

TOURISM LAUNCH

PRE-ACCELERATOR PROGRAM

This **6-month pre-accelerator** is focused on startups and businesses looking to develop new tourism products or services.

We take you from the kernel of a good idea to a sales-ready product.

\$500

+GST
(total package of
3 modules)

MODULE 1

Understanding the market (2 months)

6 x half-day workshops plus practical activities, and projects

MODULE 2

Testing your product ideas (2 months)

Take your product to market - self-paced module plus 4 hours mentoring

MODULE 3

Evaluating your business case (2 months)

4 x half-day workshops plus practical activities and projects

TOPICS

Finding your ideal customer
Creating Memorable Experiences
Understanding and developing your value proposition
Understanding the path to purchase

TOPICS

Empathy and customer journey maps
Developing your business model canvas
Testing your idea

TOPICS

Pricing your experience - cost of sales, yield, break-even
Understanding the tourism ecosystem
Compliance, licensing and regulation

Includes **FREE** base-level membership with the Amazing South Coast

A limited number of places are available, and applications will be assessed on a competitive Expression of Interest (EOI) basis. To apply, or for more information, email training@gscore.com.au, or visit <https://gscore.com.au/projects/amazing-mentoring-program/>