

# 2010 ADELAIDE PROGRAM

**mega**  
mega.org.au

Calling all individuals & teams who would like to expand their creative, technical & business skills by creating new digital products and services for global markets.

## Through MEGA you will...

**Find** a group of people, like yourself, wanting to create digital businesses

**Learn** from expert industry practitioners in tailored workshops

**Network** with other entrepreneurs & business people

**Meet** a business mentor who will help guide you through development

**Build** a solid business case for your product/service

**Pitch** your fantastic business to a high profile judging panel

**Win** cash and prizes - if you are in one of the winning teams

**Receive** ongoing support from, and be part of, the MEGA Community

MEGA is a fantastic way to take yourself and your ideas, meet a bunch of great new people, and form a team and a business or a winning business concept.

Sydney and Melbourne Programs were completely full and have just had their final pitch days.

**Applications now open for the 2010 South Australian MEGA program.**



[Click to watch our Call for Entries video](#)



## Overview

MEGA is a ground breaking initiative to create commercial success stories in the digital content and applications industries through an entrepreneurship development workshop program delivered by industry leaders.

MEGA takes student and professional participants from the digital content and ICT industries and builds their creative, technical and business skills for global markets.

MEGA introduces participants to a range of industry mentors and specialist knowledge providers, and helps them develop both deeper commercial insights as well as a large network of supporters.

Guided by the MEGA network of industry presenters and mentors, participants form project teams, develop and then pitch new products and services to investor, buyers and business identities.



## The Program

Industry presenters and mentors share their leading edge expertise to provide a hands-on workshop program to take teams through:

- ▶ Working in cross discipline teams
- ▶ Developing and protecting intellectual property
- ▶ Entrepreneurship and funding sources
- ▶ Market research and analysis
- ▶ Idea generation and evaluation of ideas for products and services
- ▶ Testing the technical, business and market feasibility of those ideas
- ▶ Producing a business plan or business proposal
- ▶ Pitching to potential investors

Learning and collaboration are facilitated by use of a MEGA specific web 2.0 platform. See a preview at: <http://meganode.ning.com/>

The program culminates in a high profile Pitch Day with industry experts and investors.

The next South Australian program runs from February 2010 - July 2010.

For more information and application forms visit [www.mega.org.au](http://www.mega.org.au).



## Contact

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