

OCTOBER 2020

NexStar



INDONESIA SPRINT



KENNIE KURNIAWAN

*Marketing Manager,
11th Space*



INDRA PRAMANA
*Business Development
Director, Navanti Holdings
Australia*



DONNA WEBSTER

*Director,
Capability Development,
Asialink Business*



RAVINI ABEY

*PhD Candidate,
Melbourne School of
Psychological Sciences*



PHIL ORE

*Co-Founder and Chief Mentor,
Marketing Entourage*



CAMERON RAMBERT

*Nexstar Program,
Chief Mentor*

NexStar is a community-driven program created by ACASE and the City of Melbourne. It is a pathway for startups to scale to emerging Asian markets, as well as an experiential learning platform for students.

Our latest NexStar Sprint takes a deep dive into the dynamic market of Indonesia. Students and startups alike will develop a greater understanding of Indonesia, its culture, advancing sectors and business opportunities.

- Work with Australian startups to build a market entry strategy to do business in Indonesia
- Learn about customer development, distribution channels and product validation in Indonesia
- Know where cultural differences between Australia and Indonesia exist
- Strengthen your cross-cultural intelligence
- Broaden your network and make new friends

PROGRAM STRUCTURE:

- Three half-day masterclasses (6 Workshops)
- 5 hours self-study
- Pitch a marketing campaign for the business in Asia
- One-page marketing strategy canvas

WELCOME SPEECH BY:

**SPICA
TUTUHATUNEWA**

Indonesian Consul-General



**APPLICATIONS OPEN FROM
AUGUST 29TH UNTIL SEPTEMBER 27TH**

Visit <https://www.acase.org.au/nexstar-2020> for more information.



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CAMERON RAMBERT
Nexstar Program Chief Mentor

Cameron is a multidisciplinary marketing strategist with more than 10 years of experience working alongside, training and advising to technology startups, such as Twitter & Gigster.

A frequent commentator in national media and publications on the topics on startup business development, growth marketing and the Future of Work, Cameron has also participated as a mentor in several hackathons and startup development programs across Australia. Cameron is also the Founder of the Frankston Foundry, a co-working space and startup incubator home to over 50 entrepreneurs, digital creatives and technology professionals living on Melbourne's bayside and peninsula regions.



DONNA WEBSTER

Director, Capability Development, Asialink Business

Donna has over two decades of Asian business expertise, having lived and worked in Japan, Malaysia, Singapore and Thailand. She has extensive adult education qualifications, including a Master and Bachelor of Education and vast business experience, across multiple industries and countries.

Recently returned to Australia, Donna has demonstrated her leadership as an international facilitator, business owner, organisational strategist and keynote speaker for a range of service providers, including 5-star hotels, IT, tourism and fashion industries. In her current role, Donna leads Asialink Business' suite of capability development and training programs, including the design and delivery of tailored programs to help organisations build their cultural intelligence, and to understand, enter into, and sustain operations in Asian markets.



RAVINI ABEJ

PhD Candidate, Melbourne School of Psychological Sciences

Ravini is a creative problem-solver and technology enthusiast. Her two biggest passions are people and data, and she has combined these passions by pursuing a PhD in psychology.

Ravini has half a decade of experience in innovative health and consumer behaviour projects at organisations such as UNSW, Melbourne Business School and Cancer Council.

Her most recent experience includes leading a health technology start-up aimed at changing the way allied health businesses engage with their patients. Her vision is that science and technology can be leveraged to help us become happier and healthier versions of ourselves.



INDRA PRAMANA

Business Development Director, Navanti Holdings Australia

- Entrepreneurship mentor at BCA bank young community program 2018
- Mentor at 11th space (coworking space & incubator) & Live Projects Melbourne
- Guest Lecturer at Deakin's entrepreneurship unit
- Guest speaker at "talk of the year" 2019 by PPIA Deakin University Melbourne

As a member of the Board of Directors and shareholder for Navanti Holdings, Indra brings his expertise in business development, networking, and ability in generating ideas and strategies. It is particularly through his strengths to create the potential network that brings the great value to the company, accompanied by his outgoing characteristic and excellent communication and interpersonal skills. Indra has always been a passionate believer in identifying opportunities and business strategies where needed, as well as assisting those who are seeking for their opportunities to become a reality.



KENNIE KURNIAWAN

Marketing Manager, 11th Space

Kennie is a well-rounded marketer with over 12 years of experience. Her career started in advertising, then market research and progressed to brand management at Unilever. In 2014, she started her own company and became active in the startup community, and eventually became the Head of Marketing at CoHive, Indonesia's largest coworking space.

