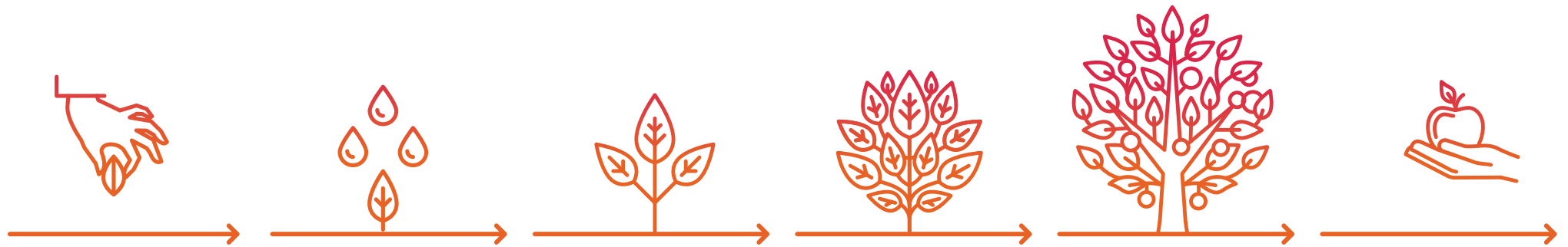


BUSINESS ACCELERATOR KPI'S



PRE-IDEA

Interested in self-employment/business, No ideas or too many ideas; motivated

I'd like to start something

MY BIG idea
WORKSHOP

IDEA

Landed on a business concept (but has not done anything yet)

I'm excited about my idea to X,Y,Z

SET-UP

Business name, ABN, social media presence, business prototype

I have a business called X,Y,Z

START-UP

They have under 5 customers and irregular, unreliable sales

I have made some sales

Sister SCHOOL

MARGINAL

Some regular sales, but most still unreliable; business income is not on par with income support* and still subsidising business earnings from family, casual employment and income support

I am making regular sales

GROWTH

Regular, monthly sales. Majority of earnings coming via business not other sources; no longer eligible for income support**

I have a successful business

Accelerate

*weekly income around \$400 per week for individual or \$800 per week for family ** (weekly income greater than \$600 per week for individual or \$1200 per week for household)