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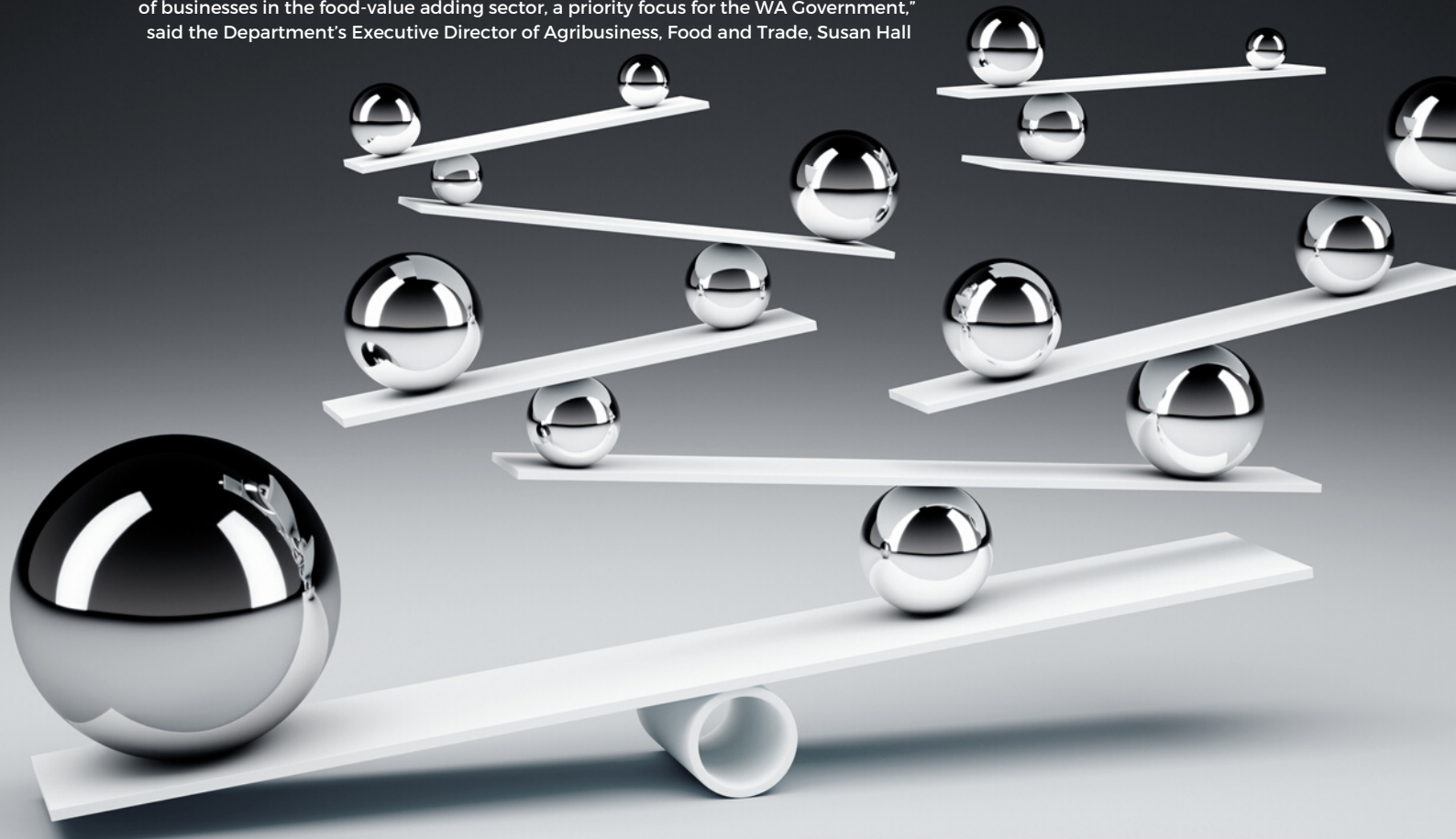
www.trianglepartners.com.au

PROGRAM OVERVIEW

SCALEUPWA 2022

*GET SCALE, CREATE and CAPTURE BUSINESS VALUE
THROUGH TRANSFORMATION and EXPORT*

"The Department of Primary Industries and Regional Development is proud to support City of Canning and Triangle Equity Partners to deliver ScaleUpWA to encourage the growth of businesses in the food-value adding sector, a priority focus for the WA Government," said the Department's Executive Director of Agribusiness, Food and Trade, Susan Hall



JOIN THE SCALE UP WA 2022 SERIES

ScaleUpWA is all about growth...

