

S O D A

# Business support and resources

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Guides, templates and links to business  
support networks and services



# Mentoring Programmes

## **BUSINESS MENTORS NZ (BMNZ)**

Website: [businessmentors.org.nz](https://businessmentors.org.nz)

- Mentoring for small business owners including startups, existing businesses, and not-for-profits.
- One-off registration fee of \$295 + GST for 12 months access to a mentor.

## **ONE UP ONE DOWN**

Website: [oneuponedown.org](https://oneuponedown.org)

- Mentoring for female business owners, employees and other individuals looking for growth-centred development
- Free to sign up for 3-month mentorship

## **SODA START UP CLINIC**

- Soda offers free 30 minute Zoom sessions to discuss startups challenges and needs, and help founders to create a 90 day plan.
- Founders can also book in to discuss business plans, pitching, capital raising and general startup enquiries
- Book a session with one of our Startup advisors:
  - Erena Calder Hawkins:  
[erena@sodainc.com](mailto:erena@sodainc.com)

## **SODA NETWORK**

The Soda team can connect you with mentors and experts in our network for 1:1 deep dive sessions or ongoing mentoring.

- Experts include: Public Relations, Digital Marketing, Strategy, Financial forecasting, HR and more.
- Mentoring fees: start at \$150/hour
- Contact [admin@sodainc.com](mailto:admin@sodainc.com) to get connected with a mentor



# Online Business Courses

## STARTUP NZ

Website: [startup.nzentrepreneur.co.nz](http://startup.nzentrepreneur.co.nz)

- An online business fundamentals course for startup founders or those looking to start a business.
- Access to 12 lessons for 12 months. Learn at your own pace.
- Fees: \$345 NZD for full course (50% off with Soda discount code). First 3 lessons are free.
- Contact [admin@sodainc.com](mailto:admin@sodainc.com) to access a discount code through the Soda network



## SMALL BUSINESS NZ

Website: [sbnz.co.nz](http://sbnz.co.nz)

- Access free tools and training. Check the [events calendar](#) to see upcoming training.
- Access the small business directory



## TE WĀNANGA O AOTEAROA

Website: [twoa.ac.nz](http://twoa.ac.nz)

- No fees
- Part-time & full-time options available
- Course length ranges from 20 weeks - 9 months

Courses include:

- [NZ Certificate in Business \(Administration & Technology\)](#)
- [Smart Steps to Business](#)
- [Money Management](#)
- [Introduction to Team Leadership](#)
- [NZ Certificate in Māori Business & Management](#)
- [Certificate in Small Business and Project Management](#)



## OPEN POLYTECHNIC

- Website: [openpolytechnic.ac.nz](http://openpolytechnic.ac.nz)
- No fees (for domestic learners)
- Open study

Courses include:

- NZ Certificate in Business (First Line Management)
- NZ Certificate in Business (Small Business - Level 4)
- NZ Certificate in Business (Administration and Technology)
- NZ Certificate in Business (Introduction to Small Business - Level 3)



The type of business plan you need will depend on its intended purpose. If you are creating a business plan for the purposes of capital raising, ask your bank or the potential investor for a template. Most banks have business plan templates and tips available on their websites.



If you are looking for a more generic business plan, or something for internal purposes, the following resources may be better suited:

## BUSINESS.GOV.TZ

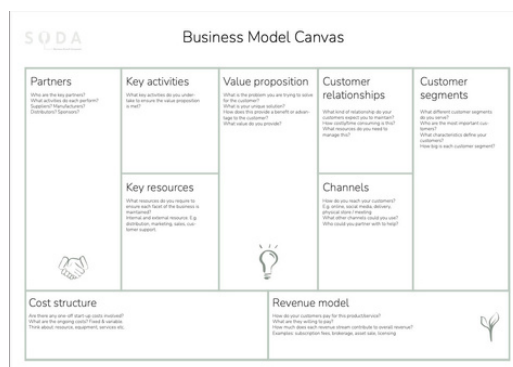
- [Introduction to business planning](#)
- [10 Step Business Plan](#) - a quick introduction and overview to the key elements of a business plan
- [Business Plan Template \(Start up\)](#) - a comprehensive business plan for start up businesses

## SODA RESOURCES

Soda has a range of resources, guides and templates available. You are welcome to book a free 30 minute Startup Clinic session if you have any questions, or would like one of our team to provide feedback on your business plan.

Key templates:

- [Business Model Canvas](#): a map to visualise the key elements of your business model (or that of a competitor)
- [30-60-90 Day Plan](#): if you're having trouble knowing where to start, a short-term plan and task list might help to prioritise key activities and outcomes
- [Business Plan Template](#): there are many different versions of business plans. Consider what you need it for and who you are presenting it to before deciding what information you'll need to include. This is a basic example to get you started.



