

Sign up before
Friday 31 March
and receive
your \$750
discount!



Academy by
slingshot

BUILD | TRACTION | PITCH

83% of Startups that have participated in a Slingshot Accelerator Program are still in business today. The Slingshot Academy is designed to offer world leading training to Startup founders who understand that a good idea is just the first step.

Most founders have great ideas but building a business, securing customers and then pitching to investors takes skills and knowledge so it's not hit and miss. It's a competitive ecosystem and you need to find that edge.

Slingshot has taken the key elements of our renown 12 week Accelerator program and condensed them into a 4 week course; fast tracking your business model, gaining traction and giving you the skills to pitch. The course focuses on a concentrated entrepreneurial curriculum delivered through face-to-face workshops.



Business Modelling

Focus on getting your business model on track by understanding the Lean Canvas, evolving the canvas through market research, differentiating qualitative vs quantitative data and finding the right customers through interview techniques.



Growth Hacking

This workshop will explain how to generate customer traction using lean branding, online channel utilization (including Adwords, Facebook and LinkedIn advertising), sales methodologies, establishing key metrics and relevant data analytics.



Value Proposition

Attract customers and create loyalty to your brand with purposeful design thinking and value proposition experiments - prioritising strategic UI/UX, customer empathy mapping and user stories.



Pitch Coaching

A great idea won't travel if you can't translate it to the greater market. This session will prepare you for engaging stakeholders, winning customers and gaining investment.

The success of Slingshot Accelerators is driven not only by our curriculum but through invaluable access to the Slingshot community therefore in addition to the course curriculum, you will receive:

- Premium listing on the soon to be launched [Slingshot Marketplace](#);
- Alumni status giving you access to Slingshot mentors and our Partner network for discount products and services;
- Exclusive membership to the Alumni SLACK channel;
- Priority invitations to special events like demo days, pitch events, mentoring sessions and introductions to corporate partners.

Where and When?

Round 1 of the Slingshot Academy will launch on **WEDNESDAY 5 MAY**

Final registration intake closes **FRIDAY 21 APRIL**

Slingshot Academy is based in the Sydney CBD

Pricing

Slingshot Academy course is \$4,750 +GST per participant including all workshops, connectivity and Alumni status.

Take advantage of our Early Bird discount - sign up before Friday 31 March and pay only \$4,000 +GST

Click here to get started! →

Register your
interest

Sign up
today