.... it is a purpose-built programme to assist established and emerging SMEs to get scale, create and capture value and position the business for harvesting that value, as and when chosen.

.... it is a tailored programme of business transformation with the view of, overtime, building export readiness and establishing market and funding connections.

ScaleUpWA's forerunner programmes have over the last 3 years assisted over 30 SMEs in sectors ranging from food and beverage, food value add, food distribution, health, mental health and safety, cyber security, virtual reality, mapping technology, entrepreneurial networks, education and battery assembling and distribution, to build their own business transformation strategies as well targeted Market Entry Strategies across pan Asian markets including Singapore, China, Thailand, Indonesia, India, Malaysia, etc.

While the ScaleUpWA is applicable to all industry sectors, a particular focus for the 2022 Series is on SME's with high impact potential to build successful, sustainable & scalable businesses in the Food Value Add sector,.

So whether a grower, processor, freight & logistics, wholesaler or retailer, domestically or export focused - this program will help transform your business to get scale, create and capture new value in your business and position it to be harvestable for returns, and is critical if you need development and/or growth capital!

Delivered by experienced practitioners in innovation, commercialisation and investment in creating and operating high growth businesses as well as specialists in the agri, food and investment sectors.

ScaleUpWA will help identify new areas of opportunity, provide guidance on how to craft investable business structures to transform your business with access, as part of the program, to experienced mentors and networks.

TIMING

2022 PROGRAMME: 7th JUNE 2022 - 16 AUGUST 2022

COST

\$3,250 ex. GST

DELIVERY



LIVESTREAMED
PANELS – Q&A



BLENDED
ONLINE/IN PERSON



ONE-ON-ONE
MENTORING

KENT MATLA 麦肯特

ASIA BUSINESS & INVESTMENT SPECIALIST

Kent has a deep and sophisticated understanding, both commercially and culturally, of the Asian region including territories of China (30 years' experience in China) India, Singapore, Malaysia, Indonesia, Thailand. Kent is fluent in mandarin, senior advisor on cross border technology transfer both inwards to and outwards with a number of territories. . Kent has an MBA from Curtin University, a Diploma (International Company Directors Course) from AICD, and is presently pursuing his DBA with Curtin University



DR ANDREW WHITEHEAD 安德鲁

STRATEGY, NEGOTIATIONS AND INVESTMENT SPECIALIST

Andrew has more than 20 years' experience across mining, resources, banking, finance, manufacturing, advisory, and government.



Andrew has a PhD from Flinders University in economics and international business management, specialising in China trade and business.

GREG RIEBE 葛瑞比

BUSINESS TRANSFORMATION, COMMERCIALISATION AND INVESTMENT SPECIALIST

Greg has extensive experience in a variety of industries; senior adviser in investment/funds management, raising capital and high technology-based businesses as well as assisting SMEs develop and implement business transformation strategies and tactics.