## INLAND REVENUE - ONLINE TOOLS

Website: [ird.govt.nz](http://ird.govt.nz)

For information and forms relating to tax, GST, KiwiSaver and payday filing, visit IRD. Useful tools include:

- [Smart business guide](#) for new business owners
- [PAYE calculator](#)
- [Income tax return](#)
- [Claiming GST](#)
- [KiwiSaver for employers](#)
- [Registering as an employer](#)

## BUSINESS.GOVT.NZ - FORECASTING TOOLS

If you need assistance with financial forecasting, [business.govt.nz](http://business.govt.nz) has a step-by-step guide to financial modelling. This is typically used for making business decisions related to taking on new projects, purchasing new equipment, or seeking investment.

- [Financial modelling workbook](#)

Other useful resources:

- [Profit and Loss statements](#)
- [Balance Sheet sample](#)
- [Cashflow Statement sample](#)

## SODA RESOURCES

Soda has a range of resources, guides and templates available. Our team can also refer you out to financial advisors, accountants and other experts if you require further assistance.

Key templates:

- [Sales Projections Template](#)
- [Financial Plan Template](#) - forecast revenue, costs and potential funding needs
- [Breakeven Worksheet](#) - a scenario tool to determine break-even and analyse fixed and variable costs



## **BUSINESS.GOV.T.NZ**

Website: [business.govt.nz](https://business.govt.nz)

- A hub of information New Zealand business owners including basic info on tax and accounting, HR, risk and operations, business growth, digital growth, and more.
- Access free templates and worksheets, including:
  - [Employment agreement builder](#)
  - [Employee cost calculator](#)
  - [New employee equipment checklist](#)
- Access a range of guides including hiring the right staff, setting up new employees, sick and annual leave, trial periods and more.

## **EMPLOYMENT.GOV.T.NZ**

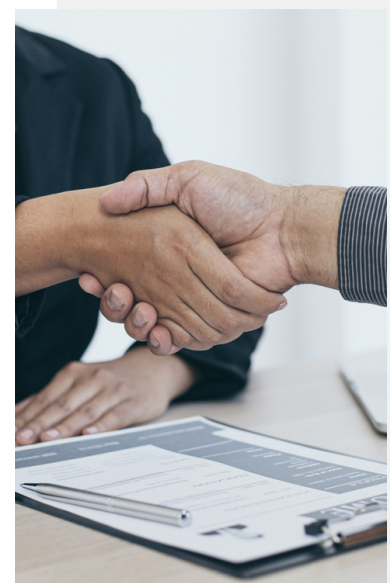
Website: [employment.govt.nz](https://employment.govt.nz)

- Free information, templates and resources for employers, on starting and ending employment, resolving issues, hours and wages, leave and holidays, and workplace policies.
- Useful templates include:
  - [Request for mediation](#)
  - [Employment law database](#)
  - [Employer Learning Modules](#)
  - [Leave and Holidays guide](#)

## **EMA (EMPLOYERS & MANUFACTURERS ASSOCIATION)**

Website: [ema.co.nz](https://ema.co.nz)

- Support businesses through advice, learning and advocacy (via paid membership), but also offer free information, templates and resources.
- In particular, EMA have a great range of [agreement templates](#) for permanent, casual, fixed term and parental leave contracts.



## DIGITAL BOOST

Website: [digitalboost.business.govt.nz](https://digitalboost.business.govt.nz)

Digital Boost offers a range of video resources, guides and other free training tools to learn how to best use digital tools for your business.

You'll need to sign up to access the full content:

- 350+ videos on websites, digital marketing, small business accounting, digital tools and more
- Real stories from other business owners
- Test your website tool: diagnostic tool to check your website's performance



## DAISY DIGITAL MARKETING

Website: [daisydigital.co.nz](https://daisydigital.co.nz)

Daisy Digital offer consulting services on SEO, web design, social media and much more. They also have a range of free resources available.

- [Free SEO course](#): Learn the fundamentals of Search Engine Optimisation (SEO) & see how your website ranks
- [5 Days to SEO Success \(\\$49.00\)](#): Learn SEO fundamentals plus how to improve your SEO with keywords, site structure, content and more.
- [Tips & Tricks](#): access blogs and articles to help you with all aspects of digital marketing



## THE MIND LAB

Website: [themindlab.com](https://themindlab.com)

The Mind Lab provide a range of innovative learning courses.

- [Digital Skills for the Workplace](#): 7-week course, delivered online with NZQA micro-credentials. Free in 2022 and 2023.



