



Navigating networks of support

PHASES OF BUSINESS START-UPS

Realising an idea

- Confidence and empowerment
- Business basics – ‘how’
- Help, \$ and support to start - side hustle
- Not yet generating revenue

Early stage start up

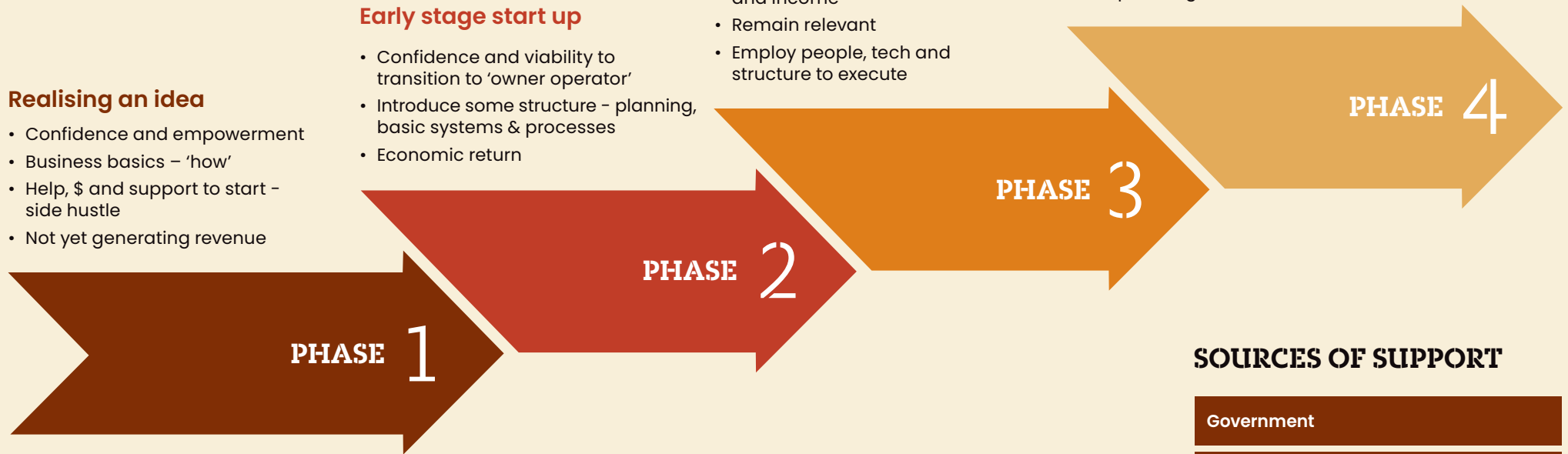
- Confidence and viability to transition to ‘owner operator’
- Introduce some structure – planning, basic systems & processes
- Economic return

Survive & grow

- Sustainable business growth and income
- Remain relevant
- Employ people, tech and structure to execute

Step change

- Strategic change or transformation, investors
- Advisor network alongside
- Exit planning?



Group based, heavily subsidised → Greater propensity to pay

PHASE 1	PHASE 2	PHASE 3	PHASE 4
<p>‘Support’ looks like:</p> <ul style="list-style-type: none"> • Advice, coaching and accountability • ‘Training’, tools and templates – to upskill and execute • Guidance and enablement around personal purpose • Networking and sharing experiences • Funding – loans, equity, investment • Platforms to collaborate and/or execute 			

SOURCES OF SUPPORT

Government

Commercial

Associations

Iwi

Education

Not for Profit

Government

ACTIVITY	NATIONAL / REGIONAL	STAGE				SUPPORT								EXAMPLES / LINKS	
		PHASE 1	PHASE 2	PHASE 3	PHASE 4	TOOLS & TIPS	SKILLS TRAINING	MENTORING	FUNDING	NETWORKING	ADVICE & COACHING	CO-WORKING SPACE	ONLINE		
Scale Up - innovation platform for collaborators and investors, Entrepreneurship programmes (part of Callaghan Innovation)	National			Y	Y		Y	Y				Y			ScaleUp
Digital Boost - free tools and support to help businesses be more successful through use of digital tools. Originally all online, now expanding into regional workshops. 2021 Budget confirmed additional funding for expansion - likely to be aligned with Regional Development Agencies (eg. ATEED, WellingtonNZ)	National / Regional	Y	Y	Y	Y	Y	Y		Y	Y	Y	Y			Digital Boost
Business.govt.nz - main MBIE government platform, tools and advice from government / industry bodies to help businesses start, grow or scale	National	Y	Y	Y	Y	Y	Y					Y		Y	Business.govt.nz
NZTE - support, events, tools and resources for businesses wanting to export or scale overseas	National			Y	Y	Y	Y		Y	Y				Y	NZTE
Better For Business / Business Connect - forums and resources to make it easier for businesses (small and large) to work directly with government	National			Y	Y	Y								Y	Better For Business
Callaghan Innovation - innovation specific support, access to experts, product development, skill development, R&D funding	National		Y	Y	Y	Y		Y	Y	Y	Y				Callaghan Innovation
NZVIF/SCIF - helps start up businesses raise investment or Seed Funding / angel investment networks / qualified investors through a co-investment partnership model	National		Y		Y		Y					Y			NZVIF

