



The Difference
Incubator

PROGRAM SERIES 2019



ACCELERATOR
PROGRAM





Two Feet Accelerator Program

We are an accelerator program for social impact businesses, supporting the founders to stand on your own two feet. The **Two Feet** accelerator runs as a series of workshops and private coaching sessions that help you do good and make money. Through this program you will build (or refine) your business and impact model, identify your blind spots and take action, support and be supported by a network of like-minded social entrepreneurs. You'll also be exposed to inspiring guest speakers and real-life examples, acquire new ways of thinking, and gain skills you'll use for the rest of your life.

What you'll learn:

- » **Understand and deconstruct** your business model, explore opportunities to grow your impact and where you'll make money
- » **Identify the strengths and weaknesses** in your business model and how to prioritise your best opportunities
- » **Develop a clear mission**, deeply understand the impact your business is seeking to create, and how to measure that impact
- » **Identify what your customers want**, aligning this with your value proposition, and how to test and validate it with a broader audience
- » **Understand how to reach your customers** and choose the right sales strategy
- » **Build a clear financial model** and make better financial decisions
- » **Tools, mindsets and frameworks** for the next stage of your business

...And much more!





How it works:

- » **8 days of face-to-face, small group workshops** in Melbourne between May and August 2019
- » **6 hours of one-on-one coaching**, scheduled at agreed intervals during the course of the program
- » **Access to additional networking and learning** events hosted by TDi

Fees:

\$4750 ^{+GST}

- » Includes 2 participants
- » Flexible payment plans are available

Dates:

- » **23rd and 24th of May 2019**
- » **20th and 21st of June 2019**
- » **18th and 19th of July 2019**
- » **15th and 16th of August 2019**

Coaching dates will be set individually with each participant after the program begins



Who's it for:

Two Feet is designed for entrepreneurs (experienced and aspiring) who are committed to building a sustainable business that addresses a social and/or environmental challenge. Most participants are in the first few years of building their business or actively launching whilst in the program. Some have been around for a while but are changing direction or wanting to take a refreshed look at their model and strengthen their capability. Some are launching a social enterprise from within another organisation. You should enjoy learning, feeling challenged and able to commit to the time the programme requires.

Why with us:

Since 2010, **The Difference Incubator (TDi)** have worked with hundreds of businesses looking to do good and make money. Our mission is to awaken the possibility of this in as many people and businesses as possible to create a more inclusive and sustainable economy. Our workshops and programs support and empower entrepreneurs to design and build a sustainable business that creates measurable social or environmental change. We've worked with business at all stages of growth; from those with an idea to those preparing for investment. Our teachers are practitioners; entrepreneurs themselves actively working on and in a number of businesses.

How to apply:

Email us at twofeet@tdi.org.au or call us on **0402786574** to organise a coffee and a chat. We'll learn more about your business and challenges and you'll learn more about the program and get to ask us your questions to see if it's a good fit.

Expressions of interest close by 5th April 2019





What our past Two Feeters said:

In 2017 and 2018, over 90% of Two Feet participants said they would highly recommend Two Feet to friends or colleagues.

"They are incredibly generous with their time and expertise allowing us to explore ideas but still be the captains of our own boat. They didn't feed us with answers but instead facilitated a different way of thinking that enabled us to develop a deeper understanding of the process involved."

"Two Feet has exceeded all of my expectations."

"The TDi team were all incredible and inspiring teachers and presenters. It was an honor to be given the opportunity to learn from each of them"

"I enjoyed the collegiate feel you created; it was terrific to have such an open, safe, constructive and supportive vibe"

"The facilitators were amazing! We felt that they were the perfect mix of nurturing, positive energy and hard questions! They always made it very clear that they were there to learn just as much from us as we were from them."

"I feel like I am starting to act like an entrepreneur. I'm holding my head up high when I am talking about my business"

"If you had offered me a place [on this program] or \$10,000 4 months ago, I would have taken the money. Now I know I would definitely take the place"

"Instead of it taking 2 years, it's taken 3 months to get the foundations sorted."

Wanna see the amazing organisations we've worked with?

Head to <http://tdi.org.au/two-feet/>