



HARDWARE INCUBATOR

The Arc Bootcamp - Ignite

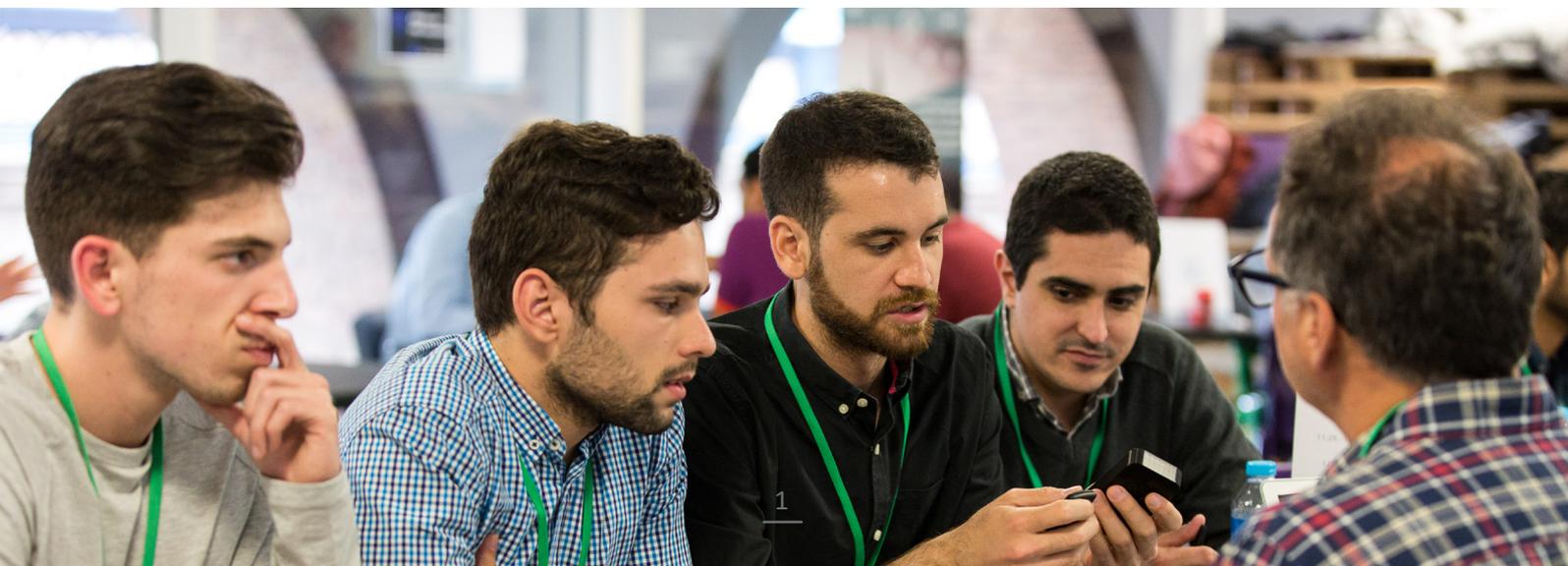
The Arc Hardware Bootcamp will run for 4 consecutive Saturdays from 9- 5pm. The program is aimed at budding 'wantapreneurs' with a hardware product idea, but who may have a week day routine preventing them working on their idea full time. The Arc bootcamp is designed to accelerate their idea and business through a single weekly bootcamp day, participants only need to attend this day and then progress their product and business in their own time in the intervening weeks.

We aid the teams to target uncertainties early on in their businesses development and accelerate the creation of a valid business proposition.

What is Arc?

The program will be run entirely from the new Arc hardware incubator space in Fortitude Valley, Brisbane. The Arc space is kitted out with a range of advanced manufacturing and prototyping tools, provided specifically to enable new ventures to develop and iterate their hardware ideas. With a dedicated team of engineers, designers and entrepreneurs the space provides a well needed resource for hardware development in SE Queensland.

www.arc.space





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Who is it for?

