SOUTHMACH ENTREPRENEUR'S DEVELOPMENT HUB

ENTREPRENEUR'S
DEVELOPMENT HUB

Local Canterbury businesses and organisations have created the 'go to' destination for innovators, start-ups, and developers at this year's SouthMACH!

Motovated Design & Analysis, Brush Technology, Ara Institute of Canterbury, The Ministry of Awesome and the fabriko have joined forces and created a unique environment for creativity and information sharing, building new knowledge, creating alignment and developing comprehensive solutions for getting to market. This hub is for forward-looking firms, incubators, entrepreneurs and agencies that collaborate with each other, to develop cutting-edge products for the marketplace.

So what will you learn at the Entrepreneur's Development Hub?

- How can I determine if my product idea has legs? Can it make money?
- How do I make sure it's something people will pay for it?
- How can I optimise the design to best meet our client's needs?
- How do I get engineering or manufacturing support?
- How can I upskill my engineering staff?
- What is the pathway for staff from the factory floor to the engineering design office?
- What CAD and short courses are available?
- How do I obtain Intellectual Protection (IP)?
- How do I develop a product which continues to make money for years to come?
- What are some common paths to market?
- Are there shared workspaces where I can collaborate with others on this journey?
- What are all of the stages of this journey?
- How do I estimate the time and money which may be required for each of the stages?
- Who can help me with each of the stages?
- Should I fund it, get crowd funding, government subsidies or use angel investors?
- Is this a journey I want to go on?!

Canterbury is an great environment in which to develop your product to success. Some of the resources that Entrepreneur's Development Hub can steer you towards include Business Development with ChristchurchNZ™, investment with Canterbury Angels (CA) and Callaghan Innovation, shared innovation workspaces, product validation methods, path to market, engineering, marketing, manufacturing, warehousing, distribution, sales channels, and lots more!

The Entrepreneur's Development Hub is all about fostering the growth of Canterbury's future manufacturing technology businesses and connecting them with the networks they need for commercial success.