




# GAP

GLOBAL ADVISORY PROGRAM

Take your **new innovation to market** with EI's experienced ecosystem of global advisors.

[eibc.net.au/global-advisory-program](http://eibc.net.au/global-advisory-program)




Our Advisors help innovative businesses grow by guiding them to product and market fit.

Eastern Innovation Advisors use their specialised career experience and domain expertise to guide organisations to make decisions that accelerate business growth.

Our Advisors are a specialist resource for CEOs and Founders to access when needed most.

View EI Advisors at  
[advisor.eibc.net.au](http://advisor.eibc.net.au)

# Eastern Innovation *Advisors*



# Team Behind GAP

As CEO of Eastern Innovation, Danielle Storey aims the organisation to actively impact founders and their teams and guides them to commercialise their innovative and disruptive initiatives, ideas, products and services.

Passionate about helping businesses generate revenue and/or results before investment, she encourages founders to grow “clean” businesses for greater long-term results and funding options.

Danielle is engaged with all levels of Government and regional stakeholders to bring the best connections to the Global Advisory Program – connections that generate opportunities for ventures to navigate hurdles and grow.



**DANIELLE**  
STOREY



**ALLIRA**  
CUNDY

Allira Cundy, as EI's Innovation Project Manager, is an experienced implementation and program manager. Her early career focused on implementing technology projects for large, multinational organisations nationally and internationally.

With a Master of Applied Innovation and Entrepreneurship alongside first-hand Founder experience in two startups, she changed paths to focus on entrepreneurship when she became a founder.

Allira mentors and guides dozens of Founders and their teams to commercialise their innovations.

Mark Sims engages diverse stakeholder groups in innovation including new technologies and ways of working. This not only adds value to businesses and their founders but can be commercialised to drive top line results. His mission is to help businesses 'do better' through innovation and technology.

Career highlights to date include driving significant value creation through business and technology innovation as Executive VP at Stan Group.

**Key projects include:**

- The development and deployment of a 'buy a brick' real estate tokenisation platform; an employee loyalty platform underpinning engagement of top talent while driving business development.
- Creation of Asia's first residential growth orientated Corporate Accelerator program for startups.

Mark's extensive and international positioning brings some of the world's best advisors to the Global Advisory Program (GAP).



**MARK**  
SIMS



## **2 STRUCTURED PROGRAMS**

### **Advisory Services:**

Four x 1.5 hour sessions with an Advisor from our Global Pool of Advisors

### **Advisory Board:**

Temporary, facilitated Advisory Board to guide your innovation to market. Up to 3 Advisors and 1 facilitator.

# **Program Structures**





# *Advisory* Services

IDEAL TO ACCELERATE  
PROJECTS IN  
EARLY DEVELOPMENT,  
EARLY GROWTH AND  
PLANNING PHASES

Each business is matched with a specialist advisor for four sessions achieving:

- A concise plan for accelerating product and market fit
- New connections relevant to product and market fit
- Pathways for resources to support taking a new product to market

# Facilitated *Advisory Board*

READY TO TAKE YOUR  
NEW PRODUCT TO  
MARKET?

DOES IT SEEM LIKE  
IMPLEMENTATION IS FAR  
AWAY, FRAGMENTED OR  
NON-EXISTENT?

**Engage a Facilitated Advisory Board with  
Global Experts.**

The GAP Temporary Advisory Board is made up of three growth-focused advisors who guide implementation processes to get a product to market faster.

Includes:

- Flexible Board level guidance accelerating innovation products to market
- Three Facilitated Advisory Board Meetings to guide your implementation processes
- Access to skilled Advisors and their networks to test global pathways
- One-on-one sessions with each Advisor to accelerate progress



**HAND SELECTED ADVISORS  
WILL SUPPORT THE CEO  
AND EXECUTIVE TEAM WITH  
GUIDANCE AND ADVICE  
RESULTING IN CLEARER  
PROCESSES, OPENED PATHWAYS  
AND ACCELERATED GROWTH.**

# Specialised Services

TAILORED FOR  
EACH BUSINESS

Work with EI's Trusted Partners  
to facilitate growth strategy  
implementation in these areas.

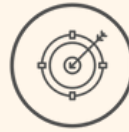
## MARKETING & SALES



Marketing  
Strategy



Marketing  
Plan



Sales  
Strategy



PR & Media  
Strategy



Pitching  
Preparation

## FINANCE



Financial  
Forecasting



Financial  
Management



Pricing  
Strategies



Accounting



R&D  
Tax



Grant  
Readiness

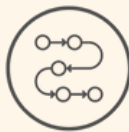


Grants

## OPERATIONS & MANAGEMENT



Resource  
Planning



Production  
Management



Operations  
Strategy



Staffing  
Models



Technology



Board  
Management

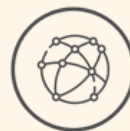


Governance

## EXPANSION



International  
Market

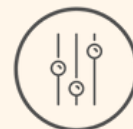


International  
Connections



International  
Pathways

## INTELLECTUAL PROPERTY & LEGAL



IP Pathways



Protection &  
Regulations

A large teal circle is positioned on the left side of the page, partially overlapping the text 'Our impact in numbers'.

## *Our impact* in numbers

A leading Australian Community for Founders of successful, high-growth, future-focused businesses.

### **Actively Impacting**

**250+**

Startups

**500+**

Ecosystem Contributors

**50+**

Advisors and Mentors

**1M+**

Coffees





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*Contact Us*

FOR FURTHER  
INFORMATION

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