



CO.STARTERS™

BULLER

FUNDING REPORT

September 2016

Proudly supported by:



CO.STARTERS is a nine-week cohort based program that equips aspiring entrepreneurs with the insights, relationships, and tools needed to turn ideas into action and turn a passion into a sustainable and thriving endeavor.

The Starting Point - Building a Start-up Eco System in the Buller Region

In the wake of the economic downturn experienced in the Buller region since 2013 it became apparent that there was a need to provide support to people in the Buller community that wished to explore small business opportunities and to develop / refine existing businesses.

Secondary to this was the fact that the Buller Economic Development Forum highlighted the need to diversify it's economy and to develop a plethora of small - medium sized businesses. This would assist in creating a more sustainable economy, reducing reliance on single commodity markets and large industry employers.

Upon researching business development programmes the CO.STARTERS business start-up and development programme was discovered and recognised as programme that could help our community to grow local businesses and build a vibrant entrepreneurial eco-system. CO.STARTERS equips participants with modern day business planning and development tools typically utilised by high growth start-ups and successful corporations such as 3M, NASA, Microsoft, Deloitte etc. While bringing businesses together to learn from one another and developing a strong support network.

Based on building local capabilities, Enoch Elwell and Will Joseph from CO.STARTERS were brought to Westport to hold a facilitator and mentor training weekend. This provided us with a select number of local facilitators and established the beginnings of our community support base to successfully launch the program.

To date we have completed our first cohort of 16 graduates in Westport in June, 2016, are half way through our Karamaea based cohort with 12 participants and are starting our second Westport cohort in mid-September.

Our focus is now on continuing to build and develop the support networks for CO.STARTERS participants, graduates and existing business communities. With the aim of growing a thriving business start-up and development eco-system in Buller and throughout the West Coast region.



May / August -
Westport Cohort
16 Graduates



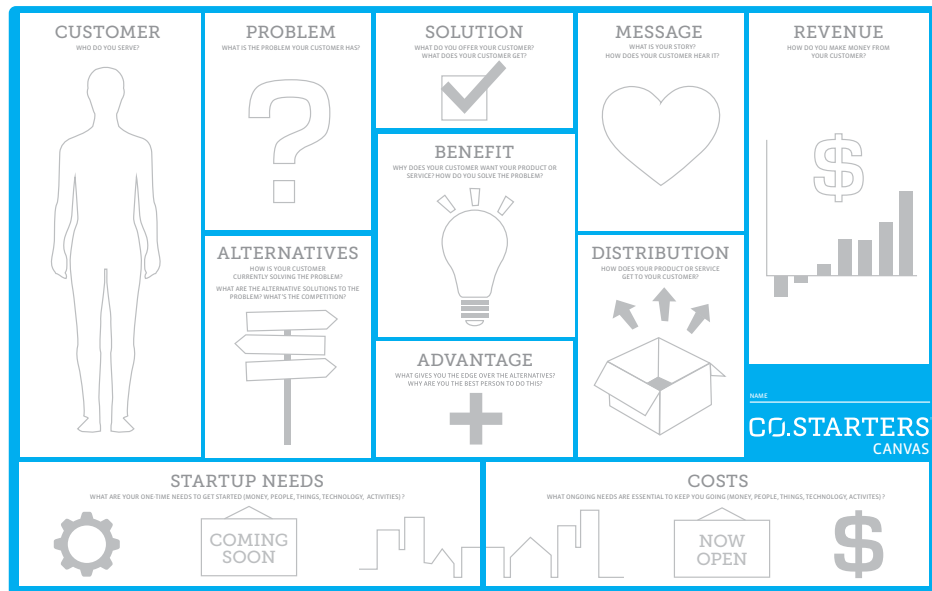
August / September -
Karamaea Cohort
12 Participants



September / November -
Westport Cohort
10 Participants (Enrolled)

What's covered:

During CO.STARTERS, participants develop and fine-tune their ideas, critically examining every part and determining next steps through real-time feedback from people in the community. Over the nine weeks, we'll cover the following topics.



