



Australia Awards

## International Business Readiness – A course for tech start-ups in agriculture, health, financial, education and business services



 Emille Junior and Harland Firman Agus  
Alumni of a course for leaders of  
technology-enabled Start-ups

Australia Awards is inviting leaders, entrepreneurs and innovators of technology-enabled start-ups who want to develop their knowledge and skills in international business to apply for our two-week short course in Australia on **27 April – 13 May 2018**.

The course aims to encourage, support and advance the involvement of Indonesian entrepreneurs or innovators in international business and connect their businesses with market opportunities for international expansion.

To be selected for this course you must:

- Be a founder or manager in an instrumental leadership role of a technology-enabled start-up company (**in agriculture, health, financial, education and business services**)  
Or

Be a representative (at Echelon III or IV level) from:

1. State Ministry of Cooperative and Small Medium Enterprises of Republic Indonesia (Kemenkop UKM)
  2. Ministry of Information and Communication Technology (Kementerian Kominfo)
  3. Creative Economy Agency (Bekraf)
  4. Ministry of Health (Kemenkes)
- Be committed to prepare and implement a development project as part of the course, engage actively, foster networks with multiple stakeholders including in Australia, and disseminate learning from the course with colleagues and peers
  - Have a Diploma, Bachelor's Degree or higher
  - Have a minimum English language proficiency level **equivalent of IELTS 5.0 or TOEFL 500** .

This is a fully funded scholarship. All course fees, travel, accommodation and per diems will be provided by Australia Awards.

For more information and to apply for the short course, visit our website at [www.australiaawardsindonesia.org](http://www.australiaawardsindonesia.org).

All applications **MUST** be submitted before **Sunday 31 December 2017** via this [link](#)



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### Key Dates:

- Pre course workshop: 5 – 7 March 2018
- In-Australia course: 27 April – 13 May 2018
- Post course workshop: 1 – 3 August 2018

### The Course Learning Objectives:

- Understand the importance of business analysis (competitor, market, business, product) and how to respond to external challenges
- Analyse the key drivers (legal, political, environment, economic, socio-cultural and technological) that impact start-ups
- Develop business and marketing plans (analysis, strategies, operational plans, monitoring, financial management) to operate a sustainable business
- Understand the importance of integrated marketing communications, including social media, branding and public relations
- Improve the pitch and investment proposal to attract the interest of investors
- Identify strategies to access finance and capital for international growth of business
- Understand the role of culture in international business
- Analyse the key stakeholders and identify ways to connect business with markets, develop business networks and leverage existing networks (including strategies to develop stronger networks and business contacts with start-ups in Australia)
- Identify how to connect businesses with market opportunities, use support networks and leverage existing business networks
- Understand how to undertake competitor and product analysis and how to respond to the challenges (five forces: existing competitors, suppliers, substitutes, new entrants and users)
- Further develop strategies to utilise technology and respond to changes in technology use.



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