

SHARPE ADVISORY

**Expert advice on your business,
at no cost. Plus \$20,000 to help grow
your business. Here's how.**



Business Evaluation



**\$20k matched
Government funding**



Your business growth

The Federal Government offers eligible businesses in the tech and digital sectors access to assistance and funding through its Entrepreneurs' Programme.

Your entry into the programme is the Business Evaluation – an independent analysis of your business, undertaken by an experienced adviser at no cost to you.

Then, you can access up to \$20,000 matched funding to help implement the findings of the evaluation.

David Sharpe is an authorised adviser for the Entrepreneurs' Programme and delivers Business Evaluations to eligible businesses. To see if the programme is right for you, take a look at this overview or drop David a line at david@sharpeadvisory.com.au

Please note: *The information contained in this flyer is a general summary of the Entrepreneurs' Programme, prepared by Sharpe Advisory. Full details of the programme's terms and conditions, including full eligibility criteria, are available [here](#).*

How does it work? And how long will it take?

Apply (1-2 weeks)	Apply online for a business evaluation	You're eligible if you meet the criteria, which include: <ul style="list-style-type: none"> - Australian company, registered for GST - Turnover more than \$1.5m annual - in business for at least 3 years - provide enabling technology or services to one of the following sectors: <ul style="list-style-type: none"> - Advanced Manufacturing - Food and Agribusinesses - Medical Technologies and Pharmaceuticals - Mining Equipment, Technology and Services - Oil, Gas and Energy Resources.
Review (1-3 months)	Undertake business evaluation	A series of meetings where you and your business advisor look at all aspects of your business: strategic, operational, marketing & financial.
	Receive Action Plan	<ul style="list-style-type: none"> - Prepared by your business adviser. - Lists recommendations to improve your productivity and profitability. - Recommendations are what you can use the grant for.
Implement (up to 12 months)	Apply for grant	<ul style="list-style-type: none"> - Propose projects which can grow your company, to access \$20,000 funding, matched \$ for \$ by your company. - Can be used for activities which: <ul style="list-style-type: none"> - link to recommendations in action plan - will embed new capability - engages services external to your business. - Can't be used for activities in the normal course of business (inc. salaries, capital purchased & advertising)
	Undertake your projects	<ul style="list-style-type: none"> - Don't start until your grant is approved. - Complete projects and pay for them in full.
	Receive grant	<ul style="list-style-type: none"> - Up to 50% of cost of the projects. - Submit proof of payment.
	Regular check-ins with your business adviser	Throughout the implementation period.

What's involved in the business evaluation?

Application	1-2 weeks	Apply online at https://portal.business.gov.au/
Before first meeting	1-2 months	<ul style="list-style-type: none"> - Email profit and loss statements and balance sheets (Excel format) for the last three years. - Email any business planning documents you have already prepared. - Identify key staff for involvement in meetings.
Meeting 1 (2 hrs)		<ul style="list-style-type: none"> - Introduction to your business. - Identification of key challenges/opportunities. - Schedule remaining meetings. - Identify any quick actions for immediate implementation.
Meeting 2 (2 hours)		<ul style="list-style-type: none"> - Detailed questions about business - Identification of priorities - Sketch out initial recommendations
Meeting 3 (2 hours)		<ul style="list-style-type: none"> - Any remaining analysis - Presentation of recommendations - Detail next steps
Optional services		<p>Add optional activities such as:</p> <ul style="list-style-type: none"> - Business Model Transformation workshops - Digital Business Canvas - Digital Solutions Advisory Service - Users Purpose Aspiration Tenets workshops - Cyber Security Assessment - Winning Measures Benchmarking Assessment - Provision of IBISWorld industry report.
Action Plan	1 month	<ul style="list-style-type: none"> - Business Adviser writes and seeks approval for Action Plan. - On completion, this is sent to you. - You have 12 months from the date of the Action Plan to apply for a Business Growth Grant.
Growth Grant Application	3-4 weeks	<ul style="list-style-type: none"> - Discuss plans for the grant with Business Adviser. - Choose which projects from the Action Plan to implement. - Plan expenditure on projects and timing and obtain estimates of costs. - Apply online at https://portal.business.gov.au/ - Wait until application is approved (don't start the projects before they are approved). - Complete projects and pay in full. - On completion, claim 50% of costs via https://portal.business.gov.au/
Regular check-ins	Up to 12 months	Schedule regular check-ins (in person, phone or Skype) over the next 12 months.
End of engagement	1-2 weeks	After 12 months, complete an end of engagement report with your business adviser.

What can I spend the Business Growth Grant on?

Remember...	Think evaluation first, grant second . The business evaluation is an opportunity to take stock of your company and should uncover a range of potential activities to undertake or opportunities to pursue.
How much is it?	Between \$2,500 and \$20,000 for up to 50% of the costs of eligible activities.
What's an eligible activity?	An eligible activity must: <ul style="list-style-type: none"> - link to an area of need as defined in the recommendations of a completed plan from a business advice or facilitation service - embed new capability to trade in Australian markets and/or markets in other countries and - engage services external to your business.
What's not an eligible activity?	<ul style="list-style-type: none"> - Business as usual activities (wages, office expenses, maintenance costs, accounting, legal, compliance and government fees). - Sales activity (advertising, representatives, printing and placement, trade shows). - Capital expenditure. - Cost of maintaining existing software. - Cost of maintaining existing industry certifications. - Cost of registering patents and intellectual property.
What do I have to keep in mind?	<ul style="list-style-type: none"> - You don't have to use all \$20,000. - You can apply for multiple projects but... <ul style="list-style-type: none"> - You can only make one application. So it pays to talk to your business adviser first before submitting an application. - You can't claim the 50% back until all your eligible projects are finished. So you need to plan for the cash flow implications. - Don't start the projects before you get your application approved.
I want to see the small print	Download the "Business Management – Grant Opportunity guidelines" here

Other Entrepreneurs' Programme services

Growth Services	<p>A longer engagement for up to two years where a Business Adviser works with you in detail to achieve a specific growth opportunity.</p> <p>Provides access to \$20,000 matched funding through the Business Growth Grant.</p>
Supply Chain Facilitation	<p>A detailed examination of supply chain issues, undertaken by a Supply Chain Facilitator, which helps identifies ways to implement efficiencies and increase competitiveness through supply chain improvements.</p> <p>Provides access to \$20,000 matched funding through the Business Growth Grant.</p>
Innovation Connections	<p>Provides your business with an Innovation Facilitator to outline your business' research needs and opportunities and help broker projects with research institutions, such as Universities.</p> <p>Provides access to up to \$50,000 to for graduate or researcher placements through the Innovation Connections Grant.</p>
Accelerating Commercialisation	<p>Accelerating Commercialisation provides successful applicants access to expert guidance from a Commercialisation Adviser to find the right commercialisation solutions for novel products, processes and services.</p> <p>May lead to applications for the Accelerating Commercialisation Grant, which provides successful projects with up to 50% of expenditure to a maximum of:</p> <ul style="list-style-type: none"> - \$250,000 for commercialisation offices and eligible partner entities - \$1 million for all other applicants.