SCALEUPWA 2022 SERIES PROGRAM OVERVIEW

SESSIONS	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10
DATES	7 June	14 June	5 July	12 July	19 July	26 July	2 August	9 August	16 August	TBD
TIMES	Private Session 11am-12noon Public Session 1pm-5pm	9am-12pm	1pm-5pm		9am-12pm		1pm-5pm	10am-2pm		4pm-7pm
FORMAT	F2F	F2F	F2F	Online	F2F	Online		F2F	Online	F2F
TOPICS	FOUNDATION	IMMERSION	GROWTH	MENTORING	FOCUS	MENTORING		FUNDING	MENTORING	SHOWCASE
CORE			TRANSFORMATION GROWTH FOCUS					REFLECTION		CELEBRATE
	Growth Strategies Via Transformation OR Entering New Markets	Strategic Positioning/ The Deliverables	Enabling Business Models/ Technologies Intellectual Property	One on One Mentoring	Targeting Opportunities Structuring Initiatives	One on One Mentoring	Funding Transformation Funding Export	Business Transformation Action Plan Developing Business Cases	One on One Mentoring	
	Investing in Successful FVA Scale Ups	Capital & Finance Spectrum	Commercialization Pathways	EXPORT READY GROWTH FOCUS			Capital Management	Building a Compelling Pitch		
	Transformative Opportunities	Meet the Mentors	International Trade Opportunities	Market Entry Modes	One on One Mentoring	Meet the Capital Providers				
	Investment Opportunities		Meet the Market Connector	Trade Agreements						

SCALEUPWA 2022 SERIES APPLICATION DEADLINES

APPLICATIONS OPEN 7TH FEBRUARY 2022 | APPLICATIONS CLOSE 7TH MAY 2022

BE CONNECTED | CREATE OPPORTUNITIES | UNDERSTAND THE CHALLENGES

BUILT FOR BUSINESS OWNERS & SENIOR MANAGEMENT TEAMS

DELIVERED BY EXPERIENCED PRACTITIONERS IN
BUSINESS IN TRANSFORMATION AND EXPORT READINESS

ACCESS TO EXPERIENCED MENTORS AND NETWORKS

CRAFT INVESTIBLE MARKET ENTRY STRATEGIES AND TACTICS

PREPARE AND PRESENT YOUR BUSINESS TO A NETWORK OF CITIES IN ASIA

Powered by



Supported by



CITY OF
CANNING



Department of
Primary Industries and
Regional Development



SCALEUPWA 2022 SERIES

APPLICATION FORM

CONTACT DETAILS*

First Name

Last Name

Phone Number

Email

COMPANY NAME*

BUSINESS ADDRESS*

WHAT PRIMARY
INDUSTRY SECTOR ARE YOU
IN*

Agri/Food

—

Construction

—

Defense

—

Health

—

Finance

—

IT/Comms

—

Manufacturing

—

Mining

—

Oil & Gas

—

Prof. Services

—

Transport

—

Other

—

TELL US ABOUT YOUR
BUSINESS*

Annual Turnover

Number of Employees

ARE YOU EXPORTING
AT PRESENT (Y OR N)?

—

IF YES

List markets currently exporting to.

WHAT MARKETS WOULD YOU
LIKE TO EXPLORE? *

BRIEFLY DESCRIBE THE
STRATEGIC OUTCOME YOU
WOULD LIKE TO ACHIEVE IN
THE NEXT YEAR*

PLEASE INDICATE IF YOU
WISH TO APPLY FOR A
SCHOLARSHIP*NO —
(Y or n)CITY OF CANNING —
(Y or n)DEPARTMENT OF PRIMARY INDUSTRIES
AND REGIONAL DEVELOPMENT —
(Y or n)

City of Canning is offering a scholarship up to 100% of the delegate fee to approved applicants who must be a resident and/or business owner/operator in the City of Canning.

DPIRD is offering a scholarship to the ScaleUpWA programme for approved applicants from the Agri/Food industry of 50% of the delegate fee to assist them to transform their businesses to get scale, create and capture value and position the business for harvest.

A maximum of six applicants may be approved based on the information submitted in the ScaleUpWA application form and applications for scholarships shall be assessed on a competitive basis.

* required

The ScaleUPWA 2022 Series is offered at a fee of \$3,250 (ex GST).

The fee covers full delivery of the 10-week program by industry practitioners and with an allocation of access to experienced mentors to assist you and copies of program materials. Refreshments are also provided as part of the cost.

Payment is required prior to commencement of the program.

SCHOLARSHIPS AVAILABLE