

Passion to Profit

4 weeks intensive
entrepreneur program



mnminstitute.com

Creativity is the process of identifying, choosing and implementing the most effective strategy

PASSION TO PROFIT BOOTCAMP - Week 1

Monday		
	09:30am	Welcome to the mnm institute "Passion to Profit"
	10:30am	Ideation - Discover the possibilities
	02:30pm	Blockchain and the new world of business
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

Monday		
	09:30am	Target Persona - Segmentation
	01:30pm	Opportunity Search
Tuesday		
	09:30am	Brand Hack
	11:30am	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	Final Pitch Off - AUD \$5,000 Seed Fund

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

Unit credit to **BSB42415** Certificate IV

BSBCRT401 Articulate, present and debate ideas

BSBMKG418 Develop and apply knowledge of the marketing and communication industry.

BSBCMM401 Make a presentation

Unit credit to **BSB52415** Diploma of Marketing and Communication

BSBCRT501 Originate and develop concepts

BSBLDR513 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 plan

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