Currently, she lives in Melbourne and is the Marketing Manager for 11th Space, a business hub and incubator with strong roots in the Indonesian community, where she also mentors founders through the NCubation program. Kennie has a Masters in Applied Commerce (Marketing) from Melbourne University & a Bachelor of Communications (Advertising-Creative) from the RMIT University in Melbourne.



PHIL ORE

Co-Founder and Chief Mentor, Marketing Entourage

Phil Ore is the Co-CEO of 25eight Group, a B Corp Certified family of businesses focused on innovation, creativity, and entrepreneurship. He is also the Co-founder and Chief Mentor of Marketing Entourage (part of the 25eight Group) whose purpose is to increase the self-efficacy of founders and business owners in applying strategic, human-centred marketing decisions to grow their business through engaging and practical online learning, support and 1:1 mentoring. Phil is also the co-founder of Entrepreneurs&Co, advisor to a number of Startups and has held various roles as a Pitch Mentor and Expert in Residence. Phil believes in a "Teach, not tell" philosophy, to help people grow through building their own knowledge and being empowered to apply it in their lives.

TESTIMONIALS

"Working with other international students has allowed me to adapt and cooperate swiftly to organize the best analysis and recommendation for the company. I really enjoy being in touch with real start-up company and getting practical knowledge from professionals which I found that will be very useful for all students who join the NexStar program in the future."

Bobby Christian (NexStar May 2020 Participant)

"Nexstar sprint is a good opportunity to solve real life problems and engage with clients from different industries. This experience have provided me the opportunity to work with people from different backgrounds and enhance my quantitative and qualitative skills."

Jacellyn Winata
(NexStar May 2020 Participant)

"If you are interested in marketing, startup, or Australia-Asia business, don't miss this perfect chance. The extra bonus is meeting a like-minded close friend!"

Ziggy Hao (NexStar May 2020 Participant)

"I would encourage others to apply because Nexstar sprint push you out of your comfort zone and you can learn more about entrepreneurship, and market research."

Gian Li
(NexStar May 2020 Participant)

"I really enjoy this experience, we exchange opinions, enlighten each other and now we become good friends."

Meixiu Liu
(NexStar May 2020 Participant)

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MONDAY 5 TH OCTOBER	TOPIC	SPEAKER
10:15am – 10:30am	<ul style="list-style-type: none"> • Check-in • Mic / Speaker testing 	
10:30am – 10:40am	Welcome Speech and Welcome to NexStar Online	Ms. Spica Tutuhatonewa, The Indonesian Consul-General
10:40am – 11:00am	Program overview <ul style="list-style-type: none"> • Team formation • Program & Group logistics • Intro to Startups 	Cameron Rambert, NexStar Program Chief Mentor
11:00am – 11:30am	Entrepreneurship 101 <ul style="list-style-type: none"> • Characteristics of entrepreneurs • How to be entrepreneurial without being an 'Entrepreneur' 	Cameron Rambert, NexStar Program Chief Mentor
11:30am – 12:30pm	Cultural Differences and potential implication to Startups	Donna Webster, Director, Capability Development, Asialink Business
12:30pm – 1:30pm	Lunch & Group Networking (Virtually)	
1:30pm – 2:30pm	Assessing the market: Size & Segments	Indra Pramana, Business Development Director, Navanti Holdings Australia
2:30pm – 3:30pm	Assessing the market: Competitors & Channels	Kennie Kurniawan, Marketing Manager, 11 th Space
3:30pm	<ul style="list-style-type: none"> • Assignment instructions • Q&A 	Cameron Rambert, NexStar Program Chief Mentor
4:00pm – (next week)	Day One Concludes – Students to work on assignment across mid-week	

WEDNESDAY 7 TH OCTOBER	TOPIC	SPEAKER
10:30am – 12:00pm	Training on Resilience	Ravini Abey, <i>PhD Candidate, Melbourne School of Psychological Sciences</i>
12:00pm – 1:30pm	Lunch & Learn – Presentations and Pitching Skills An overview of the elements of a successful startup pitch and presentation.	Phil Ore, <i>Co-Founder and Chief Mentor, Marketing Entourage</i>

FRIDAY 9 TH OCTOBER	TOPIC	SPEAKER
12:00pm – 4:00pm	Presentations to Startups Students' teams will be assigned pre-allocated times to present their results to startup founders.	Students to present their own work to Startups

Note: Schedule is subject to change.

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