

PACE Programme

ThinkLab.



PACE provides you with the resources, connections and support to make your business grow.

PACE Programme

Marketing – starting 23rd September 2021

This module will help you understand how to develop and manage a marketing function for your startup/product including:

- Branding - more than a nice logo!
- Customer segments, lead generation and sales cycle.
- Content marketing, community building & social media.
- Plus subject matter experts and guest founder speakers.

Investment Readiness – starting 21st October 2021

Entry criteria: You're serious about seeking external investment of at least \$250k within the next 12 months.

This module will arm you with the knowledge of how to prepare your startup for conversations and due diligence with investors, including:

- When and why to seek investment (or not)?
- Understanding investment terminologies.
- The investment landscape in New Zealand. Identifying potential investors that fit.
- Capital strategy – planning your cap table and for multiple rounds of investment.
- The role of a board and/or external advisors – how they might assist.
- The art of pitching – key points and the role of story-telling.
- Due diligence, legals and post-investment.
- Guest founders who've raised capital, legal experts and investors.

Strategy – starting 18th November 2021

This module is designed to help you understand how to craft your strategy and associated execution plan to deliver on your goals over a given time-horizon including:

- What is strategy?
- Why having a credible strategy is important for you, your team, customers and investors.
- Why anyone can design a strategy that looks viable, but most fail to execute.
- What is an execution plan, and how to construct one.
- The role of a board or advisory board.
- The culture vs strategy debate – why you need to be clear on both.
- Founder guest speakers and strategy experts.

Contact info@thinclab.co.nz

What is PACE?

A series of one-month long modules. Weekly facilitated sessions with a small cohort of similar startups to promote practical, peer-to-peer learning through the use of business frameworks and group discussion. Featuring presentations and Q&As with industry experts and established founders.

When & where

Thursday afternoons
Starting 4.30pm
At UCE
Rehua, Level 6,
University of Canterbury

Commitment

You will be expected to commit for a minimum of 8 hours per module. You can opt in to one, two or all three modules – it's your call.

How to apply

If you'd like to express interest in joining in the next intake of PACE, please contact info@thinclab.co.nz including your contact details and one of our advisors will call you to discuss your specific needs.

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