The CO.STARTERS Canvas

CO.STARTERS uses a version of the “Business Model Canvas” developed by Alexander Osterwalder to help participants develop workable business models, providing an intuitive visual map to help participants understand, organize and test their ideas.

“It is just such a simple way to navigate a business startup and the networking is vital in your early days.”

- Emma Sherie - EdStays

Week 1: Knowing Yourself
Assumptions, Canvas, Working Styles, Team Building, Obstacle
Week 2: Knowing Your Customer
Customer, Problem, Alternatives, Solution, Benefit, Advantage
Week 3: Getting the Relationship Right
Marketing & Message, Getting, Keeping & Growing Customers
Week 4: Building the Model to Scale
Starting Small, Distribution, Revenue, Typical Sale, Price
Week 5: Strengthening Your Structure
Business Structures, Licenses, IP, Hiring
Week 6: Discovering Your Bottom Line
Startup & Ongoing Needs, Fixed & Variable Costs, Breaking Even
Week 7: Accounting for Growth
Break-Even Point, Sales Projections, Cash Flow, Accounting
Week 8: Planning for the Future
Raising Capital, Growth Plans, Goal Setting, Pitch Prep
Week 9: Celebration Night / Sharing Your Story

“Helps draw out the thoughts and ideas inside and get them down on paper in an intelligent way and makes you look and think at your business from different angles”

-George Field - Logic Street & Park Furniture

How it works:



Collaborative Cohort:

Groups of 10-16 entrepreneurs meet together for nine weeks, meeting one evening a week for three hours, led by a facilitator.



Facilitator Led:

CO.STARTERS facilitators are experienced business owners from the community who guide participants through the program by asking the right questions, drawing on the knowledge in the room, and using available resources and connections in the community to point participants in the right direction.



Inspiring Stories:

In addition to exploring different topics each week, guest speakers are also brought in weekly to enrich the conversation and help participants learn from the experience of others in the community.

What Participants get from the programme:

Create a Sustainable Business

Gain a deeper understanding of how to create a sustainable business, i.e. a process for figuring out whether or not an idea is good and how to change it to make it work.

Know Your Business and How to Grow

Learn how to articulate how your businesses work and how to make the next steps needed to launch and grow.

Support

Get support from a community of peers, mentors, business services, and a international network of support.

Get Involved:

Join the CO.STARTERS community and support the development / growth of the next generation of businesses by:

Becoming a Guest Speaker:

Share your business experience and knowledge or professional expertise. This involves donating your time for up to 45min to speak at one of our CO.STARTERS sessions.

Become a Mentor:

Help support CO.STARTERS participants and graduates by mentoring them through the development of their business. This involves you meeting with a participant for approx. 30min on a regular basis.

Donate a Prize / Reward:

On Celebration night we award a select number of participants a prize to help them with developing their business. Prizes include: Best Pitch / Presentation, Customer Count Award, Most Accomplished Participant.

Our Facilitators:



**Eamon
Ginley**

Eamon is the CEO of Buller Electricity, having recently returned to Westport from 20 years working off shore for Holcim in China, Australia and most recently Indonesia. He spent the last 14 years living in Jakarta as an operational director for Holcim Indonesia, and was CEO & President Director for the company from 2009.

Holcim Indonesia grew from an essentially bankrupt operation in 2002, to a company with more than \$1bio net sales per annum, and one of the top three performers for Holcim globally. He was a member of some key management advisory committees for Holcim's global operations, including the Technical, Procurement and Commercial areas.

Eamons' key interests lie in people and organization development, strategy and operations excellence. His wife Kelly is also from Buller and they have two boys aged 11 and 13.



**Natasha
Barnes-Dellaca**

Natasha is heading up the EPIC Westport operations. She is passionate about establishing innovative and sustainable community-supporting businesses. Prior to EPIC, she worked with New Zealand games maker CerebralFix on business development.

