster Session
15:00 - 15:30		Arrival & Registration	Coffee & Tea (Optional Break)				
15:30 - 17:00 MENTOR SESSION	Welcome Session 16:15 Welcome Keynote	Validation & Market Research Mentor Team	Building Your Pitch Deck Mentor Team	Developing the Financial Model Mentor Team	Pitch Preparation Mentor Team	Business Plan Pitches	
17:00 - 17:30 NETWORKING	Group Introductions End 17:45	Networking & Drinks		Networking & Drinks	Networking & Drinks	Feedback & Evaluation	
17:30 - 17:45	Informal Networking Close 18:30	Move to Theatre	Move to Theatre	Panel Session Funding your Business: Equity & Grants Host: Larry Lopez	Pitch Preparation Mentor Team	Celebration Dinner	
17:45 - 19:15 EVENING EVENTS		Panel Session Ask the Alumni Host: Steve Carroll	Free Evening				