



DEFENCE ENTREPRENEURS FORUM AUSTRALIA (DEFAus) PITCH GUIDANCE

We are interested in ideas from junior leaders* to help Defence solve a problem or capitalise on an opportunity.

The process

1. **Define the challenge or opportunity:** clearly define the challenge or opportunity you aim to tackle. We recommend strengthening your idea by discussing your idea with your team, peers and command.
2. **Define your idea:** collate your ideas into a potential solution.
3. **Pitch overview:** write a brief overview covering the essentials of the challenge/opportunity and the solution (see submission guidance below).
4. **Consideration:** once submitted, your idea will be considered by the DEFAus Team for presentation at #DEFAus19.
5. **Development and support:** successful submissions will be invited to pitch their idea to a board of senior leaders at #DEFAus19. Idea Pitchers will receive additional support to further develop their verbal pitch prior to #DEFAus19*.

Timeline

- Now: start consolidating your ideas!
- 02 Sep: **pitch overview** submitted to the DEFAus Team
- 09 Sep: the DEFAus team will confirm those selected to pitch to senior leaders**
- 30 Sep – 1 Oct: **DEFAus 2019** @ Adams Auditorium, ADFA.

*Ranks and classifications from Seaman/Private/Aircraftman/APS1 up to Lieutenant Commander/Major/Squadron Leader/APS6. Inclusive of Midshipman, Officer Cadets and Staff Cadets.

**Even if your idea is not selected to be pitched at #DEFAus19, it is highly recommended you attend the forum to expand your network and bounce your idea off the presenters and fellow participants.

Submission guidance

- **Format:** 1-2 pages in any format - dot-point, minute, PowerPoint – images encouraged
- **Content:** summary of the problem or opportunity, and summary of your proposed idea (see useful questions on content development below)
- **Security:** unclassified material only (see [Frequently Asked Questions](#))
- **Support:** gain support from your chain of command to attend the forum
- **Submission:** email to defaustralia@gmail.com by 02 Sep. We understand that deployments and exercises make timings tricky so contact the DEFAus team now if you want to pitch but won't make this submission timing. The DEFAus team will help you navigate the 'art of the possible'.

Content development

The following questions may help you develop your submission:

- **Summary of the problem or opportunity:**
 - What is the gap/shortfall/limitation or opportunity?
 - Who does this gap or opportunity affect?
 - What are the time imperatives?
 - Is it a current deficiency or opportunity?
 - Or is it an emerging deficiency or opportunity – flash/culmination point?
 - Potential ramifications of not closing this gap or not capitalising on this opportunity?
 - Assessment of risk to mission, people or capability?
- **Summary of your proposed idea - your solution:**
 - Describe how you would solve the problem or capitalise on the opportunity?
 - How do you see the solution being managed and implemented in defence?
 - What are the resource requirements?
 - How do you feel you can continue to support the solution being implemented?

More information:

 <https://groundedcuriosity.com/category/defaus/>

 https://twitter.com/DEF_Aus

 <https://www.facebook.com/defaustralia/>

 defaustralia@gmail.com

 <https://www.eventbrite.com.au/e/defaus-2019-tickets-63712928083>