Natasha's came to business development from left field, she actually has a masters in Internal Relations and was heavily involved in disarmament and arms control policy. She has previously worked for an advisor to United Nations (UN) Secretary General and was on a NZ government delegation to the UN.

Natasha continues to be involved in this work through her seat on the Public Advisory Committee for Disarmament and Arms Control (PACDAC), advising the Minister of Foreign Affairs on NZ's arms control policy.



**Paul
Murray**

Paul has owned and operated a tourism business in Karamea since June 2004 that provides accommodation facilities, meals and transport services for visitors to the Karamea region. Paul is passionate about living in Karamea with his wife Sanae and kids Diva (5) and Winston (2) and is involved in many community projects to improve the region and realise its potential as a great place for his family to live, a vibrant community and as a premium New Zealand holiday destination for both domestic and international travellers. Paul has a degree in Agricultural Science, a Master or Arts in Journalism and a permaculture designer's certificate.

Paul has been trained as a CO.STARTERS facilitator and recently completed the programme himself. He is now keen to share his knowledge and experience to assist others to establish their own self-sustainable business ventures to make the local economy stronger and more resilient.

May / August Westport Cohort

Pre and Post Program Comparative Analysis

The information displayed below is a comparative analysis based on pre-programme and post-programme surveys conducted amongst participants from the May / August - Westport cohort.

Not at all confident

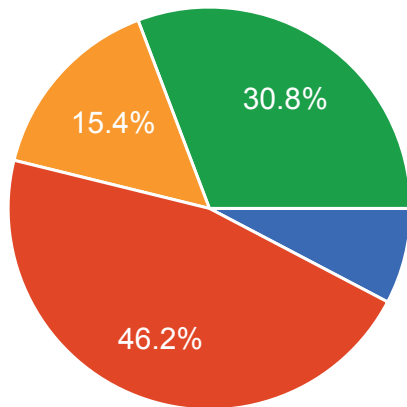
Somewhat confident

Not Sure

Very confident

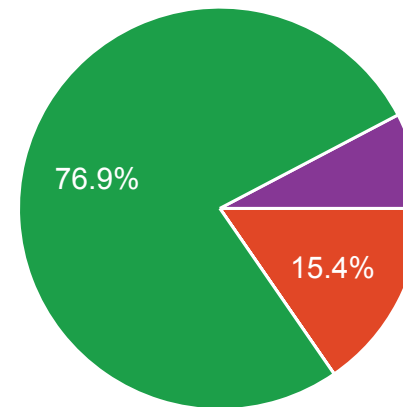
Extremely confident

How confident are you in knowing what to do with your business ideas?



Pre-CO.STARTERS:

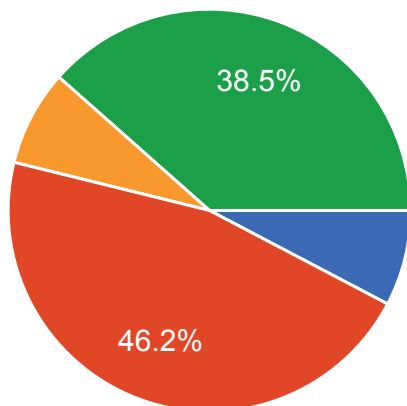
Not at all confident	1	7.7%
Somewhat confident	6	46.2%
Not sure	2	15.4%
Very confident	4	30.8%
Extremely confident	0	0%



Post-CO.STARTERS:

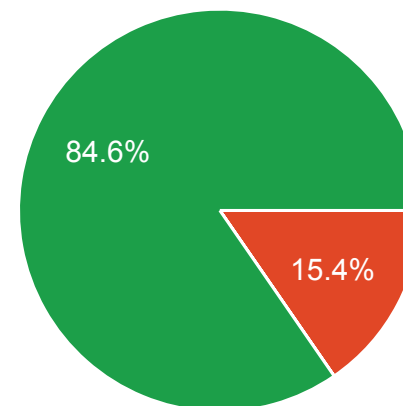
Not at all confident	0	0%
Somewhat confident	2	15.4%
Not sure	0	0%
Very confident	10	76.9%
Extremely confident	1	7.7%

How confident are you in knowing how to make your business work?



