



Accelerator
2018



**The Difference
Incubator**



If you are a startup with a new idea. TDi can help to take you from 0 to 100 in a matter of months.



– Two Feet Alumni



Accelerator 2018

Two Feet is an accelerator run by The Difference Incubator that challenges, equips and connects social enterprises and mission-led businesses to build sustainable businesses that do good and make money.

Over a period of three months, you will take part in a series of intensive workshops where you will gain clarity on your mission, refine your business model, equip your leadership team and build the networks you need to succeed.

Whether you are not sure what business model is right for your enterprise or you simply don't know where to focus your efforts, Two Feet has been designed to help you overcome these challenges.

Since 2010, we've worked with over 400 mission-led businesses, not-for-profits and social enterprises, working across Australia and the Pacific to incubate ideas, refine business models for sustainable growth and lead organisations to investment. Our experienced team and broad network will help you unlock resources to deliver positive social and environmental outcomes.



The program has provided our core team with the knowledge to develop a social impact framework through which to deliver and measure our business activity. Each of the sessions built upon the last and ensured our team was testing, growing and extending ideas and skillsets in an environment that was safe and respectful.



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OUR METHOD →

Two Feet gives you as an entrepreneur the support you need to work on your organisation as opposed to in it while learning from a group of like-minded peers, sector leaders, and real-life case studies. The end goal? To have you standing on your own two feet.

How we do it:



Challenge

Our team is deeply passionate about building sustainable enterprises that create positive change. Throughout this program we will honestly and continuously challenge your assumptions and solutions to make sure that you have the strongest foundation from which you can sustainably grow.



Equip

We will work with you to identify key knowledge gaps that you and your team might have that are blocking you from achieving your vision. We then work with you to identify the skills and tools you need to overcome these blocks and teach you how to use them both now, and as you continue to grow in the future.



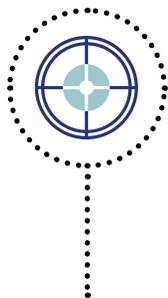
Connect

Being an entrepreneur can often be isolating and hard, and it can be even harder when you don't have the connections you need to take your enterprise to the next level. Through this program, you will have the opportunity to both connect with like-minded peers who will be part of your cohort, and to utilise our connections for mentorship and support.

THE DETAILS →

We focus on four key elements required for a sustainable blended-value business. A blended-value business has a clearly articulated mission, a commercially viable model, a capable and passionate management team and the ability to measure whether you are achieving your social and environmental outcomes.

Two Feet is designed to provide the frameworks and support to grapple with these in your own business, to know which areas need the most focus and to validate your strengths and assets. Each session is a mixture of education, peer learning and feedback, hearing from industry leaders, exploring case studies and space to work and refine!



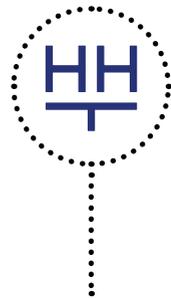
Mission

- Mission and intent
- Theory of change
- Social outcomes measurement



Model

- Business modelling
- Customers & value propositions
- Piloting and prototyping
- Business finance and investment
- Pricing



Management

- Governance and reporting
- Building a team
- Leadership



The best thing about Two Feet are the passionate people behind TDi and the likeminded and inspiring connections made.



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The Two Feet Accelerator enabled our team, with diverse experience, to deepen our connections with each other and our enterprise, and become very clear about why and what we were doing both individually and collectively.



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KEY INFO →

Melbourne

**Applications close: 18th February*

Mission intensive	21 st ——— 23 rd March
Model intensive	11 th ——— 13 th April
Management intensive	9 th ——— 11 th May

Sydney

**Applications close: 22nd April*

Mission intensive	23 rd ——— 25 th May
Model intensive	13 th ——— 15 th June
Management intensive	4 th ——— 6 th July

COSTS →

Subsidised places in Two Feet 2018 cost:

\$3900 Solo-entrepreneur

\$5300 Enterprise (up to two participants)

The cost of this program is subsidised by TDI to make it as accessible as possible. The full cost of the program is \$9000 per enterprise. There are also limited ING Dreamstarter Scholarships available for product-based businesses to participate in Two Feet in 2018.

Additional one-on-one coaching packages are available starting at \$1400 for three 1.5 hour blocks.



Let's take this conversation further ...

HOW TO APPLY →

Apply at www.tdi.org.au/two-feet

Got questions? Email twofeet@tdi.org.au to line up a time to chat.



Every business needs help and a sounding board, to gain an outside perspective on how they're tracking. Two Feet is an effective way to gain that insight and perspective.



– Paul Steele, Co-founder TDi & Benefit Capital



If you are an enterprise wanting to have a positive impact in the world and do so sustainably, I cannot recommend TDi highly enough to support you on your journey.



– Two Feet Alumni

