



Launch INCUBATE

The Launch Y(E)P Incubate program is designed to help you go from idea to launch in 7 intensive weeks. The program is designed and delivered by two experienced entrepreneurs-in-residence – Peter Laurie and Tara Diversi and delivered in two streams. The “tech” stream is for people who have an idea or are in the early stages of a tech business based on software development primarily with goals to seek investment. The “service” stream is for successful service business owners that would like to create an innovative product or service that is innovative (defined as using new technology and scalable). Participants will be able to attend education sessions as per their individual plan which may include both sessions per week.

Launch INCUBATE Program Leads and Expert In Residence

Peter Laurie

Peter Laurie is the founder of Junta through which he participates heavily in the innovation ecosystem. A major role that he performs is interfacing between corporates and new ventures.

Peter has coached and advised hundreds of startups and new ventures on how to innovate, implement, and deliver to both consumers and businesses.

Peter is a technologist by trade, being educated as an electrical engineer, and moving to software engineering which kicked off his passion and expertise in tech startups. His passion for commercialising software products was supported by the completion of his MBA to combine his development knowledge with business application. After almost two decades of software development, Peter was approached by Steve Baxter to join his new venture – River City Labs as the first Entrepreneur-In-Residence. Rumours of his skill in helping others through expert advisory roles, mentoring and presenting moved quickly through the startup community, and at last count Peter has been involved with helping over 1000 startups through program and individual mentoring. Peter has added value to some of Queensland’s most successful startups and startup programs.

Peter is an active investor in early stage startups and developer of programs that utilise the methods that he promotes that all startups should do – agility, responsive to customer need and flexible to ensure training and mentoring meets individual needs. Peter’s role within the Launch Y(E)P incubate program is supporting tech-entrepreneurs who want to go from idea to MVP.



Tara Diversi

Tara Diversi is a passionate advocate for regional health and regional innovation. She started her working life as a dietitian and after being unable to get a traditional job, she started her first business at 22 becoming an accidental entrepreneur. She realised that although nutrition was her first love, innovation was her soulmate that allowed her to get her work out to more people.

Since this first business, Tara has gone on to start multiple businesses taking them from idea through to exit. Currently she is the CEO of Launch Y(E)P and co-founder of a digital health business, Sophus. Tara is an active investor in early-stage startups and contributes to boards in the health sector.

Tara is the author/co-author of seven books, numerous peer-reviewed publications and reports on behalf of organisations. Tara holds several tertiary qualifications including a MBA (Marketing), Post graduate Diploma of Psychology, Graduate Diploma of Psychology, Master of Nutrition and Dietetics, Graduate Certificate in Education and Bachelor of Health Science. She is a Graduate of AICD and Fellow of the Governance Institute of Australia.

Tara believes in creating a life and business by design and is an advocate for multiple income streams, while aligning work and lifestyle with your unique values, enjoyment and strengths. Her philosophy focusses on being strategic and tough to achieve outcomes that you thought you could not reach. She is a skilled presenter and coach.

Her role within the Launch Y(E)P incubate program is supporting business owners or successful individuals to develop an innovative product or service that is scalable.



Incubate Program Inclusions

Individual assessment including action plan

7 weeks of intensive education (1 x 90-minute education sessions per week) (requirement to attend 7 sessions over the program) * recorded

7 weeks of exclusive guest presentations and ask-me-anything from experienced founders, subject matter experts and investors (optional, but highly valuable) * not recorded

7 weeks of small group mentoring accountability (requirement to attend all sessions) * not recorded

1 final showcase pitch to investors and customers with feedback

Exclusive discounts to attend Tropical Innovation Festival 2024

Partner bonuses (including AWS credits)

Thanks to support from the Queensland Government's Accelerating Female Founders Program, we are able to offer heavily subsidised places in Launch ACCELERATE

	Value	Price
Regional Queensland Female Founder Lead	\$ 2500	\$ 249
Queensland Female Founder Lead	\$ 2500	\$ 499
Regional Queensland	\$ 2500	\$ 699
Others	\$ 2500	\$ 1299