Activity	National / Regional	Stage				Support								Examples / Links
		Phase 1	Phase 2	Phase 3	Phase 4	Tools & Tips	Skills Training	Mentoring	Funding	Networking	Advice & Coaching	Co-Working Space	Online	
Provincial Development Unit (PDU) and PGF - Regional Apprenticeships, Sector Workforce Engagement, Māori Trades and Training, He Poutama Rangatahi and Te Ara Mahi, centrally funded but executed regionally via RDA's	National / Regional	Y				Y	Y	Y	Y	Y				PDU
Work & Income - grants and start up payments to help when starting a business	National	Y	Y			Y			Y					Work & Income
Te Puni Kōkiri - Māori Business Growth Support - resources, networks and support funded nationally, executed via Regional Business Growth Advisors	National	Y	Y	Y	Y	Y	Y	Y			Y			Te Puni Kōkiri
Connected - forum for employment, training and education initiatives. Guidance about starting and running a business and employing / upskilling staff. Seems to link with most Govt departments programmes	National	Y	Y		Y								Y	Connected
IRD - tools, tips, events for people thinking about starting a business, through to growth	National	Y	Y	Y	Y	Y	Y						Y	IRD
MPI - Māori agribusiness funding and support. Group and I:, executed regionally - focused on supporting productivity and sustainability of land use	National		Y	Y	Y				Y		Y			Māori agri-business
Careers - start up basics working for yourself. Links into business. govt.nz	National	Y	Y			Y							Y	Careers
Regional Business Partners - MBIE funding administered by Regional Development Agencies (RDAs) (e.g. ATEED, Venture Taranaki) - access to resources and advice to help start ups and growth. Access to up to 50% funding (up to \$5k) for professional advice / coaching, to better enable the business owner. 100% COVID funding programmes (now exhausted)	Regional		Y	Y	Y	Y	Y	Y	Y	Y	Y			Regional Business Partners

Commercial

ACTIVITY	NATIONAL / REGIONAL	STAGE				SUPPORT							EXAMPLES / LINKS	
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Sole practitioners/ business coaches - work with individuals/ groups around business model design and validation, service and customer experience design, through to business planning, go-to-market strategy etc	National	Y	Y	Y	Y		Y	Y			Y			StartNow
Banks - tools, tips and guides to help at every stage (online, webinars, local seminars). Advisors in bank to help with financing. BNZ, ANZ, Kiwibank, TSB - competition TSB Good Stuff, grants up to \$30k for start ups	National / Regional	Y	Y	Y	Y	Y			Y				Y	BNZ
Online platforms - providing access tools, guides and support to enable start up business - eg. Xero, MYOB, Moneyhub, Sorted	National	Y	Y	Y	Y	Y	Y				Y			Xero
Incubators - help getting new ideas 'off the ground' and businesses wanting to 'transform', help secure investment, work alongside similar start ups, supported by training, mentoring	National		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		Icehouse
Smart Seeds - design-led innovation programme with lasting community benefits. Connect industries, communities, schools and universities to co-create solutions to complex local challenges	National	Y	Y				Y	Y			Y			Smart Seeds
Innovation labs / Hackfests, hackathons (IT/A/innovation). Forums to test concepts alongside developers, business and creative thinkers. Some coordinated via Facebook or Universities (eg. Massey re AgriFood)	National	Y			Y			Y		Y				Theta

