Frequently Asked Questions

Who is 'Anyone Can Start' for?

- You identify as a person who is a woman or is cis or is trans or is binary or is gender diverse AND non-white based in Victoria
- You're interested in starting a business or microenterprise and haven't done this before
- We define a startup as a human institution designed to create a new product or service under conditions of extreme uncertainty.
- We define a microenterprise as a small business that employs fewer than 5 people.
- You may already have an idea in mind but this isn't necessary
- You have a curiosity to learn about growing and building new skills

Who is 'Anyone Can Start' NOT for?

- You don't identify as a non-white woman / binary / gender diverse
- You do not live in Victoria
- You are already running a business and generating sustainable revenue / profit
- You're unable to dedicate the time to the weekly workshops or practical exercises

What can I expect to learn during the program?

- Objective and Key Results Setting: You will learn how to set long-term goals (objectives) for your business idea and define short-term goals (key results) that you can achieve during the program.
- Idea Validation and Customer Feedback: You will gain knowledge and techniques to test and validate your idea, product, or business model.
- Budgeting for Your Idea: You will learn how to create a simple budget for your idea or product, considering both costs and pricing.
- Marketing Your Idea: You will acquire skills to effectively market your idea or product to your network.
- Pitching Your Business: You will develop the ability to pitch succinctly, presenting who you are, what you're building, and your immediate next steps.

How are you selected into the program?

There is an application form of mostly drop down questions and seven (7) questions which require short answers of <150 words each. Answers are evaluated on a demonstrated eagerness to participate and learn and the ability to ask for and action feedback.

This cohort will accept 10 - 15 participants in the program.

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How much time am I required to dedicate to the program?

This program will run during the following dates [31st July 2023 - 14th September 2023] and will be delivered remotely.
A total of 2 - 2.5 contact hours weekly:
1 x 90 minute weekly group workshop every Wednesday evening
1 x 30 minute weekly 1:1 check-in with an allocated mentor
1 x 30 minute weekly session with mentors (founders, operators, investors) as "Office Hours". This is optional but highly recommended. ['Office hours' are an opportunity to ask your questions to a mentor with relevant experience. We will be hosting them in a small group setting of up to 5 participants to 1 mentor]

In addition to the contact hours you should allocate 2 - 5 hours weekly (either after work or on the weekend) to work on practical exercises to put into practice what you learn during each workshop. All sessions are recorded and shared post the workshop as well as any notes for your review as you're working towards completing your weekly homework.

How have we thought about accessibility?

There are a few areas that have been considered in structuring the program
Workshops are generally after work hours to make it easier for those participate who may be working during business hours
1:1 check-ins on a weekly basis for more personal guidance and to help keep you accountable
Lived experience of program personnel, not just technical experience
Scholarship funded placements to enable access to industry leading experts
Remote access to enable anyone in Victoria to apply and participate
Cash prizes to pitch for during graduation week to further help your journey

What is the end goal of the program?

The goal is to support more Victorian CALD WoC to start and grow a microenterprise!
We'd love the program to spark your immediate next steps such as registering your business, generating revenue and/or your very first hire.

At the end of the program there is an opportunity to demonstrate what you've learned and to share what you'll be working on next by pitching for cash prizes to help you on this journey.

How long will it take to complete the application form?

We estimate completing the application form could take anywhere from 20 mins to 60 mins. (You may want to take a day or two to reflect on your answers prior to submitting).

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Is there an eligibility criteria to pitch for cash prizes at the end of the program?

Please keep the following eligibility criteria to keep in mind in order to participate in pitching:
- You have attended all weekly workshop sessions
- You have demonstrated that you have worked on the practical exercises weekly progressing on your idea
- You have attended all of your 1:1 check-ins with your allocated mentor
- You have attended at least 2 office hour sessions with mentors over the course of the program

What do I have to pay if I'm accepted into the program?

If you're accepted into the program you are not required to pay any fee. The RRP of the program is $7,000 which we understand may be a significant barrier for participation and so all places are offered on a scholarship basis.

What if I am not accepted into the program?

There are only 10 -15 places for this cohort of the program which is quite limited! There are plans to run another cohort this year. If we are unable to offer you a spot for this cohort due to the numbers, we will offer you a spot for the second cohort. so keep a look out for future programs!

I already have a business and/or am progressing on my idea, should I still apply for this program?

That's great that you already have a business and/or progressing on your idea! Anyone Can Start is best suited for those who haven't started a business or if you have and feel you are at the early stages of your business journey (eg. you're not yet generating sustainable revenue / profit yet).

If you feel you are more progressed in your business journey and/or generating sustainable revenue / profit you may be better placed for the Anyone Can Build program so stay tuned for when the next program will be run.

I'm still not sure if the Anyone Can Start program is for me, how can I find out more information?

If you are still not sure if the Anyone Can Start program is for you there will be an AMA (Ask Me Anything) on 27th June 2023 via Zoom where you can ask the team your questions before submitting your application.