



ACU Co-Lab Business Incubator Series 2025

The Australian Catholic University (ACU) Business Incubator Series 2025 is an eight-session program running from 27 August to 15 October 2025.

The changing shape of business

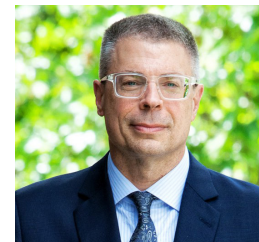
Explore trends in business, new business segments, changes to consumer behaviour, emerging opportunities for growth.

Wednesday 27 August
4 – 6pm AEST
Online

OBJECTIVES

In this session you will:

- explore emerging trends reshaping business
- understand new business models and consumer behaviours
- be introduced to tools for identifying opportunities
- set the context for the rest of the series.



GUEST SPEAKER

Mark Pesce is an inventor, writer, entrepreneur, educator and broadcaster. In 1994 Pesce co-invented VRML, a 3D interface to the world wide web. Pesce has written six books, including *VRML: Browsing and Building Cyberspace* and *The Playful World: How Technology is Transforming Our Imagination*, which used toys such as Furby and Sony's PlayStation to explore our interactive future.

As an educator, Pesce founded graduate programs in interactive media at both the University of Southern California's world-famous Cinema School and the Australian Film, Radio and Television School.

Pesce currently holds an appointment as Honorary Associate in the University of Sydney's Digital Cultures Program.

In partnership with



CRICOS 00004G | PRV12008

Disclaimer (August 2025): Information correct at time of printing. The university reserves the right to amend, cancel or otherwise modify the content without notice.

Register now:

acu.edu.au/business-incubator-series





ACU Co-Lab Business Incubator Series 2025

The Australian Catholic University (ACU) Business Incubator Series 2025 is an eight-session program running from 27 August to 15 October 2025.

Understanding customers

Do you really know who your customers are? Customer personas, customer journey mapping and improving customer experiences.

Wednesday 3 September
4 – 6pm AEST
Online

OBJECTIVES

In this session you will:

- understand the importance of knowing your customer
- learn how to create customer personas
- explore customer journey mapping
- discover how to use insights to improve customer experience.

Register now:

acu.edu.au/business-incubator-series



GUEST SPEAKER

Meenakshi Dhull is a values-led B2B commercial leader with more than 20 years of experience driving strategic growth, customer innovation and trusted partnerships ecosystems across telecommunications, utilities and emerging tech.

She has led portfolios exceeding \$260M, driven complex strategic deals across mobility, roaming and MVNOs, and delivered customer experience programs that achieved industry-leading CSI scores.

In partnership with

DISRUPTORS
co

CRICOS 00004G | PRV12008

Disclaimer (August 2025): Information correct at time of printing. The university reserves the right to amend, cancel or otherwise modify the content without notice.



ACU Co-Lab Business Incubator Series 2025

The Australian Catholic University (ACU) Business Incubator Series 2025 is an eight-session program running from 27 August to 15 October 2025.

Competitors and how to beat them

Finding and understanding competitors, differentiation strategies, and identifying 'blue oceans' with fewer competitors.

Wednesday 10 September
4 – 6pm AEST
Online

OBJECTIVES

In this session you will:

- identify and understand competitors
- leverage competitor insights to shape your business strategy
- perform SWOT and market analysis
- develop differentiation strategies.



GUEST SPEAKER

David Kenney has worked with more than 400 companies on raising capital, restructuring or exiting. Several of these hit valuations over \$1 billion AUD, and he's deployed more than \$1 billion across startups, scale-ups and real estate funds.

He is the author of the Amazon top-ranked business book, *Epic Execution*, which was later turned into a podcast, and he's built complete courses for entrepreneurs who want expertise, fast.

Register now:

acu.edu.au/business-incubator-series



In partnership with

DISRUPTORS
co

CRICOS 00004G | PRV12008

Disclaimer (August 2025): Information correct at time of printing. The university reserves the right to amend, cancel or otherwise modify the content without notice.



ACU Co-Lab Business Incubator Series 2025

The Australian Catholic University (ACU) Business Incubator Series 2025 is an eight-session program running from 27 August to 15 October 2025.

Growth hacking

Achieving growth in a fragmented business landscape, building automated marketing flows, and using tools to grow your reputation.

