



# Expression of Interest

## Bond Transformer Coach

**Bond Business School**  
BOND UNIVERSITY

**Bond University**  
Gold Coast, Queensland 4229  
Australia

For further information contact:  
Anton de Waal, Coaching Director  
Phone: +61 5595 5747  
Email: [andewaal@bond.edu.au](mailto:andewaal@bond.edu.au)

[bond.edu.au](http://bond.edu.au)

ABN 88 010 69 4121  
CRICOS Provider Code 00017B  
TEQSA Provider ID PRV12072

# Transformer Coach

## Terms of Reference

### 1. Transformer Mission

Our mission is to foster student collaboration across five distinct areas:

1. **Experience Entrepreneurship:** Enable students to collaborate with a diverse, culturally inclusive team of undergraduate and postgraduate students from all disciplines.
2. **Workshops & Skills Development:** Provide students with a wide range of workshops, focussing on topics ranging from interpersonal to technical skills.
3. **Turning Ideas into Reality:** Support students to transform their ideas into tangible ventures, either as individual ventures, group projects or global competitions.
4. **Access to Experts & Resources:** connect students to industry experts, mentors, coaches and a cutting-edge co-working space to support their entrepreneurial journey.
5. **Cross Collaboration:** Encourage cross-collaboration among students from all Bond faculties, alumni, industry professionals and the broader community.

### 2. Coaching Objectives, Topics, and Ways of Working

A Transformer coach serves as a valuable guide for students, helping them navigate the challenging journey of launching a startup venture or solving real-life problems. Coaches provide support through guidance, feedback, resources, and accountability. The focus is on empowering students to discover their own potential and solutions rather than directing their actions. They work alongside students by setting a series of strategies to help them achieve their vision and goals.

Coaching topics cover the entire spectrum of new venture creation activities. These include assisting entrepreneurs in recognising and assessing potential opportunities, challenging the value proposition and business model, improving business strategy and helping Entrepreneurs to build a robust business case that would appeal to potential investors, building the team, the leadership and processes that would enable the venture to scale and expand globally.

Transformer coaches highly value and practice the below skillset:



### 3. Coaching Intended Audience

Transformer students are individual Bond students or teams of students who have:

- Spotted a business opportunity and are looking for support in taking their ideas to market.
- Identified an industry or societal problem and are seeking guidance in developing and implementing their solutions.

### 4. Coaching Categories and Relevant Experience

#### Process Coaches (Onsite/In Person)

Process Coaches play a pivotal role in guiding individuals or teams from the 'initial idea to market launch' phase, leveraging the principles of Design Thinking and the Lean Startup methodologies. Familiarity with these concepts and proficiency in the use of associated tools are essential for our Process Coaches. To support their coaching, we have developed a process handbook for students, which also serves as a reference guide for coaches. Coaching sessions are typically scheduled on campus (face-to-face) once a week or fortnight over a 12-week period for 50 minutes.

Process Coaches will have proven business development experience and entrepreneurial and/or investment background in an early-stage SME environment.

#### Industry Coaches (Onsite or Remote)

Industry Coaches are professionals who help individuals or teams within a specific industry to enhance their performance and achieve their goals. They will be called upon when the need arises to provide specialised coaching on the finer nuances of doing business in a particular industry, to 'open doors' to new opportunities, and to facilitate valuable industry connections. Coaching may occur once or twice via remote or face-to-face meetings during an individual's or team's tenure in the Transformer program.

Industry Coaches will have several years' practitioner experience in contemporary industries that our students are likely to enter. Examples include health and wellness, architecture, banking and finance, hospitality, sport, technology, education, food, agriculture, creative arts, etc. This list is not exhaustive. We welcome inquiries from potential coaches that represent other industries, which may be of interest to our students.

#### Specialist Coaches (Onsite or Remote)

Specialist Coaches are experts in various specialised areas of new venture creation, such as intellectual property, fundraising, grant applications, startup legal matters, strategic planning, and social media, among others. These coaches primarily engage with entrepreneurs through group sessions, offering one-hour workshops or seminars. However, they may also be required to be available for one-on-one coaching (remotely or on-campus) when required, to address specific needs.

Specialist coaches will have expertise in one or more specialised areas of new venture creation:

Startup Legal Issues e.g., Legal Form, Company Registration, Shareholding, Vesting	Team Formation	Research & Development	Taxation	Intellectual Property	
Fundraising (eg. Angels, VCs, Crowdfunding)	Valuation	Social Media	SEO	Business Model Innovation	Branding
Launch Strategy	Networking	Marketing	Market Research	Regulatory Compliance	Business Etiquette
Presentation Skills	Accounting/ Financial Management	Advisory Boards	App Development	Supply Chain & Distribution	Rapid Prototyping

## **5. Matching and Selection Process**

Upon appointment, a coach's profile is published in the relevant coaching category in a database linked to the Transformer website. In consultation with the student or team joining the coaching program, the Transformer Manager will select the most appropriate process coach and make arrangements for the first meeting between coach and student.

At any stage during the new venture or problem-solving process, the process coach might request the Transformer Manager to arrange single or multiple sessions with an industry coach or a specialist coach.

Before formalizing any contractual agreements, coaches will be required to provide a declaration confirming that they are in good social standing and that, to the best of their knowledge, there are no personal conditions or situations that would hinder their ability to fulfill this role.

## **6. Remuneration**

Applicants selected as coaches will be remunerated in accordance with the Bond University casual academic pay scales.