Pre-CO.STARTERS:

Not at all confident	1	7.7%
Somewhat confident	6	46.2%
Not sure	1	7.7%
Very confident	5	38.5%
Extremely confident	0	0%



Post-CO.STARTERS:

Not at all confident	0	0%
Somewhat confident	2	15.4%
Not sure	0	0%
Very confident	11	84.6%
Extremely confident	0	0%

May / August Westport Cohort

Pre and Post Program Comparative Analysis

Not at all confident

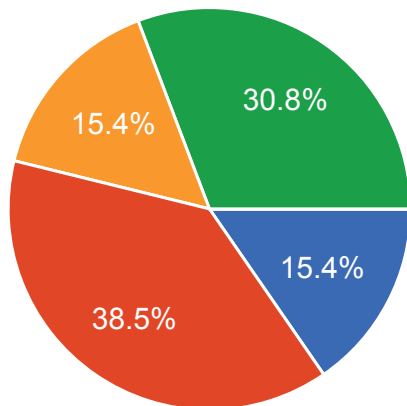
Somewhat confident

Not Sure

Very confident

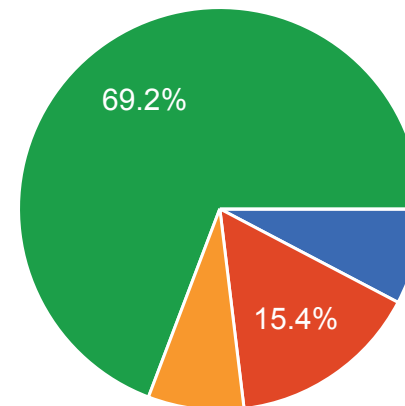
Extremely confident

How confident are you in presenting and/or explaining your business ideas to others?



Pre-CO.STARTERS:

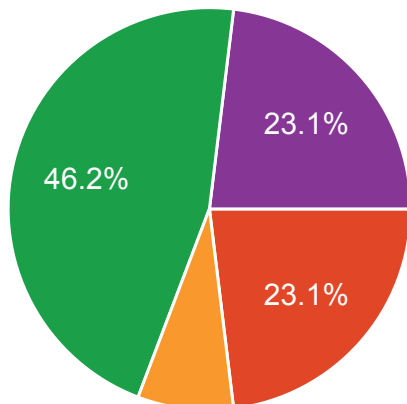
Not at all confident	2	15.4%
Somewhat confident	5	38.5%
Not sure	2	15.4%
Very confident	4	30.8%
Extremely confident	0	0%



Post-CO.STARTERS:

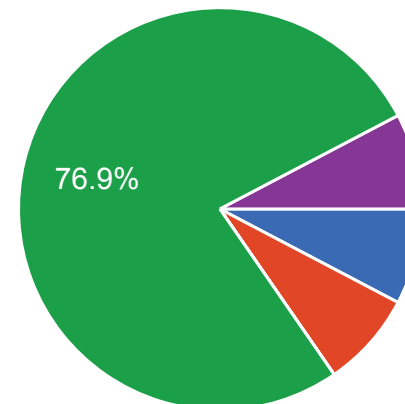
Not at all confident	1	7.7%
Somewhat confident	2	15.4%
Not sure	1	7.7%
Very confident	9	69.2%
Extremely confident	0	0%

How confident are you in being open to other people's feedback about your business?