The Arc Hardware Bootcamp has been introduced to provide concentrated and focused expert mentorship to very early stage businesses who have a concept or business proposition they wish to explore and validate. Participants entering this program do not need to have a company incorporated or fully realised product idea, but they do need to have a specific product area they wish to explore, a proposed solution and some evidence of market need and technical feasibility to boot.

Flexibility?

We at Arc understand the wide variety of products, teams and business ideas that are being created, and we know one size does not always fit all with regards to mentorship programs. We will take on board businesses as diverse as lone wantapreneurs developing hand held prototypes to full teams developing urban transportation concepts. Due to this our program will be adaptive to the needs of the particular cohort we take in, adding or removing content relative to the teams requirements.

On Completion

Teams completing the bootcamp will have gone through a process of validating their initial concepts and strategy, refining or pivoting their encompassing mission statement. On exit from the program they will be in a position to determine whether the venture is in fact worth pursuing and if so, have a strategy in place, supported by research and evidence, to progress the business. Depending on the product this may be to apply for accelerator programs, or to start a crowd-funding campaign, or to bootstrap and develop organically.

Specific areas covered in the 4 days include;

Design thinking

To provide the teams with ability to dig deep into their problem area, day long Design Thinking workshops will be run, which challenges the participants to empathise with, and to understand their users needs in-depth, and importantly to uncover all assumptions regarding their product.

Prototyping Technology

Experts from industry will demonstrate how to quickly build proof of principle form and looks like prototypes. Arcs internal team will run induction workshops on the various advanced manufacturing equipment we have at Arc.

Prototype Validation

Participants will learn from industry through collaborative workshops how to effectively test their prototypes with their target user groups. Experience prototyping techniques will be taught using lean 'Low-Fi' prototype methodology, in order to accelerate learning outcomes.

Business Basics

Each company will be shown and led through the basics of starting a business, including setting up bank accounts, company registration, finding an accountant, employment contracts, Tax, Investment, Company Structures and Shareholder Agreements.

Who will benefit from this program

This program has been designed for wantapreneurs, early stage startups, individuals or small teams who have identified an initial need or problem area, who have developed a simple prototype, and who require comprehensive expert validation of their product and business idea.

The teams will have a prototype or a very strong idea backed up by the technical knowledge to make it work. They will be able to demonstrate some market awareness for the idea to be viable.

The bootcamp is aimed in particular at wantapreneurs who are unable to commit full time to an accelerator program but wish to progress at a slower pace but with expert guidance.

The End Result

Teams who arrived with a simple idea of a product, market or business will leave with direction and vision on how to progress and turn into a real venture.

They will have expanded their knowledge of their user and made significant steps in the refinement of the function of their product to match the users needs.

They will leave a member of the wider Arc network and community, able to take advantage of the expertise and resources held within it.



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Week by Week Overview

Echoing our Pre-Accelerator program, the emphasis for the bootcamp is for the teams to question everything they believe about their problem area and proposed solution. They will begin to understand their target user, gain insights through design thinking exercises and beta testing using low-fi prototypes. These insights will allow them to quickly pivot their offering to better meet the users need and to prototype a viable product with real business potential.

The program is split into 4 weekly seminar days, occurring on consecutive Saturdays at the Arc Space.

Week 1: Understanding the User

Goals for the Week

1. To obtain an improved understanding of their user, through design thinking methods.
 2. To have understood themselves, their strengths and weaknesses
 3. To have challenged all of their assumptions regarding their problem area and product.
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Week 2: Low-Fi Prototyping

Goals for the Week

1. To have developed proof of concept low-fi prototypes, suitable for experience prototyping
 2. To have tested prototype products on a target user
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Week 3: User Validation

Goals for the Week

1. To iterate on their previous designs and test the advanced prototype products on a target user
 2. To have validated the current design and functionality and to have made any changes in response to this testing
 3. To have created a final specification of requirements for the product
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Week 4: Business

Goals for the Week

1. To have created a final prototype
2. To have coalesced around a new common business goal
3. To have mapped out the route to incorporate a business,, setting up business accounts etc