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Professional services firms (e.g. accountants, lawyers, insurers) – offer online/workshops tips for early stage through to formalised advisory services as businesses grow. National networks as well as small local firms	National		Y	Y	Y		Y	Y		Y	Y		Y	BDO (National/Regional), Velocite (Regional)
Co-working spaces – facilities for small business to share office facilities, shared communities, workshops to help each other – eg. GRID AKL, QB Studios, Generator, Hive, Thinkspace, Regus	National		Y	Y	Y					Y		Y		Coworking spaces NZ
Poutama Trust – investment and advisory support for business investigation, business training and growth	National			Y	Y				Y					Poutama
Angel Investment Network – matching entrepreneurs with investors	National		Y	Y	Y				Y	Y			Y	Angel Investment Network
PledgeMe – crowd funding and investment campaigns	National		Y	Y	Y				Y				Y	PledgeMe

Associations

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Business mentors - \$295/yr membership, independent network of mentors to help small business owners - from start ups to mid sized firms	Regional	Y	Y	Y	Y			Y		Y	Y			Business Mentors
Chambers of Commerce (30) - membership, training, advice, information - voice and advocate to help members to support growth. Good for local sources of information and networking	Regional		Y	Y	Y		Y			Y	Y			Chambers of Commerce
Online hubs - facilitated via platforms eg- Facebook, to provide networking, forums for questions / support eg. Women in Business, Small Business Owners, Taranaki Small Business Owners, Small Business for Sale	National / Regional	Y	Y	Y	Y	Y				Y			Y	Women in Business
StartUp Weekend - experiences where young people / entrepreneurs can find out if their ideas are viable.	Regional	Y	Y			Y	Y	Y		Y	Y			StartUp
Sector-specific accelerators - to help support start ups in areas of need / growth (eg. Agri)	National	Y	Y	Y	Y			Y	Y	Y	Y			Agribusiness (Sprout Entrepreneurs)
Sector-specific bodies - memberships that provide specialist networking and practical resources and tools to help support start ups and as they grow (e.g. Master Plumbers, Master Builders, EMA,)	National		Y	Y	Y	Y	Y			Y	Y		Y	Master Plumbers
Local Business Associations - provide business support, training and mediation - to encourage local economic growth	Regional		Y	Y	Y			Y		Y	Y			BizLink Hawera

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Local Business Investment networks – provide access to local investors to encourage and enable local development and success. Membership (\$350 pa) and min investment required (\$5k)	Regional				Y			Y	Y	Y					Launch Taranaki
NZ Private Capital – facilitate entrepreneurs with PE / PC	National				Y				Y					Y	NZPC
Franchise NZ – tips for those wanting to explore franchise options	National	Y			Y	Y				Y	Y			Y	Franchise NZ

Education

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Young Enterprise – school based programme to empower students to design and execute a business idea (short term) – done in conjunction with Chambers of Commerce	National / Regional	Y				Y	Y	Y		Y	Y				Young Enterprise
AUT Co.starters / Te Kōrau entrepreneurship programmes – equips with insights, relationships and tools to help take the next step	Regional	Y				Y	Y	Y	Y	Y	Y				AUT
AUT Velocity – challenges, seminars, competition (up to \$100k) and guidance	Regional	Y				Y	Y	Y	Y	Y	Y				AUT Velocity
AUT X Challenge – competition \$30k cash and prizes, events and workshops, and 1:1 sessions over 12 weeks	Regional	Y	Y			Y	Y	Y		Y	Y				AUT X Challenge
Massey Uni Go Innovate – Sprint (free online course, 8-12 weeks) tools to help understand methodologies, market validation, access to finance, networking	National	Y	Y			Y	Y			Y	Y			Y	Sprint

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Iwi facilitated grants and support for personal development opportunities. A number connect in with Poutama Trust for matched funding around establishing or growing businesses.	Regional	Y	Y			Y	Y	Y	Y	Y	Y			Ngāi Tahu 18-25 yr support

Not for profit

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Idea Summit - competition to turn business ideas into growing businesses. Supported by Venture Taranaki. Incl prize of \$10k (being reviewed, last ran in 2019)	Regional	Y						Y	Y	Y	Y			Idea Summit Taranaki
Māori Women's Development Inc - supporting wāhine Māori and their whānau in business - funding, 3 day wānanga to support pathway, mentors, online learning. Funded (in past Annual Report) via contracts with TPK, YE, MYD, MBIE, ATEED	National		Y	Y	Y		Y	Y	Y		Y		Y	Māori Women's Development Inc