

# FACT SHEET

## Turbo-Traction Lab

### What is the Turbo-Traction Lab?

Turbo-Traction Lab is a hands-on program designed to build a modern business in 80 days.

It is a stage-specific incubator program designed to allow both fulltime and part-time founders to bootstrap their business. Founders have an opportunity to gain traction in their global market with hands-on assistance from world-class experts in residence.

The Turbo-Traction Lab is *not* a standard education program consisting of simple presentations and 'what to do' lists. Rather, it is a hands-on, workshop style program delivered with a 'lab' mindset, where participants will be given practical guidance and be assisted by subject experts to build their modern businesses.

The program is designed for an intimate group of 25 to 45 startups with validated ideas for international markets. It will be coordinated and run by an entrepreneur in residence:

Daniel Johnsen	Founder, Startup Spin <a href="https://www.linkedin.com/in/danieljohnsen">https://www.linkedin.com/in/danieljohnsen</a>
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and facilitated by a number of well-connected, world-class subject experts including:

Phil Martin	Director, Bitplex & Founder, Gameplan <a href="https://au.linkedin.com/in/phil-martin-bitplex">https://au.linkedin.com/in/phil-martin-bitplex</a>
Chris Lorang	CEO, Moonsure <a href="https://au.linkedin.com/in/chrislorang">https://au.linkedin.com/in/chrislorang</a>
Tamara Loehr	Director, Mitara Empresa Pty Ltd <a href="https://au.linkedin.com/in/tamara-loehr-9aa364a">https://au.linkedin.com/in/tamara-loehr-9aa364a</a>
Monte Huebsch	Content Director, Content2Convert <a href="https://www.linkedin.com/in/montehuebsch/">https://www.linkedin.com/in/montehuebsch/</a>
Natalie Nichols	Founder, Media Honey <a href="https://www.linkedin.com/in/natalienichols1/">https://www.linkedin.com/in/natalienichols1/</a>
Chris Harris	Principal, Chris Harris Chartered Accountants <a href="https://www.linkedin.com/in/christopherharris/">https://www.linkedin.com/in/christopherharris/</a>
Shaun Restorick-Barton	Associate, Law Squared <a href="https://au.linkedin.com/in/shaunrestorick-barton">https://au.linkedin.com/in/shaunrestorick-barton</a>
Dean Dobson	Founder, Sensavation & Co-Founder, Buildvation <a href="https://au.linkedin.com/in/dean-dobson-9029804">https://au.linkedin.com/in/dean-dobson-9029804</a>
Elize Hattin	Founder & Super Coach <a href="https://au.linkedin.com/in/invisibleinfluence">https://au.linkedin.com/in/invisibleinfluence</a>

### What topics will the Turbo-Traction Lab cover?

- Strategy
- Sales
- Nurture Sequencing
- Digital Marketing
- Administration (Accounting & Law)
- Scorecards & Scaling
- Management

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## Turbo-Traction Lab

The program content will be delivered across a series of scheduled full-day workshops (9am – 5pm) held over a number of weeks. The program delivery is designed and structured to cater for both full time entrepreneurs as well as founders with a ‘side-hustle’.

Fulltime startups will complete the entire program (LAB) over a 4 month period, whilst extreme part-timers, whom are only available two-three days a week, will undertake the program over a 12 month period commencing Lab 2. The proposed dates for the remainder of the program will be as follows:

LAB 2 – 26 August 2019 to 13 December 2019; (see proposed program for LAB 2 below); and

LAB 3 – 10 February 2020 to 29 May 2020.

Each module is an immersive, business building workshop in which experts oversee the founders’ comprehension and creation of their startups. The experts will be more than mentors; they will contribute to the strategy as well as support the founder with execution.

It is expected that upon the successful completion of this incubator program, startups will have significant market traction and be generating enough revenue to fuel the ongoing growth of their business.

As a fitting conclusion to the program, a selection of participants from the cohort will have the opportunity to travel to the USA for a week to experience the global marketplace, as well as to meet startups and potential customers. Flights, accommodation and event tickets will be subsidised. Successful participants will need to arrange their own passports, visas, meals and incidental costs and any additional costs associated with deviations from the arranged itinerary.

### Assessment Process

Your application will be assessed by a panel and shortlisted based on your responses to the selection criteria outlined in the Turbo-Traction Lab Application Form and the supporting documents provided.

The Turbo-Traction Lab is supported by generous funding from the Australian Government under its Entrepreneurs’ Programme, Bevan Slattery’s Capital[b] Pty Ltd and Rockhampton Regional Council.