Pre-CO.STARTERS:

Not at all confident	0	0%
Somewhat confident	3	23.1%
Not sure	1	7.7%
Very confident	6	46.2%
Extremely confident	3	23.1%



Post-CO.STARTERS:

Not at all confident	1	7.7%
Somewhat confident	1	7.7%
Not sure	0	0%
Very confident	10	76.9%
Extremely confident	1	7.7%

May / August Westport Cohort

Pre and Post Program Comparative Analysis

Not at all confident

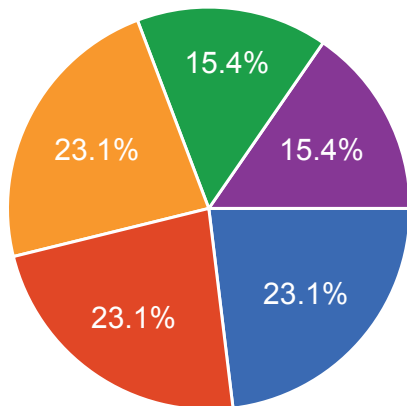
Somewhat confident

Not Sure

Very confident

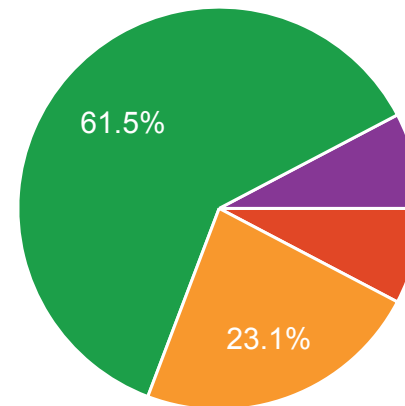
Extremely confident

How confident are you in finding the connections you need to be successful?



Pre-CO.STARTERS:

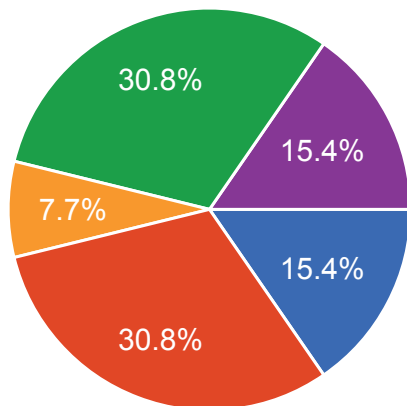
Not at all confident	3	23.1%
Somewhat confident	3	23.1%
Not sure	3	23.1%
Very confident	2	15.4%
Extremely confident	2	15.4%



Post-CO.STARTERS:

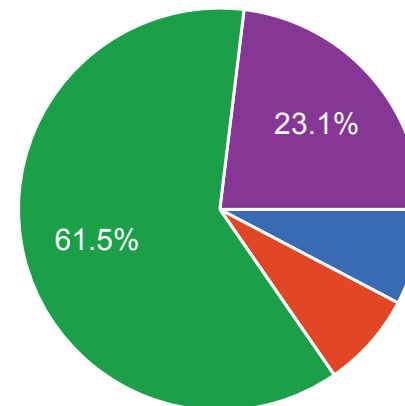
Not at all confident	0	0%
Somewhat confident	1	7.7%
Not sure	3	23.1%
Very confident	8	61.5%
Extremely confident	1	7.7%

How confident are you in figuring out your business costs?



Pre-CO.STARTERS:

Not at all confident	2	15.4%
Somewhat confident	4	30.8%
Not sure	1	7.7%
Very confident	4	30.8%
Extremely confident	2	15.4%



Post-CO.STARTERS:

Not at all confident	1	7.7%
Somewhat confident	1	7.7%
Not sure	0	0%
Very confident	8	61.5%
Extremely confident	3	23.1%

