What is your company's reason for being? How is your business having a net positive effect on the Earth and on the community?

Led by Keary Shandler.

Keary Shandler utilises her rich diversity of business experience to lead the undergraduate business program at Dubai. Her role oversees all aspects of academic quality, ensuring that students have the opportunity and support to graduate with real-world skills and knowledge.

With a career that originated in New Zealand, she has held international sales and marketing roles in financial services, publishing, brand licensing and corporate education throughout Canada, USA, Australia and since 2002, the UAE. As the previous founder of three businesses, she readily shares her entrepreneurial knowledge through the teaching of management courses at undergraduate and postgraduate levels, with a specialisation in marketing and sustainability.

What is the problem you are solving for your customer?

Led by Dr Simon Minaee

Dr Simon Minaee teaches leadership and entrepreneurship at Murdoch University. He has over 20 years teaching and research experience in leadership, innovation, international business and small business planning. He has helped to develop the ‘All-In’ entrepreneurship competition and is active in the development of the Alpha Innovation competition and WA National Indigenous Business Summer School.

Before working in Australia, Simon Minaee set-up and ran both a language school and a management consultancy in Indonesia. His core research interests include shared leadership and small group creativity. He has also published in areas including emotional contagion in the workplace and international relations. Much of his current research involves the study of group learning processes and team interaction.

What is the best idea? Led by Danielle Giles.

Danielle Giles is a Customer Insights and Experience Design specialist who has created solutions in the arts and culture, education and allied health sectors. As Executive Manager of Experience & Content at Scitech she is responsible for leading the revisioning of Scitech’s products and services to develop STEM knowledge, skills and innovation mindsets in young people from 4-25 years old to enable participation in a STEM enabled Future of Work. This includes implementing an insights driven, human centred design approach to product and service across both learning programs and exhibitions.

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UNIQUE VALUE PROPOSITION, UNFAIR ADVANTAGE & CHANNELS - 3.8.20

How is your idea different to your competitors? What can't be copied or easily bought? What is your path to customers?
Led by Dr Kenneth Yap.

Dr. Kenneth Yap is a Lecturer in Marketing at the Murdoch Business School and considers himself a ‘pracademic’ who can ‘walk the talk’ and bring real-world business experience into the physical and virtual classroom. He has substantial international industry experience in the field of strategic planning and marketing research, working with global brands such as ExxonMobil, Pepsi Worldwide, Nike, MTV, and LG Electronics.

He is an entrepreneur, having founded 3 start-ups: failed one, exiting one (trade sale), and continues to scale one bootstrapped (B2B agency currently in 4 countries). He currently serves as a vesting Advisor on another startup in Singapore.

CUSTOMER SEGMENTS - 6.8.20

Who is your target customer? Led by Charlie Gunningham

Charlie Gunningham is Managing Director of Damburst Originally an Economics teacher from the UK, via Singapore, Charlie Gunningham landed in Perth in the late 1990s to do an MBA at UWA. Graduating as top student in 1999 he set up aussiehome.com, an online real estate business, running it for 10 years before selling to REIWA, whereupon Charlie and his team ran reiwa.com. He then moved to Business News to lead their digital transformation as GM of Digital, then CEO.

In 2017, he set up Damburst, his own advisory business. As such, he’s met and worked with hundreds of WA-based innovators and entrepreneurs, and won over $5M in fresh commercialisation grants and investments for local startups. He’s also an angel investor (with a few startups he is currently working on) and is Editor of Startup News, and co-host of the Startup West podcast.

COST STRUCTURE, REVENUE & KEY METRICS - 13.8.20

What are your fixed and variable costs? What are your sources of income generation? How will you measure success? Led by Mohinder Jaimangal

Mohinder Jaimangal is the co-founder and director of Curve Tomorrow, a digital health technology company aimed at significantly impacting the lives of 1 billion people. Mohinder leads the partnerships and marketing activities at Curve Tomorrow with the aim of becoming the leading digital health company in Australia. More recently, Mohinder has helped Curve win a Telstra Business Award in 2019 for Social Change and is currently leading Curve’s efforts to solve the immediate healthcare problems from Covid-19.

Mohinder discovered his passion during his quarter-life crisis trek through the Himalayas. Using his entrepreneurial and robotics background, Mohinder returned to Australia and set himself a life goal of providing equitable healthcare across the world.

http://goto.murdoch.edu.au/thinkbig
Registrations close 17th July 2020
HOW TO DEVELOP A PITCH - 17.8.20

This session will take you through how to develop your 6 minute pitch. Led by Dr Paola Magni.

Dr Paola Magni is a forensic biologist and researcher who focuses on the application of natural sciences (entomology, taphonomy and aquatic biology) through to crime scene investigation. She is an experienced researcher, lecturer and instructor in forensic science. Paola has been called as an expert forensic witness by Italian and Australian Courts for cases in homicide, suspicious death, animal cruelty/wildlife, food forensic and stored products security both for the public prosecutor and defence.

A confident communicator in 2019, from 50 contestants won the FameLab Australia - the British Council’s prestigious science communication competition. This led her to represent Australia in the National FameLab Finals at the Cheltenham Science Festival in the UK where she was placed fourth in the world. Paola also reached the finals of Pitch at Palace in 2019.

PITCH PRACTICE AND FEEDBACK - 20.8.20

This will be an opportunity for all teams to present their idea and practice their pitch before final submission. Feedback will be provided to help develop pitches before final submission. Led by Scott Wheeler with Jeremy Chetty and Melanie Molloy.

Scott is the owner of Springs Distribution Agents. His company focuses on the delivery of products locally and internationally. Providing networking and advice to individuals and companies, and their products, to establish distribution systems that are sustainable and economically viable. Scott is also a part of the Wheeler Holdings Company. An investment group that aims to value add to companies or individuals that promote an inclusive, economically viable and sustainable product into the Australian market.

As a firm believer in ‘lifelong learning’, Scott considers ongoing research and reflection of business values, as well as best practice of business strategies, as vital for any company. Whether that be an established or a start-up, Scott at Springs Distribution Agents is keen to support the growth of your idea through Launchpad.

All sessions will be recorded and posted on the Think Big LMS site. We recommend that you take advantage of attending all of the live sessions where possible to make the most of the experts knowledge and take advantage of Q & A as well as to build rapport with the rest of the teams on the program.

All participants will be emailed the details for the online Think Big LMS site and instructions for accessing each session.

We would like to thank all of our experts for giving their time to support the program and very much look forward to accessing their expertise!

Other learning materials will be posted on the LMS site to compliment the online sessions. Entrepreneur-in-Residence Jeremy Chetty will also be available throughout the program for 1-1 catch ups if you would like to discuss any elements of your project. To book a session with Jeremy please contact him at: jeremy.chetty@murdoch.edu.au

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