

BUSINESS


Start-up business founders in Runway Geelong program set for fast-pitching competition

A new Geelong business teaching tips on how to raise chickens are among five start-ups set to front a fast-pitching competition to win over some eager angel investors.

Dave Cairns, Geelong Advertiser

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 Crowd at pitch-fest at Runway Geelong

The latest bunch of business founders to go through start-up incubator Runway Geelong will compete against five Geelong businesses at a fast-pitching competition next month.


The founders are taking part in the six-month incubator program that provides a structured pathway for start-ups to launch to market or scale up their business.

The March 19 fast-pitching competition in front of Geelong angel investors and general public carries a total prize pool of \$5000.

The start-up incubator program is based at Runway HQ at Federal Mills Park in North Geelong.

CHICKENCOACH



 Elise McNamara is a chick coach helping families to ensure they are getting the best out of their chickens. Pictured with Penny. Picture: Alison Wynd

Chickencoach advises families, schools and small-scale farmers how to raise healthy, happy and productive hens.

Founded a year ago, ChickenCoach fills a knowledge gap in the market at a time more people are looking to make environmentally friendly and sustainable lifestyle choices.

In addition to working directly with families, schools and farms, founder Elise McNamara offers workshops, an online program and has partnered with an avian vet to provide a 100 per cent natural supplements range.

The business addresses a demand for knowledge and expertise that has diminished over time.

Schools are proving a promising market for the start-up that is also targeting families who are looking to develop a sustainable lifestyle or those who want to raise chickens in a more sustainable and organic way.

DULL



Runway Geelong, Todd Hubers, Dull founder

Dull's network security software for enterprises is being piloted with organisations in Geelong and Melbourne.

Founded in 2016, the company has new technology that is patent pending.

Dull is aiming to solve a number of security and software management issues within the one platform, with a primary focus on providing secure remote access for larger enterprises.

Founder Todd Hubers is looking for more Geelong organisations, particularly in manufacturing, to join pilot trials of the technology before taking it to the global stage.

A trip to the US to sow the seeds of interest and develop relationships is also planned.

Dull is committed to establishing its business base in Geelong.

MuMEcations



Alison Smith, founder of MuMEcations, at Runway Geelong.
Picture Jo Robinson

You will not see any 6am yoga activities on the women's weekenders offered at MuMEcations.

These mini-breaks are about mums rediscovering a bit of self-identity and regaining a little 'me time' that can be lost after becoming a mother.

However, think dinner, wine and a good sleep-in rather than a wellness retreat.

The fully co-ordinated and packaged group holidays take the stress out of planning a weekend of pampered relaxation.

At least four MuMEcations breaks are being offered this year.

With a background in travel and disability services, founder Alison Smith is also aiming to get sponsors to help offer packages to full-time carers or disadvantaged mums.

The MuMEcations website is about to be launched, offering full booking facilities and flexible payment plans.

ACCESSABILITY BUSINESS CONSULTING



Ainslee Hooper, founder of Accessibility Business Consultants. Picture Jo Robinson

Accessibility Business Consulting aims to open untapped potential in businesses by improving the experience they offer to the almost one in five people in Australia with a disability

Its focus is on highlighting the things that restrict people with a disability from experiencing a business offering in the same way consumers without a disability experience it.

Founder Ainslee Hooper says genuine accessibility for people with a disability involves more than meeting physical requirements as set out in statutory codes and there might be other experiential reasons why businesses are missing out on a potentially valuable market.

The anthropologist and former public servant is in the go to market phase of her consultancy seeking pilot businesses seeking to improve accessibility and generate profitable outcomes within Geelong.

JUST ONE THING IMAGINE

Just One Thing Imagine, or JOTI, is out to turn fashion waste into everyday homewares.

Its philosophical core is about making a difference, one piece at a time.

The start-up takes a fairly simple approach to giving a second life to preloved clothes,


Just One Thing Imagine converts the discarded fabrics, predominantly denim, into an array of homeware items, such as quilts, cushions and placemats.

The daughter of a seamstress, founder Kim Bradbury believes the principle of making the most of what you have in your wardrobe has been lost to fast fashion convenience and a throwaway mentality.

“In order to make a difference to the world you must first believe it is possible,” Ms Bradbury says. “That is something that I wake up to every day, and say, ‘I am going to try again’.”

In an early start-up stage, Just One Thing Imagine has launched a website and is set to be a part of the Geelong Sustainable Living Festival on March 8.



 Kim Bradbury, founder of Just One Thing Imagine. Picture: Jo Robinson