May / August Westport Cohort

Pre and Post Program Comparative Analysis

Not at all confident

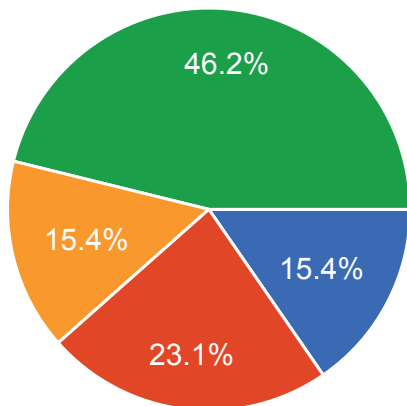
Somewhat confident

Not Sure

Very confident

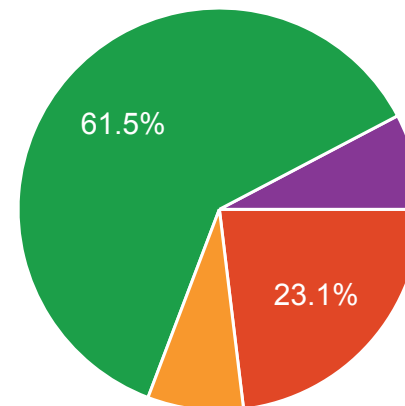
Extremely confident

How confident are you in determining a price for your product/service?



Pre-CO.STARTERS:

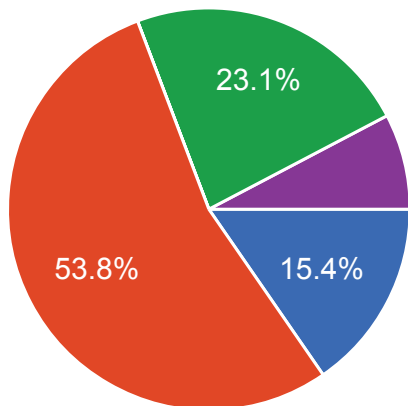
Not at all confident	2	15.4%
Somewhat confident	3	23.1%
Not sure	2	15.4%
Very confident	6	46.2%
Extremely confident	0	0%



Post-CO.STARTERS:

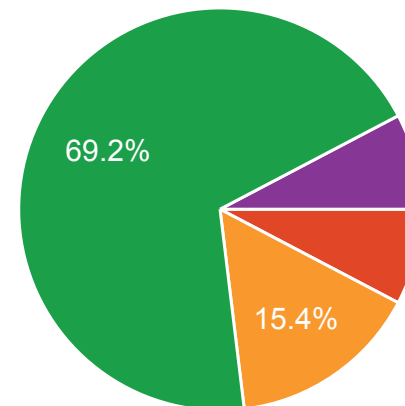
Not at all confident	0	0%
Somewhat confident	3	23.1%
Not sure	1	7.7%
Very confident	8	61.5%
Extremely confident	1	7.7%

How confident are you in accessing the resources you need to launch and/or operate your business?



Pre-CO.STARTERS:

Not at all confident	2	15.4%
Somewhat confident	7	53.8%
Not sure	0	0%
Very confident	3	23.1%
Extremely confident	1	7.7%



Post-CO.STARTERS:

Not at all confident	0	0%
Somewhat confident	1	7.7%
Not sure	2	15.4%
Very confident	9	69.2%
Extremely confident	1	7.7%

May / August Westport Cohort

Pre and Post Program Comparative Analysis

Not at all confident

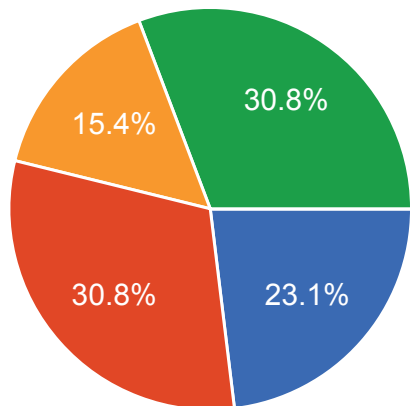
Somewhat confident

Not Sure

Very confident

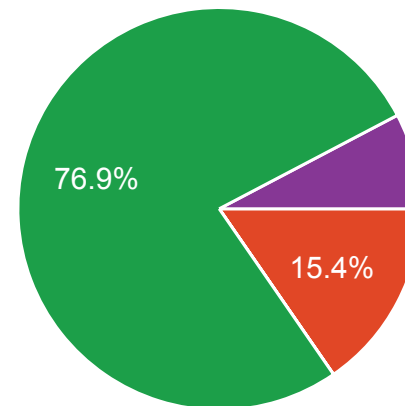
Extremely confident

How confident are you in knowing the next step(s) you should take for your business or business idea?