Wednesday 17 September
4 – 6pm AEST
Online

OBJECTIVES

In this session you will:

- understand the growth hacking mindset
- explore key digital growth tools
- build your own marketing funnel.



GUEST SPEAKER

AJ James is the CEO and Chairperson of Trinity Consulting Services. He leads a team of experts who help businesses grow and innovate in the digital age. With more than 20 years of experience in marketing, sales and growth, he has a proven track record of delivering results for clients across various industries.

His passion is to empower entrepreneurs and business leaders to achieve their goals by providing them with strategic guidance, innovative solutions and market insights. He is also a certified member of APEC and his mission is to create value and contribute to the growth and development of the global economy.

Register now:

acu.edu.au/business-incubator-series



CRICOS 00004G | PRV12008

Disclaimer (August 2025): Information correct at time of printing. The university reserves the right to amend, cancel or otherwise modify the content without notice.

In partnership with

DISRUPTORS
co

ACU Co-Lab Business Incubator Series 2025

The Australian Catholic University (ACU) Business Incubator Series 2025 is an eight-session program running from 27 August to 15 October 2025.

Innovation

Business resilience through innovation, innovating around existing businesses and developing products in response to business problems.

Wednesday 24 September
4 – 6pm AEST
Online

OBJECTIVES

In this session you will:

- understand what innovation is and why it matters
- explore different types of innovation
- learn practical tools to innovate effectively.

Register now:

acu.edu.au/business-incubator-series



In partnership with

DISRUPTORS
co

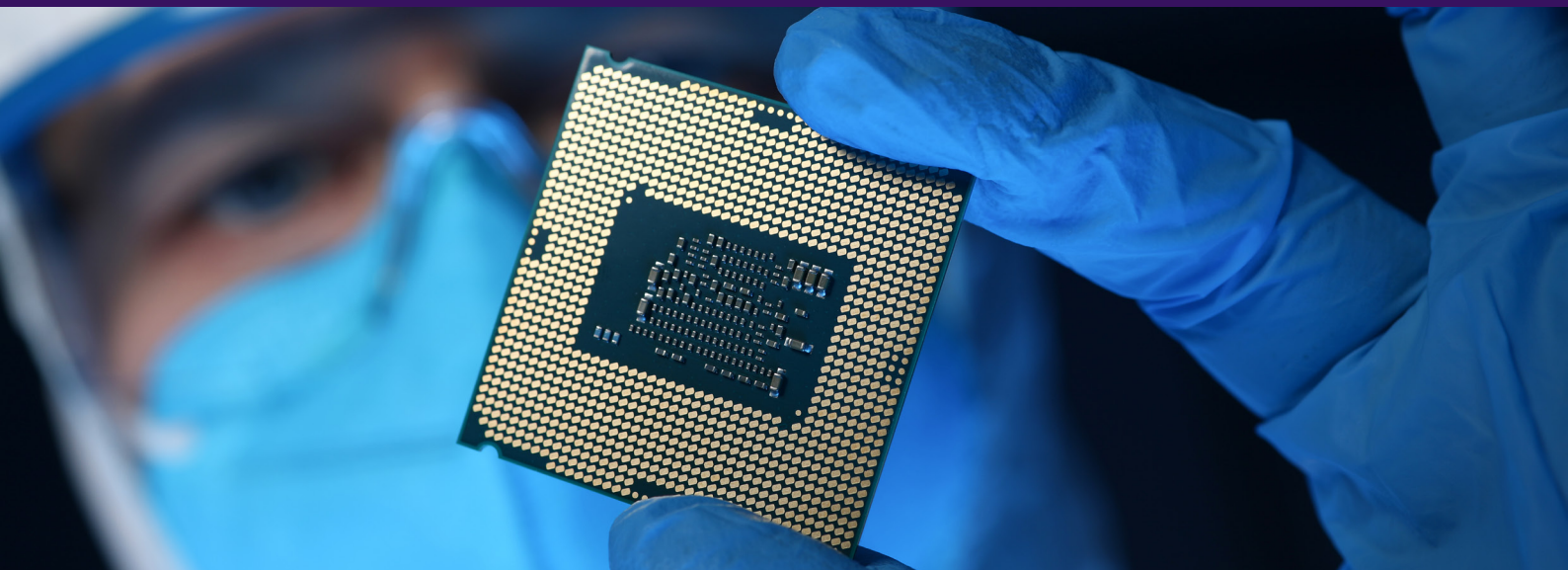


GUEST SPEAKERS

Jessie Technology is a collaboration between ACU and Microsoft, working with leading aged care providers to develop a hands-free technology solution that automates data entry. We want to stop frontline care workers leaving their jobs because they're spending too much time as administrators. By improving the data collection process, aged care workers will have more time to provide quality care – for our us and our loved ones, now and into the future.

