

# Turbo-Traction Lab Application Form



**Privacy Notice:** Council deals with your personal information in accordance with law including the *Information Privacy Act 2009*. Your personal details will be included on a SmartHub mailing list and will be shared with program facilitators, subject experts and other Turbo-Traction Lab participants.

This form is to be completed when applying to become a participant of the Turbo-Traction Lab Incubator Support Program.

P: 07 4932 9000 | E: [enquiries@rrc.qld.gov.au](mailto:enquiries@rrc.qld.gov.au) | W: [www.rrc.qld.gov.au](http://www.rrc.qld.gov.au) | PO Box 1860 Rockhampton QLD 4700 | ABN: 59 923 523 766

## Applicant Details

Applicant name:

Title:  Mr  Miss  Mrs  Ms  Other (please specify):

Business name:

Address:

Street number and name

City

State

Postcode

Postal address (if different):

Preferred contact number:

Email:

## Selection Criteria

Please outline the details of your validated, scalable idea.

The Turbo-Traction Lab is a program designed with a focus on developing startups to be able to conduct business in the international marketplace using technology and the internet. Please outline your thoughts around building your business and selling your product or service to a global market, using technology and the internet.

If successful, your participation in the Turbo-Traction Lab program will be fully funded and is valued at \$160,000.00 per person. However, you will be required to have the funds (\$3,000 – \$5,000 minimum) to invest in your business, for example, company registration fees, digital marketing costs etc.

Do you have the required funds and will you make the funds available for these purposes?

Yes  No

The Turbo-Traction Lab is structured so the program can be completed in 80 consecutive days, or on a part time basis ie. 80 days over a 12 month period (refer to Turbo-Traction Lab factsheet). Please indicate your willingness to commit to the program.

To succeed in this program you will need to possess drive – *an innate and acquired force directed toward a goal or objective*. Please outline your experience and background and how you possess the internal motivation to reap the benefits of the Turbo-Traction Lab program.

The Turbo-Traction Lab Program is only open to people who are either a current SmartHub member or have lodged a membership application. If you are not currently a member please lodge a SmartHub Membership Application Form through Council's website: <http://www.rockhamptonregion.qld.gov.au/ForBusiness/SmartHub-Rockhampton> along with this application form simultaneously.

Are you a member of the SmartHub?  Yes  No, attach SmartHub Membership Application Form.

## Supporting Documentation

Please remember to provide the following supporting documentation when submitting this form:

- Current Resume
- SmartHub Membership Application Form (if applicable)
- A casual two minute introduction video about yourself and your business idea (please email to [smarthub@rrc.qld.gov.au](mailto:smarthub@rrc.qld.gov.au)). Smartphone videos accepted.

## Declaration

I submit this form with the relevant supporting documentation as required. I declare that the details are correct to the best of my ability.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Additional Information

Applications are reviewed weekly and can be submitted via email to [smarthub@rrc.qld.gov.au](mailto:smarthub@rrc.qld.gov.au).

For further information about the program including content and delivery dates contact:

W: [www.rrc.qld.gov.au/smarthub](http://www.rrc.qld.gov.au/smarthub)

E: [smarthub@rrc.qld.gov.au](mailto:smarthub@rrc.qld.gov.au)

P: (07) 4936 8444

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.



# 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.

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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>