Pre-CO.STARTERS:

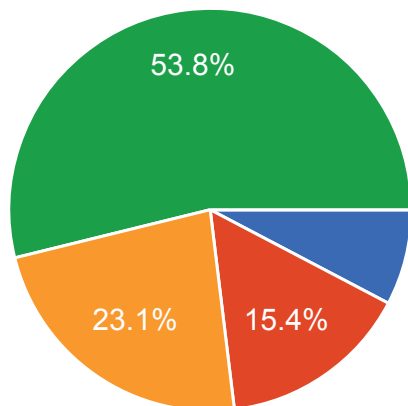
Not at all confident	3	23.1%
Somewhat confident	4	30.8%
Not sure	2	15.4%
Very confident	4	30.8%
Extremely confident	0	0%



Post-CO.STARTERS:

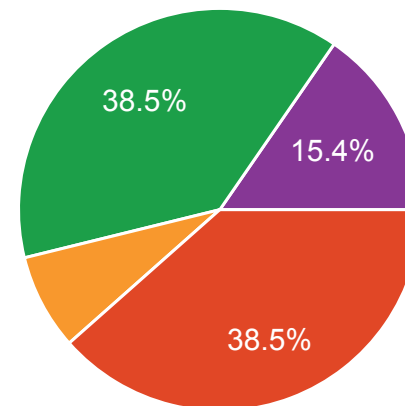
Not at all confident	0	0%
Somewhat confident	2	15.4%
Not sure	0	0%
Very confident	10	76.9%
Extremely confident	1	7.7%

How confident are you in successfully launching and/or operating your business?



Pre-CO.STARTERS:

Not at all confident	1	7.7%
Somewhat confident	2	15.4%
Not sure	3	23.1%
Very confident	7	53.8%
Extremely confident	0	0%



Post-CO.STARTERS:

Not at all confident	0	0%
Somewhat confident	5	38.5%
Not sure	1	7.7%
Very confident	5	38.5%
Extremely confident	2	15.4%

May / August Westport Cohort

Pre and Post Program Comparative Analysis

Not at all confident

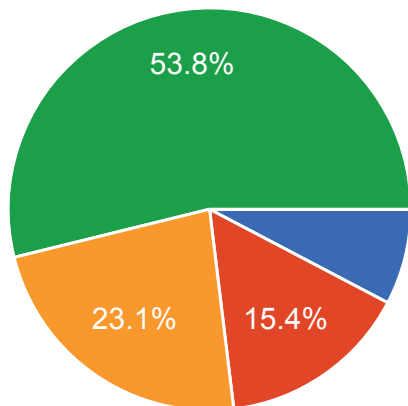
Somewhat confident

Not Sure

Very confident

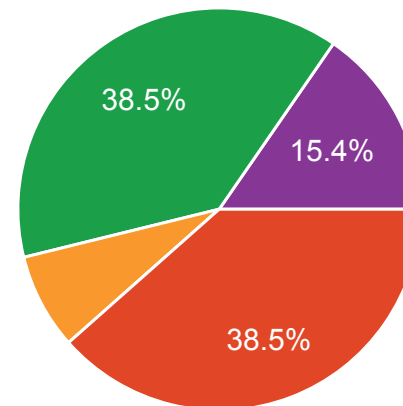
Extremely confident

How confident are you in seeking support in your community for your business?