CRICOS 00004G | PRV12008

Disclaimer (August 2025): Information correct at time of printing. The university reserves the right to amend, cancel or otherwise modify the content without notice.



ACU Co-Lab Business Incubator Series 2025

The Australian Catholic University (ACU) Business Incubator Series 2025 is an eight-session program running from 27 August to 15 October 2025.

AI and business

How AI is affecting business, available tools and best practices, prompt engineering for business applications.

Wednesday 1 October
4 – 6pm AEST
Online

OBJECTIVES

In this session you will:

- understand the impact of AI in business
- articulate how AI can help businesses
- learn to use tools like ChatGPT, Midjourney and Zapier
- explore responsible and ethical AI use.

Register now:

acu.edu.au/business-incubator-series



GUEST SPEAKER

Craig Thomler advises leaders on innovation and digital strategy, change management and community engagement. He has advised UNESCO and governments on innovation and digital implementation, coached startups via CSIRO ON, ACT Innovation and EnergyLab programs and supported teams to win Australian Public Sector Innovation Awards. Craig is also cofounder of reKnow, an Australian company specialising in the use of AI to maximise sustainable reuse of corporate knowledge.

In partnership with

DISRUPTORS
co

CRICOS 00004G | PRV12008

Disclaimer (August 2025): Information correct at time of printing. The university reserves the right to amend, cancel or otherwise modify the content without notice.



ACU Co-Lab Business Incubator Series 2025

The Australian Catholic University (ACU) Business Incubator Series 2025 is an eight-session program running from 27 August to 15 October 2025.

Pitching like a pro

Developing winning pitches for customers, partners and funding. Creating effective video pitches for competitions.

Wednesday 8 October
4 – 6pm AEDT
Online

OBJECTIVES

In this session you will:

- distinguish between different pitch types
- understand the components of a compelling pitch
- learn storytelling and delivery techniques
- practice your own elevator pitch.



GUEST SPEAKER

Julie Trell has championed improv principles to boost creativity, collaboration and growth throughout her career, including executive roles at muru-D Accelerator, Workday Foundation, Salesforce Foundation and Coralus (formerly SheEO).

Her passion for play and improv led to the launch of Playful Purpose, applying these principles to work and life.

Register now:

acu.edu.au/business-incubator-series



In partnership with

DISRUPTORS
co

CRICOS 00004G | PRV12008

Disclaimer (August 2025): Information correct at time of printing. The university reserves the right to amend, cancel or otherwise modify the content without notice.



ACU Co-Lab Business Incubator Series 2025

The Australian Catholic University (ACU) Business Incubator Series 2025 is an eight-session program running from 27 August to 15 October 2025.

Funding for growth

Making your business funding-ready, understanding funding options, and articulating your business value proposition

Wednesday 15 October
4 – 6pm AEDT
Online

OBJECTIVES

In this session you will:

- learn about different funding options
- understand how to build a strong funding case
- prepare for investor conversations and applications.

Register now:
acu.edu.au/business-incubator-series



GUEST SPEAKER

Izzy Whitelock is a businesswoman and technology entrepreneur, she has been involved in startups and turn arounds for more than 20 years. She co-founded Houston We Have in 2010 and grew it from a concept in her co-founder's kitchen to ASX listing.

Her career saw her as the only female in the room on too many occasions. As the Chair of the Diversity, Equity and Inclusion (DEI) committee for the AIIA, her desire is to see the IT industry specifically reflect the community in which we live.

CRICOS 00004G | PRV12008

Disclaimer (August 2025): Information correct at time of printing. The university reserves the right to amend, cancel or otherwise modify the content without notice.

In partnership with

DISRUPTORS
co