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Get in touch to find out more:



[ara.ac.nz/accelerator](https://ara.ac.nz/accelerator)  
0800 24 24 76



Accelerate your  
business ideas

**ADVANTAGE YOU**  
*Kia raka te matau, kia raka te mau*



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## Transform start-up ideas into viable businesses

Equip yourself with the skills, tools and knowledge to confidently validate and commercialise high-growth, tech-enabled businesses with this new, hands-on course delivered by Ara in partnership with start-up incubator, Te Ōhaka.

Using well-accepted, high-growth industry frameworks, you'll work on a business idea that you're passionate about, or one we help you develop through in-class idea generation exercises.

You'll learn how to identify market problems and customer groups and how to develop your product or service while continuously engaging with customers and other stakeholders. You'll also learn how to evaluate your idea and create a robust business case for it.

Topics covered include problem discovery and problem solving, prototyping and testing, competitor analysis, customer acquisition, budgeting and pricing, digital business enablement, finance, legal matters, and pitching and storytelling.

Learn from the experts at Te Ōhaka, responsible for incubating Christchurch's leading start-ups to venture capital funding of over \$4M per year.

**Business Accelerator**  
**10 weeks, part-time**  
**\$433**  
City campus, Madras Street

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## Become a force for business innovation

This new short course will equip you to identify and implement transformative innovation opportunities within an organisation or industry. These skills will also enable you to demonstrate your entrepreneurial capital to any employer.

Delivered in partnership with Te Ōhaka, Ara's centre for growth and innovation, the course embodies the post-Covid future, as industry moves to task-based work. You'll learn from Te Ōhaka's experts how to analyse an organisation and its processes, pinpoint areas of opportunity and develop a sound business case around it. You'll also learn how to drive effective stakeholder engagement and create a culture of innovation that future-proofs the organisation and builds resilience.

Topics covered include intrapreneurship, innovation management, building an innovation culture, organisational analysis, creative thinking, business agility and action-oriented leadership. The course also includes an overview of the agencies and groups which drive and support innovation in New Zealand.

**Innovation Accelerator**  
**10 weeks, part-time**  
**\$433**  
City campus, Madras Street

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## Equip yourself to innovate in business

It takes great skill to turn an idea into a successful product or service in today's market. With Ara's Graduate Diploma in Innovation and Entrepreneurship you'll learn how to grow an existing business or establish your own venture.

Using leading-edge concepts, methodologies and tools, you'll learn how to generate, evaluate, implement and grow business ideas from conception through to commercial success.

You'll study innovation, entrepreneurship, strategic planning, product development and managing for growth. You'll also have the chance to undertake a practical industry project to consolidate and expand your learning through working alongside an industry partner.

This qualification has a strong emphasis on combining theory and real-world application.

**Graduate Diploma in Innovation and Entrepreneurship**  
**One year, full-time**  
**\$6700-\$7500**  
City campus, Madras Street