

START

1

Get familiar with the program including schedules, milestones and deadlines. Meet your mentor.

1 - 7 May 2023

2

Do a team analysis. Brainstorm problems you might like to try to solve. Start your business plan.

8 - 14 May 2023

3

Clearly describe your problem, who it impacts and why it is important. Research it. Learn about coding.

15 - 21 May 2023

4

Brainstorm solutions to the problem and decide on one solution you will implement.

22 - 28
May 2023

8

Work on developing your app. Design your user interface and document how your app is to be used.

19 - 25
June 2023

7

Document how you will brand, finance, market and promote your app in your business plan.

12 - 18 June 2023

6

Describe how your app will work. Prepare your wireframe. Update your business plan. Start working on your app.

5 - 11 June 2023

5

Do consumer and trend research to see how others have tried to solve the problem. Ask what people think.

29 May - 4 June 2023

9

Plan your pitch and demo videos and learn how to film a convincing video. Keep coding your app.

26 June - 2 July 2023

10

Test your app on your target audience. Keep coding your app. Film your pitch and demo videos.

3 - 9 July 2023

11

Edit your pitch and demo videos. Finalise, test and debug your app.

10 - 16 July 2023

12

Finalise your business plan. Get your team photo. Prepare your submission!

17 - 23 July 2023

END

SUBMISSION DATE: Friday 28 July 2023 5:00 PM AEST