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## Turbo-Traction Lab

### Proposed Program – LAB 2

	W/C	Mon	Tue	Wed	Thu	Fri
1	26-Aug	Orientation – Rules, Structure & Market Research <b>Daniel Johnsen</b>	Orientation– Rules, Structure & Market Research <b>Daniel Johnsen</b>	Orientation– Rules, Structure & Market Research <b>Daniel Johnsen</b>	Orientation– Rules, Structure & Market Research <b>Daniel Johnsen</b>	Orientation– Rules, Structure & Market Research <b>Daniel Johnsen</b>
2	02-Sep	Strategy & Validation <b>Tamara Loehr &amp; Chris Lorang</b>	Strategy & Validation <b>Tamara Loehr &amp; Chris Lorang</b>	Strategy & Validation <b>Tamara Loehr &amp; Chris Lorang</b>	Strategy & Validation <b>Tamara Loehr &amp; Chris Lorang</b>	Strategy & Validation <b>Tamara Loehr &amp; Chris Lorang</b>
3	09-Sep	Strategy & Validation <b>Tamara Loehr &amp; Chris Lorang</b>	Strategy & Validation <b>Tamara Loehr &amp; Chris Lorang</b>	Strategy & Validation <b>Tamara Loehr &amp; Chris Lorang</b>	Strategy & Validation <b>Tamara Loehr &amp; Chris Lorang</b>	Strategy & Validation <b>Tamara Loehr &amp; Chris Lorang</b>
4	16-Sep	Project Planning <b>Natalie Nichols</b>	Project Planning <b>Natalie Nichols</b>	Project Planning <b>Natalie Nichols</b>	Project Planning <b>Natalie Nichols</b>	Project Planning <b>Natalie Nichols</b>
5	23 Sep	Tech Setup & MVP <b>Phil Martin</b>	Tech Setup & MVP <b>Phil Martin</b>	Tech Setup & MVP <b>Phil Martin</b>	Tech Setup & MVP <b>Phil Martin</b>	Tech Setup & MVP <b>Phil Martin</b>
6	30-Sep	Tech Setup & MVP <b>Phil Martin</b>	Tech Setup & MVP <b>Phil Martin</b>	Tech Setup & MVP <b>Phil Martin</b>	Tech Setup & MVP <b>Phil Martin</b>	Tech Setup & MVP <b>Phil Martin</b>
7	7-Oct	<b>Queen's Birthday Public Holiday</b>	Execution & Implementation <b>Daniel Johnsen</b>	Execution & Implementation <b>Daniel Johnsen</b>	Execution & Implementation <b>Daniel Johnsen</b>	Execution & Implementation <b>Daniel Johnsen</b>
8	14-Oct	Nurture Sequencing, Scorecards & Scaling <b>Tamara Loehr</b>	Nurture Sequencing, Scorecards & Scaling <b>Tamara Loehr</b>	Nurture Sequencing, Scorecards & Scaling <b>Tamara Loehr</b>	Nurture Sequencing, Scorecards & Scaling <b>Tamara Loehr</b>	Nurture Sequencing, Scorecards & Scaling <b>Tamara Loehr</b>
9	21-Oct	Google/Google Prep & Implementation of Nurture Sequencing, Scorecards & Scaling <b>Monte Huebsch</b>	Google/Google Prep & Implementation of Nurture Sequencing, Scorecards & Scaling <b>Monte Huebsch</b>	Google/Google Prep & Implementation of Nurture Sequencing, Scorecards & Scaling <b>Natalie Nichols</b>	Google/Google Prep & Implementation of Nurture Sequencing, Scorecards & Scaling <b>Natalie Nichols</b>	Google/Google Prep & Implementation of Nurture Sequencing, Scorecards & Scaling <b>Daniel Johnsen</b>
10	28-Oct	Execution & Implementation <b>Daniel Johnsen</b>	Execution & Implementation <b>Daniel Johnsen</b>	Execution & Implementation <b>Daniel Johnsen</b>	Execution & Implementation <b>Daniel Johnsen</b>	Execution & Implementation <b>Daniel Johnsen</b>
11	4-Nov	Tech & Administration Accounting <b>Phil Martin</b>	Tech & Administration Accounting <b>Phil Martin</b>	Tech & Administration Accounting <b>Daniel Johnsen</b>	Tech & Administration Accounting <b>Chris Harris</b>	Tech & Administration Accounting <b>Daniel Johnsen</b>
12	11-Nov	Sales/Management <b>Chris Lorang</b>	Sales / Management <b>Chris Lorang</b>	Sales / Management <b>Chris Lorang</b>	Sales / Management <b>Chris Lorang</b>	Sales / Management <b>Chris Lorang</b>
13	18-Nov	Sales/Management <b>Chris Lorang</b>	Sales / Management <b>Chris Lorang</b>	Sales / Management <b>Chris Lorang</b>	Sales / Management <b>Chris Lorang</b>	Sales / Management <b>Chris Lorang</b>
14	25-Nov	Going Forward with Tech <b>Dean Dobson</b>	Going Forward with Tech <b>Dean Dobson</b>	Going Forward with Tech <b>Dean Dobson</b>	Going Forward with Tech <b>Dean Dobson</b>	Going Forward with Tech <b>Daniel Johnsen</b>
15	2-Dec	Execution & Implementation <b>Daniel Johnsen</b>	Execution & Implementation <b>Daniel Johnsen</b>	Execution & Implementation <b>Daniel Johnsen</b>	Execution & Implementation <b>Daniel Johnsen</b>	Execution & Implementation <b>Daniel Johnsen</b>
16	9-Dec	Scorecard Follow-up & Next Steps <b>Tamara Loehr</b>	Scorecard Follow-up & Next Steps <b>Tamara Loehr</b>	Scorecard Follow-up & Next Steps <b>Tamara Loehr</b>	Scorecard Follow-up & Next Steps <b>Daniel Johnsen</b>	Scorecard Follow-up & Next Steps <b>Daniel Johnsen</b>