Pre-CO.STARTERS:

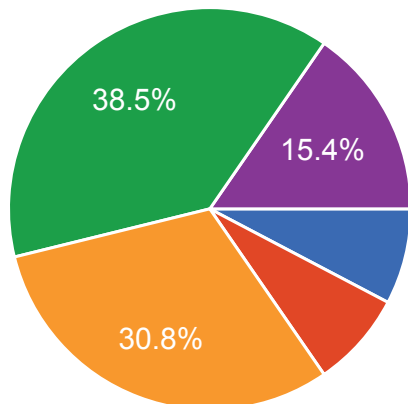
Not at all confident	1	7.7%
Somewhat confident	2	15.4%
Not sure	3	23.1%
Very confident	7	53.8%
Extremely confident	0	0%



Post-CO.STARTERS:

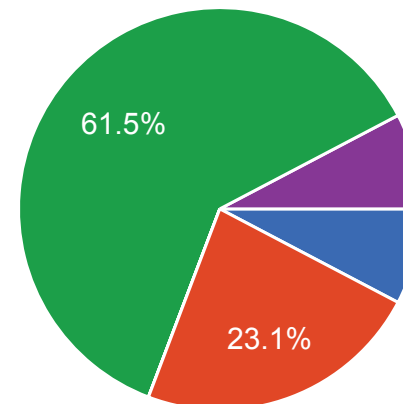
Not at all confident	0	0%
Somewhat confident	5	38.5%
Not sure	1	7.7%
Very confident	5	38.5%
Extremely confident	2	15.4%

How confident are you in being successful in business?



Pre-CO.STARTERS:

Not at all confident	1	7.7%
Somewhat confident	1	7.7%
Not sure	4	30.8%
Very confident	5	38.5%
Extremely confident	2	15.4%



Post-CO.STARTERS:

Not at all confident	1	7.7%
Somewhat confident	3	23.1%
Not sure	0	0%
Very confident	8	61.5%
Extremely confident	1	7.7%

May / August Westport Cohort Participant Feedback



"Strongly recommended as a tool to set yourself in a different light. Everyone who has a business idea should do this course as it will give you the ability to review your own ideas after 8 weeks with a different level of understanding and therefore more true and honest."

- Janis Lenon - Adventure Barn



"The real power of the Co.Starters programme was in the synergies that develop between participants who are all working on their own business ideas, but find mutually beneficial ways to assist the other participants along the way. I expect this will be beneficial after the course by providing a network of likeminded people who can be asked for advice and assistance that will improve the chance of success of the respective ventures once they enter the market."

- Paul Murray - The Living in Peace Project



"I found the facilitators extremely confident, approachable, understanding and just can not speak highly enough of the support and service they provided. I just wish it continued and did not come to a close just when things were starting to make sense. This leaves you feeling out on your own again when the support was just starting to help your ideas take off."

*- Fiona McDonald
- Fox River Bath Company*



"BEST business course I have been to. Lets keep the momentum up, the more people that go through this programme, the better! Would be great to have a card/ flyer we can distribute to others. Thanks for bringing CO.STARTERS here!"

- Frank Wieczorek - K&F Enterprises



"The fact that over a short period of time we formed a really strong group. We opened up about our ideas and made some radical changes and progress! Week to week there were new things happening, changing & developing. It was inspirational within my business to see & hear how things were going for others."

- Rachelle Hicks - West Coast Rewards



"The facilitators, and other participants. The feedback and brainstorming / conversations. But also the knowledge of the people facilitating. Especially in the areas I have always been weak in. Also the venue and all that EPIC offers."

- Brook Matheson
- Vertigo Technologies

"I loved the energy, the simplicity and easy to read breakdown and analysis of the business model. The networking, the support, the encouragement and advice. The friends made. The honesty and integrity of both the facilitators and the group. The Epic Centre. Fantastic space and the coolest peeps! Loved it!!"

- Muri Paekau-Richards
- Coast to Coast Digital

"Getting down a simple one page pitch has helped me articulate what we do in a simple meaningful way"

- George Field
- Logic Street & Park Furnitue



CO.STARTERS Celebration Night -
Westport Cohort - 25th June 2016



Thank You for supporting
 CO.STARTERS™

