

## How to turn your Ideas ...Into \$ MONEY \$

**Money never starts an idea.  
It is always the idea that  
starts the money.**

### Program Outcomes



- Learn how to create successful products/ services
- Innovate, improve the world, make a difference
- Be a success and prosper
- Watch your money grow

### Program

#### DAY 1: Monetise Your Idea

Apply the proven 10 step method to turn your idea into a viable product or service

#### Day 2: Set Yourself up for Success

- Protect your idea, sound out the market, set up supply chain
- Think AND PLAN like a CEO / accountable Business Owner

#### Day 3: Appealing to Customers

- Marketing, strategic selling and writing your pitch
- PITCH TO INVESTORS: Crowdfunding v The Shark Bank



This highly participative workshop style program blends a variety of different methods, including presentations, facilitated group discussion, mentoring and coaching to take you from new idea to market readiness'.

### Who Should Attend

Those with an idea who wants to make money:

- Entrepreneurs
- Big business looking to grow
- Small business looking to expand
- Government Business Enterprises
- General Managers seeking innovative growth
- New entrant businesses from China

### Powerful Program Director

**Beverley Honig BA LLB MBA is the 2015 winner of 100 Women of Influence, awarded by the Australian Financial Review and Westpac Bank.**



### 2015 Top 10 Business Entrepreneurs

- A wealth of global commercial experience
- Master of Entrepreneurial Business
- International Businesswomen of the year
- Internationally qualified lawyer in 3 continents
- Board Director and Chairman of several companies
- Part time judge of Essential Services Commission
- Senior lecturer in the University of Melbourne and QUT
- Author of 3 bestselling text books, "Making Contracts Work", "Project Management: A Managerial Process", and "Contemporary Management"
- Recipient of several business Trade awards presented by the Prime Minister, in recognition of outstanding contribution to international trade links, and is listed in the Who's Who of Business.

### Value Add Coaches and Presenters

We introduce you to experts with know-how including:

- Experienced Product Designers
- Seasoned Patent lawyers
- Smart Investors

### 2016 Program dates

- APRIL 2016
- JUNE 2016
- AUGUST 2016

### Registration

Places are limited. Register your interest via:

**Call** Honeylight Enterprises on 03 9613 9945; or

**Email** [info@honeylight.com.au](mailto:info@honeylight.com.au); or

**Click:** <http://honeylight.com.au/?url=seminars/registration>

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