



The place to go to
make your business
concept **FLY!**

You want to develop
your **fantastic** idea
into a **successful**
sustainable business?
The **challenging**
CO.STARTERS course
is here to help you.

Co-Starters has developed
an **applied** 9-week course,
culminating with an extra
celebration night, to
enable **ambitious people**
with a great concept, to
test and **develop** their
idea into a **successful**
sustainable business in a
challenging, **co-operative**,
9-week, 27-hour, locally
facilitated programme.

If you have **started a**
business or planning to
launch a business then join
a dozen other Starters and
make it happen today.

Visit CO.STARTERS now

Costarters.co.nz

CO.STARTERS is...

CO.STARTERS is a cohort-based workshop in business development; essentially de-risking propositions by extensively testing and validating assumptions across all aspects of a business from customer communication to cashflow analysis. Your objective is to improve your chances of creating a sustainable thriving business. The programme has graduated over 3,000 people in 2,000 companies and start-ups in over 50 cities in the US and 10 cities in NZ, including AUT in Auckland, Soda in Hamilton, Venture Taranaki and the Innovate in Nelson. CO.STARTERS is run in New Zealand by CO.STARTERS (NZ) Limited.

How it works...

CO.STARTERS is run for nine-weeks in your local community, typically between 17:00 and 20:00 on Wednesday evenings, with cohorts of between 10 and 16 businesses, just like yours. The sessions are facilitated by experienced business people with experienced guest speakers.

The course is structured around a comprehensive workbook edited specifically for New Zealand businesses. Each week critical principles are discussed and validated with your actual customers before being tactically applied to your business. You then pull it all together and learn how to pitch for whatever resources you need, capital, people, or technical help, to make your business triumph.

We work collegiately and effectively to share experiences, shorten your journey and save you money.

Week by week...

Week 1: Knowing yourself: Assumptions. Working styles. Team building. Obstacles.

Week 2: Knowing your customer: Problem. Alternatives. Idea testing.

Week 3: Finding the right solution: Solution. Benefit. Advantage. Starting small. Brand.

Week 4: Getting the relationship right: Marketing and messaging. Getting, keeping and growing customers.

Week 5: Building Blocks: Distribution. Revenue. Typical offering. Price

Week 6: Structures and Systems: Legal and accounting considerations.

Week 7: Discovering the Bottom Line: Startup & ongoing needs. Fixed and variable costs. Break-even point.

Week 8: Financial Modelling: Break-even point (further). Sales Projections. Cash flow. Raising capital.

Week 9: Planning for growth: Planning. Goal setting.

Celebration Night: Sharing your Story: Pitching event to the community.

CO.STARTERS (NZ) Limited

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