Program Overview				
Date	Day	Time	Topic	Who
Week 1				
22 Jan	Mon	12 – 1.30pm	Getting the most from this program. (90 mins)	Tara & Pete
22 Jan	Mon	3-4pm	Group 1 Mentoring - Accountability setting	Pete
22 Jan	Mon	4-5pm	Group 2 Mentoring - Accountability setting	Pete
23 Jan	Tues	12.30 – 1.30pm	Guest AMA - Julia Spicer QLD Chief Entrepreneur	Tara/Kate
Week 2				
29 Jan	Mon	8 – 9am	Group 1 Mentoring -Accountability review	Pete
29 Jan	Mon	9 – 10am	Group 2 Mentoring -Accountability review	Pete
29 Jan	Mon	12 – 1.30pm	What even is an MVP? And other stories. (90 mins)	Pete
29 Jan	Mon	3-4pm	Group 1 Mentoring - Accountability setting	Pete
29 Jan	Mon	4-5pm	Group 2 Mentoring - Accountability setting	Pete
30 Jan	Tues	12.30 – 1.30pm	Guest AMA – Jodie Mlikota GATHAR	Tara/Kate
Week 3				
5 Feb	Mon	8 – 9am	Group 1 Mentoring -Accountability review	Pete
5 Feb	Mon	9 – 10am	Group 2 Mentoring -Accountability review	Pete
5 Feb	Mon	12 – 1.30pm	Building just enough product to learn. (90 mins)	Pete
5 Feb	Mon	3-4pm	Group 1 Mentoring - Accountability setting	Pete
5 Feb	Mon	4-5pm	Group 2 Mentoring - Accountability setting	Pete
6 Feb	Tues	12.30 – 1.30pm	Guest AMA	Kate/Tara



Date	Day	Time	Topic	Who
Week 4				
12 Feb	Mon	8 – 9am	Group 1 Mentoring -Accountability review	Pete
12 Feb	Mon	9 – 10am	Group 2 Mentoring -Accountability review	Pete
12 Feb	Mon	12 – 1.30pm	Measuring how you are going. (90 mins)	Pete
12 Feb	Mon	3-4pm	Group 1 Mentoring - Accountability setting	Pete
12 Feb	Mon	4-5pm	Group 2 Mentoring - Accountability setting	Pete
13 Feb	Tues	12.30 – 1.30pm	Guest AMA - Yas Grigaliunas Circonomy	Kate/Tara
13 Feb	Tues	1.30 – 2.30pm	Incubate Check In – for suggested content and connections	Kate
Week 5				
19 Feb	Mon	8 – 9am	Group 1 Mentoring -Accountability review	Pete
19 Feb	Mon	9 – 10am	Group 2 Mentoring -Accountability review	Pete
19 Feb	Mon	12 – 1.30pm	Pitching and communication. (90 mins)	Pete
19 Feb	Mon	3-4pm	Group 1 Mentoring - Accountability setting	Pete
19 Feb	Mon	4-5pm	Group 2 Mentoring - Accountability setting	Pete
20 Feb	Tues	9 - 10am	Guest AMA	Tara
Week 6				
26 Feb	Mon	8 – 9am	Group 1 Mentoring -Accountability review	Pete
26 Feb	Mon	9 – 10am	Group 2 Mentoring -Accountability review	Pete
26 Feb	Mon	12 – 1.30pm	Let's get financial. (90 mins)	Pete
26 Feb	Mon	3-4pm	Group 1 Mentoring - Accountability setting	Pete
26 Feb	Mon	4-5pm	Group 2 Mentoring - Accountability setting	Pete
27 Feb	Tues	12.30 – 1.30pm	Guest AMA	Tara



Date	Day	Time	Topic	Who
Week 7				
04 Mar	Mon	8 – 9am	Group 1 Mentoring -Accountability review	Pete
04 Mar	Mon	9 – 10am	Group 2 Mentoring -Accountability review	Pete
04 Mar	Mon	12 – 1.30pm	Speaking to Investors. (90 mins)	Pete
04 Mar	Mon	3-4pm	Group 1 Mentoring - Accountability setting	Pete
04 Mar	Mon	4-5pm	Group 2 Mentoring - Accountability setting	Pete
05 Mar	Tues	12.30 – 1.30pm	Guest AMA	Tara
Week 8				
11 Mar	Mon	2 – 4pm	Online Pitch Celebration	
12 Mar	Tuesday	2 - 4pm	Pitch Celebration (potential in person)	

AMA – Ask Me Anything - Chatham House rules apply – this means participants can use the information they learn during the session, but are not permitted to repeat it to anyone not in attendance. The sessions also aren't recorded, so our guest entrepreneurs can relax and share their stories in confidence.

