



Start Right

SME Business Academy

BUILD WITH PURPOSE GROW WITH CONFIDENCE

About Start Right



Strategy

Build strong foundations with expert guidance and proven tools.



Flexibility

Learn at your own pace with flexible, self-directed modules.



Community

Supportive community of like minded business owners

Starting a small business is exciting—but it can also be overwhelming. From structure and compliance to planning, mindset and finances, there's a lot to figure out.

Up to 60% of small businesses fail within their first three years—often due to poor planning, financial blind spots, or burnout.

The Start Right SME Business Academy helps you avoid the common traps by giving you the knowledge and support to launch and grow with purpose.

The Start Right SME Business Academy is a practical online program and business community for people starting or growing a small business.

It gives you the clarity, tools, and support to build strong foundations and move forward with confidence.

- ✓ Online Guided course
- ✓ Templates and tools
- ✓ Weekly live Q&A drop in
- ✓ 3 months access to start right community

MORE INFORMATION
NEXT COHORT COMMENCING 1/6/2025



www.australianimpactgroup.com

AIG
Australian Impact Group



Build with purpose Grow with confidence

Course Modules

1

Ready

Prepare your foundations

- Explore your values, purpose, and goals
- Understand your motivators and risk profile
- Mental and physical wellness
- Complete a business readiness assessment

2

Set

Build with purpose

- Choose the right structure and licences
- Map your business model and startup costs
- Budget with clarity
- Learn how to protect your brand and IP

3

Go

Run your race , your way

- Set aligned goals and manage your time
- Build sustainable habits and routines
- Plan operations and protect your family
- Create a 90-day action plan

Partner with us

For Chambers, associations, innovation hubs and community groups, The Start Right SME Business Academy offers an easy way to support your members, deliver real value without overhead, complexity and resources.

Your unique partner referral code provides a new possible revenue stream or away to attract new members



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Key Dates

Enrolments Open: 5 May 2025

Enrolment Deadline: 15 May 2025

Intake Launches: 1 June 2025

\$265.00