



The Pick Business Foundations – From Ideas to Action

PROGRAMME OVERVIEW

WHAT TO EXPECT:

The Pick Business Foundations is a free, practical 10-week programme designed to help aspiring founders turn ideas into real, viable businesses (12 weeks for finalists).

Open to anyone in Te Tai Tokerau Northland, the programme is delivered through a mix of in-person workshops, online sessions, and recorded content, making it accessible wherever you are. Workshops are held across Kaitaia, the Mid North and Whangārei.

Each Wednesday, you'll roll up your sleeves and work directly on your business idea, building it step-by-step. Alongside this, weekly Friday 'Ask Me Anything' sessions give you access to experienced business owners and specialists - real people you can learn from and ask questions of.

By the end of Week Ten, you'll have developed a Lean Canvas Business Plan and can choose to enter the Pitch Night competition.

Finalists receive additional coaching and support to refine their Pitch Deck before presenting to a panel of judges at Pitch Night on 22 October.

Whether you enter the competition or not, you'll leave with greater confidence, practical skills, and a clearer pathway forward.

GETTING THE MOST OUT OF THE PICK

The Pick provides an amazing platform to learn, grow and hone your business idea. What you get out of it will come down to what you put in.

Expect to be challenged at times - that's part of the process. Growth doesn't happen in the comfort zone. Stay open, ask questions, and make the most of the support around you.

We strongly encourage attending in person where possible. It builds connection, strengthens learning, and makes the experience more valuable (and more enjoyable).

Plan to set aside at least five hours per week - three for sessions, and additional time to develop your idea.

MODULE OVERVIEW

The following programme is an *overview* only and aligns with completing a [Lean Canvas Business Plan](#). The final programme will be supplied to confirmed participants.

Clarity → Validate → Design → Build → Model → Go to Market → Safeguard → Integrate



Week One: Whakatau & Entrepreneurship 101 (+ a bit on AI)

Wednesday 22 July

9:30am Mihiwhakatau. At 10.30am Module One commences.

Week Two: Purpose + Lean Canvas Business Plan Foundations

Wednesday 29 July, 10am to 12.30pm

Week Three: Problem, Customer Segments & Early Adopters

Wednesday 5 August, 10am to 12.30pm

Week Four: Value Proposition & Unfair Advantage

Wednesday 12 August, 10am to 12.30pm

Week Five: Solution Design + Minimum Viable Product

Wednesday 19 August, 10am to 12.30pm

Week Six: Channels - Customer Journey & Market Access

Wednesday 26 August, 10am to 12.30pm

Week Seven: Business Model - Revenue, Costs & Key Metrics

Wednesday 2 September, 10am to 12.30pm

Week Eight: Brand, Positioning & Go-to-Market

Wednesday 9 September, 10am to 12.30pm

Week 9 - Money, Legal, IP & AI Essentials

Wednesday 16 September, 10am to 12.30pm

Week 10 – Integration Workshop - Lean Canvas Fine-Tuning

Wednesday 23 September, 10am to 12.30pm

At the end of Week Ten, you are invited to submit an entry for the competition part of The Pick.

The Pick 2025 – Pitch Night!

Thursday 22 October, 4pm to 8pm

QUESTIONS YOU MIGHT HAVE

Are the workshops accessible for different access needs?

Yes. Please make sure you let us know if you have any special access requirements, as soon as possible, so that we can do our best to accommodate you.

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Is The Pick welcoming to people of all walks of life?

Yes, absolutely! We value diversity and will provide a safe and welcoming space. If you have any concerns or questions, please reach out to Tania, Programme Lead, kiaora@thepick.co.nz.

Why do you want to know if I'm a Ministry of Social Development (Work & Income) client?

Thanks to MSD, we offer additional coaching to clients to support confidence building, leadership capability and employment/business skills. It's extra support to help you with your journey.

What if I don't want to enter the competition?

We always say, the real prize is participating in The Pick. The competition is valued icing on the cake. If you're not interested in competing, that doesn't impact your work, you'll have already gained invaluable experience just by completing the programme.

Can I appeal, if I don't agree with the judges' decisions?

No. The judges' decisions are final and no correspondence will be entered into.

Can I enter The Pick more than once?

Yes, several people have entered in multiple years and this is encouraged. The Pick is designed to help you develop your idea into a business, the only rules are that you are in Te Tai Tokerau Northland and that the idea is your own. (See Terms & Conditions).

Can I enter The Pick if I'm already a business?

Yes, as long as it's a new idea. The Pick is a fantastic way for organisations to work on R&D and New Product Development. Previous winners have used The Pick for exactly that.

What if I want to make a complaint?

We're not sure! It's never happened before. We will provide a complaints procedure so that people feel safe and able to raise any concerns they may have.

Have other questions or need extra support?

Please contact Tania, Programme Lead, at kiaora@thepick.co.nz. She will do her best to help you.

Also be encouraged to ask a potential mentor, seek feedback from people you respect and/or make the most of online resources, there's plenty of information on the web.