



PATHWISE.

ACCELERATORS powered by UNIVERSAL COUNSEL

Accelerate Your Business:
GROW to \$1m Revenue

Who, me? AMELIA EDWARDS

CHIEF COUNSEL, *UNIVERSAL COUNSEL.*

The one-stop professionals. We help businesses that *do* get things *done*.

DIRECTOR, *PATHWISE.*

F&B + Health/Beauty Accelerators. The one-stop destination for business growth.

I'm a lawyer and strategic advisor for businesses in key regulated industries, specialised in contracting, structuring, strategy, compliance, and IP.

Universal Counsel is a complete managed professional services solution for businesses. That means UC can support you in everything from understanding your risks and requirements to getting products and services to market, protecting your assets, making sales, building your team and capacity, securing funding and investment, and achieving success no matter your goals.

#UCthedifference - always on call, always in your corner - #getPATHWISE



ace@universalcounsel.com.au || 03 8610 6390 || www.universalcounsel.com.au

HI

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PLANNING YOUR PATHWAY

KEY THINGS TO FOCUS ON

to help you grow your business and achieve a target revenue of \$1m in a way that aligns with your goals and values

Lay the groundwork

Structuring to protect your assets, minimise liability, and make it easy to connect with industry partners and investors.

Get the numbers straight

Financial planning and tax optimisation to keep more money in the business and in your pockets.

Validate your product

Product development, compliance, differentiation, iteration, and manufacturing for rapid scaling.

Build brand & grow your consumer community

Build it and they will come - won't they? Research, respond, repeat.

Make the most of your network - it takes a village!

Rapid growth is only achievable through building capacity and maximising efficiencies - only by working with the right partners can you capture opportunity.

THE

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PATHWISE ACCELETATOR PROGRAMS

A new Accelerator Program for F&B and Health/Beauty businesses.

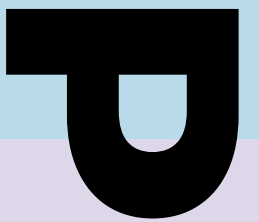
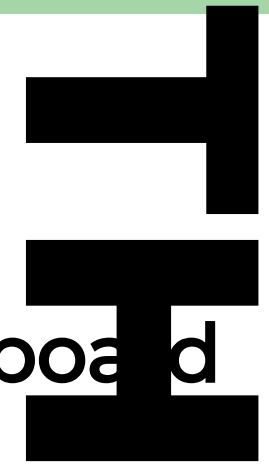
Powered by the UC professional services network - your own advisory board (always on call, always in your corner).

An Australian-first two-year program delivering real value with:

- unique sales & funding opportunities
- expert support, tailored strategic guidance
- practical solutions, industry connections

Designed to help your business get where you want to grow.

<<< ROUND 1 - ACCELERATE YOUR BUSINESS TO \$1M REVENUE >>>



ELIGIBILITY

**F&B or Health/Beauty
product business**

**Focused on growing
business in Australia**

**Product sales made in
Australia**

**Turnover <\$1m (or see
round 2)**

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INCLUSIONS

#UCthedifference



Initial Strategic Workshop

An initial session to create a tailored 12-month strategic plan for your business' path to \$1m in revenue .

Dedicated Industry Mentor

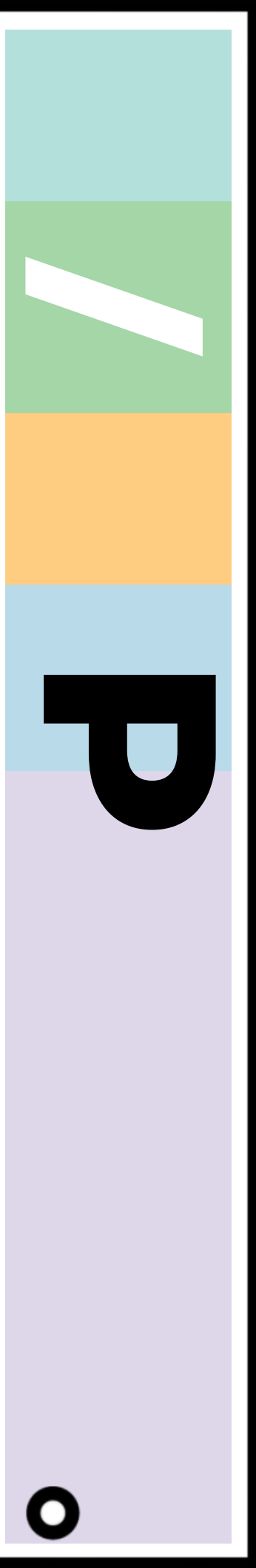
You'll be paired with an expert mentor with real, relevant experience in your industry, who will be your chief guide through the PATHWISE program and coordinate your advisory council.

Quarterly Reviews

Minimum quarterly reviews of progress against your strategic plan with support to pivot and supplement your advisory council along the way.

Monthly Training/ Education Events

Benefit from the full power of the UC Network with 1x monthly practical sessions with our experts + access to recorded content and community events.



YOUR ADVISORY COUNCIL

**Business
Structuring &
Compliance**

1

**Financial
planning & tax
optimisation**

2

**Product
Development**

3

**Brand Strategy &
Asset Protection**

4

**Supply & Sales
Optimisation**

5

THE

BOARD



THE DEAL

1

Selected participants access to all core Accelerator Program inclusions with no buy-in fee.

2

Fixed fees for fixed scope support services, shared resources and shared and discounted costs.

3

Share equity or profits/value with the people who actually helped you get there - and beyond.

THE DEAL

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APPLICATIONS NOW OPEN.

Get PATHWISE about the future of your business – APPLY TODAY to be a Round 1 participant in the PATHWISE F&B or Health/Beauty Accelerator streams and start on the path to \$1m in revenue today - up, up, and away!

GET PATHWISE.

Grow you vision, scale your operations, secure funding.

PATHWISE



Enquire today!

Interested in becoming a PATHWISE Network Partner (are you an expert, buyer, or investor?)

Expressions of interest welcome via website or email.

Request your invite for upcoming events & to receive more information.



W: www.pathwise.com.au

E: pathwise@universalcounsel.com.au

Scan the QR code for a chance to win a FREE strategic workshop session (valued at \$850+GST)



www.pathwise.com.au

