

# PASSION TO PROFIT

4 WEEKS INTENSIVE ENTREPRENEUR PROGRAM



DESIGNED SPECIFICALLY FOR  
INDIVIDUALS LOOKING TO START A  
PROFITABLE BRAND FROM SCRATCH

**"Creativity is the process of having original ideas that have value. It is a process; it's not random."** (Sir Ken Robinson)

**PASSION TO PROFIT BOOTCAMP - Week 1**

Day	Time	Topic
Monday	09:30am	Welcome to the mnm institute "Passion to Profit Bootcamp"
	10:30am	Ideasation - Discover the possibilities
Tuesday	09:30am	Start-up DIY Mindset
	11:30am	Design Thinking & Strategic Thinking
	01:30pm	Idea screening
Wednesday	09:30am	Concept Development Process
	11:30am	Packaging Benefits - Your Value Proposition
Thursday	09:30am	Personal Concept Pitch
Friday	09:30am	Lean Marketing Concept
	01:30pm	Industry Evaluation - Trends Analysis
Saturday	09:30am	Pitch Deck Introduction

**PASSION TO PROFIT BOOTCAMP - Week 2**

Day	Time	Topic
Monday	09:30am	Target Persona - Segmentation
	01:30pm	Opportunity Search
Tuesday	09:30am	Brand Hack
	11:30am	Brand Brand Archetype
Wednesday	09:30am	Brand Equity - What's in a Name?
Thursday	09:30am	Brand Manifesto
Friday	09:30am	Graphic Design Assist - Your logo and visual identity
Saturday	09:30am	Web - Wireframing your Web
	01:30pm	Domain Day "www.YOU.com"

PASSION TO PROFIT BOOTCAMP - **Week 3**

Monday		
	09:30am	Social Media Planning and Design
	10:30am	How to engage Your Audience
	03:00pm	Web Development session 1on1 by Appointment
Tuesday		
	09:30am	Ideate, Prototype, Test Digital Marketing
	03:00pm	Web Development session 1on1 by Appointment
Wednesday		
	09:30am	Customer Service Channel
	11:30am	Sales Channel
	03:00pm	Web Development session 1on1 by Appointment
Thursday		
	09:30am	Public Relations (PR)
Friday		
	09:30am	Managing your Start Up
	11:30am	Scoping "Your Big Idea" - 12 months timeline
Saturday		
	09:30am	Resourcing "Your Big Idea" - 12 months schedule
	03:00pm	Web Development session 1on1

PASSION TO PROFIT BOOTCAMP - **Week 4**

Monday		
	09:30am	Budgeting "Your Big Idea" - 12 months schedule
	03:00pm	Web Development session 1on1
Tuesday		
	09:30am	Presentation Skills
	11:30am	Creating Audience Awareness
	01:30pm	From Elevator Pitch to Show and Tell
Wednesday		
	09:30am	Pitching Skills Part 1
Thursday		
	09:30am	Pitching Skills Part 2
Friday		
	09:30am	Launching Your Startup
Saturday		
	06:00pm	<b>Final Pitch Off - AUD \$5,000 Seed Fund</b>

## PASSION TO PROFIT BOOTCAMP

Products and brands large and small need a solid strategy to make them a reality. This program will take you through the same essential process as the participants of mnm core programs.

## REASONS TO CONDUCT TRAINING

- Increased job satisfaction and morale (proU)
- Increased motivation (proU)
- Increased efficiencies in processes, resulting in financial gain (planU)
- Increased capacity to adopt new technologies and methods (planU)
- Increased innovation in strategies and products (brandU)
- Enhanced image - PR social media profiling (brandU)
- Risk management - alternative risk acceptance (planU)
- Financial forecasting and planning - is their passion profitable? (planU)
- Making it happen - web domain - social media - product development - funding - start up (PitchU)

## QUALIFICATION TRANSCRIPT

### RPL Unit credit to BSB42415 Certificate IV

BSBCRT401 Articulate, present and debate ideas

BSBMKG418 Develop and apply knowledge of marketing communication industry

BSBCMM401 Make a presentation

### RPL Unit credit to BSB52415 Diploma of Marketing and Communication

BSBCRT501 Originate and develop concepts

BSBLDR503 Communicate with influence

BSBMKG502 Establish and adjust the Marketing mix

BSBMKG510 Plan e-marketing communications

BSBMKG527 Plan social media engagement

BSBFIM501 Manage budgets and financial plans

## WHAT PARTICIPANTS WILL GET

Development of Personal / Product / Service Brand Start Up Kit

Business Canvas

Marketing Plan

Brand Hack - Graphic Design - Logo

Financial Plan - 12 months Start-Up, ROI

Risk Management Plan

Wire frame - Web Domain (name plus hosting 12 months plan)

Social Media Strategy

Pitch Deck

Social Media and Web Content

**FINAL PITCH OFF AND YOUR CHANCE TO WIN AUD\$5,000**

