

IGNITION 2026 Timetable	Saturday 15-Aug	Monday 17-Aug	Tuesday 18-Aug	Wednesday 19-Aug	Thursday 20-Aug	Friday 21-Aug	
	WELCOME	BUSINESS MODELS, MARKETS & MESSAGING	INTELLECTUAL PROPERTY, AI, SOFTWARE	FINANCE, INVESTMENT & BUSINESS DEVELOPMENT	STRATEGIC PLANNING, PITCHING & LAUNCHING YOUR IDEA	CLINICIANS & PITCH PRESENTATIONS	
8:00am		Coffee & Tea					
8:30am - 10:00am		Seated for 8:30am <u>sharp</u> start					
Session 1		Business Models, Value Chains and the Lean Canvas Matt MacFarlane	Understanding IP: Supporting Your Commercial Objectives Bindhu Holavanahalli & Michael Pasquale	Financing Strategy and Raising Equity Funds Derek Gerrard	Strategic Positioning for Investment and Growth Greg Riebe		9:00am - 10:30am Clinician Sessions
10:00am - 10:30am		Morning Tea					
10:30am - 11:30am	10:30am Arrival and Registration	Marketing Foundations for Business Startups Megan Del Borrello	Leveraging AI in Your Business Michael Borck	How to Prepare the Financials & Management Accounts Lacey Filipich	Creating & Delivering a Winning Pitch Josephine Muir	Morning Tea	
11:30am - 11:40am	11:00am Welcome Session Program Expectations	Stretch break (10 Min)				11:00am - 12:00pm Clinician Sessions	
11:40am - 12:40pm		Customer Profiling, Market Research & Validation Ben Sandhu	How to Build a Software Solution Daniel Foster	Having Difficult Conversations Di Murray	A Founder Story Jason Fogg	Lunch	
12:40pm - 1:30pm	12:30pm Networking Lunch	Lunch				1:00pm - 4:30pm Pitch Presentations	
1:30pm - 2:30pm		Business Models, Buyer Types, Market Research, and Validation Mentor Team	IP / Brand Strategy, Digital Marketing / Branding, and Building Your Pitch Deck Mentor Team	Funding Your Business Panel Moderator: Danelle Cross	Go To Market Strategy / Pitch Preparation Mentor Team		
Session 5 Mentor Groups				2:30pm Alumni Panel Moderator: Ben Sandhu			Developing the Financial Model Mentor Team
				3:30pm Nibbles and Drinks			
	4:30pm Finish	6:00pm Finish	5pm - Taco Tuesday and Clinician Signups	7:00pm Finish	5pm Pizza Night	4:45pm - 6:15pm Showcasing 3 Pitches & Wrap Up Session	
					9:00pm Finish	6:15pm - 7:30pm Program Celebration	