

# INNOVATION AND ENTREPRENEURSHIP COLES GROUP INDUSTRY HACKATHON

Delivered in partnership with Coles Group, during a two-day hackathon you will learn and apply foundational entrepreneurial thinking and skills to a business challenge set by the leading Australian retailer.

Coles Group has a challenge – do you have the solution?

This free program is designed to equip and empower students and recent graduates with entrepreneurial skills to support them in their career development.

Learn from and network with industry professionals and like-minded participants

in a fun, supportive and collaborative environment.

Working in teams, you will prototype solutions and have the chance to pitch your best idea to an expert judging panel.

Student attendees will receive recognition toward their Career Ready Advantage Award.

## PROGRAM DETAILS

### Date

Thursday 19 October – Friday 20 October 2023

### Time

10am – 4pm daily

### Location

Day 1: La Trobe University, Melbourne Campus

Day 2: Coles Head Office, Hawthorn East

**LEARN FROM AND NETWORK  
WITH EXPERIENCED INDUSTRY  
PROFESSIONALS.**

**coles  
group**

## THE IMPORTANT DETAILS

### Eligibility

- Must be La Trobe Student; or
- An alumni of La Trobe University (up to 3 years post-graduation)

### Topics

- Business model development
- Design thinking
- Entrepreneurial mindset
- Ideation
- Pitching
- Prototyping
- Public speaking
- Storytelling
- Team building.

### Learn to

- Develop and prototype solutions to a real-world industry challenge
- Apply entrepreneurial thinking toward your career or your own startup idea
- Apply an entrepreneurial angle to your CV and job interviews
- Enhance your professional network
- Utilise best practice pitching and public speaking techniques.

▶ Applications close Friday 29 September

▶ Successful applicants will be notified by Thursday 5 October

**ONLY 50 PLACES  
AVAILABLE**

Submit your application now!



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