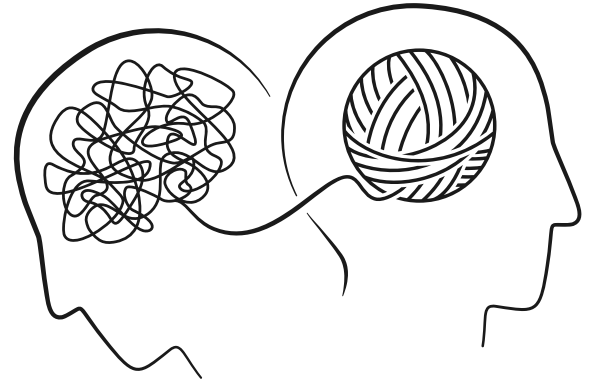
## SODA RESOURCES

- [Social Media Image Sizes](#) - Cheat Sheet
- [Social Media Analytics Report](#) - template
- [Social Media Content Calendar](#) - template

Our team can also refer you out to digital marketing, PR and web experts if you need.

Owning or running a business can be a rollercoaster journey. Taking care of the mental and physical wellbeing of you and your staff is an important part of managing a successful team and business.

The following resources may be useful in managing wellbeing in your workplace:



## WELLPLACE

Website: [wellplace.nz](http://wellplace.nz)

- A hub of information, advice, case studies and resources to help to improve wellbeing in the workplace. This includes information about mental wellbeing, alcohol, smokefree workplaces, physical wellbeing and nutrition.
- Access free resources including:
  - [Wellbeing Calendar](#)
  - [Health & Wellbeing - Workplace Policy Builder](#)
  - [Working Well at Home](#)
  - [Workplace Guides to Mental Health](#)

## THE GOOD DAY MATRIX

Website: [thegooddaymatrix.com](http://thegooddaymatrix.com)

- A library of free videos and articles on body, mind, identity, community and environment. Videos include interviews with All Blacks, successful entrepreneurs and everyday heroes to gain their tips and tricks for wellness

## WELLBEING APPS

- [Clearhead](#): digital mental health support tools and therapy
- [Groov](#): workplace wellbeing platform targeted at lifting leaders, empowering individuals and optimising the work environment
- [Alright?](#): wellbeing app, plus a range of free downloadable resources for the workplace and individual use.
- [Manaaki Ora app](#): self-help wellbeing app for Māori individuals and whānau to know what to do if they are concerned about someone's mental or emotional wellbeing.

You can also find other suggestions for apps and resources available at [healthnavigator.org](http://healthnavigator.org)



## NEW ZEALAND TRADE & ENTERPRISE (NZTE)

NZTE provide export and trade support for businesses looking to sell products offshore. This includes templates, videos, articles and advice on funding, supply chains, export fundamentals and more.

- [Raising Capital 101](#)
- [Planning to Raise Capital](#): a collection of videos and articles on pitching, investor types, business models, and how to successfully raise capital.
- [Understanding Your Funding Options](#): information on various funding options including angel investment, venture capital, private equity and crowdfunding.



## CALLAGHAN INNOVATION

Callaghan Innovation provide funding support for businesses conducting Research & Development (R&D).

The [Capital Education](#) online workshops and videos are available to any business owner. The [Capital Education](#) tab also lists key investment firms in New Zealand, to allow you to research your options.



## ANGEL ASSOCIATION NEW ZEALAND (AANZ)

AANZ have a plethora of guides, templates, videos and other information to support founders on their capital raising journey, particularly when it comes to the detail of a deal.

These include:

- [Term Sheet Template](#)
- [Shareholders Agreement Template](#)
- [Subscription Agreement Template](#)
- [Due diligence checklists, reports and more](#)



## SODA RESOURCES

Key resources:

- [Pitch deck template](#)
- [Pitch deck guide](#): tips on what to include in a winning pitch deck
- [Investment Readiness Checklist](#)

# Online communities

Online groups can be a great way to connect with other entrepreneurs to network, ask for help, and share your business journey with like-minded individuals. Here are some of the major groups in New Zealand:

## FACEBOOK GROUPS



### Tech founders:

- [NZ Tech Startups Eco-System](#) (public group, 18K members)
- [NZ Tech Startups](#) (public group, 3.8K members)

### Small business owners:

- [New Zealand Business Owner Network](#) (private, 9.7K members)
- [Small Business NZ](#) (private group, 9.6K members)
- [Business Networking NZ](#) (private group, 3.1K members)
- [NZ Entrepreneurs](#) (public group, 2K members)
- [Entrepreneurs Connect NZ](#) (private group, 2.5K members)
- [Small Business Connect NZ](#) (private group, 11.9K members)

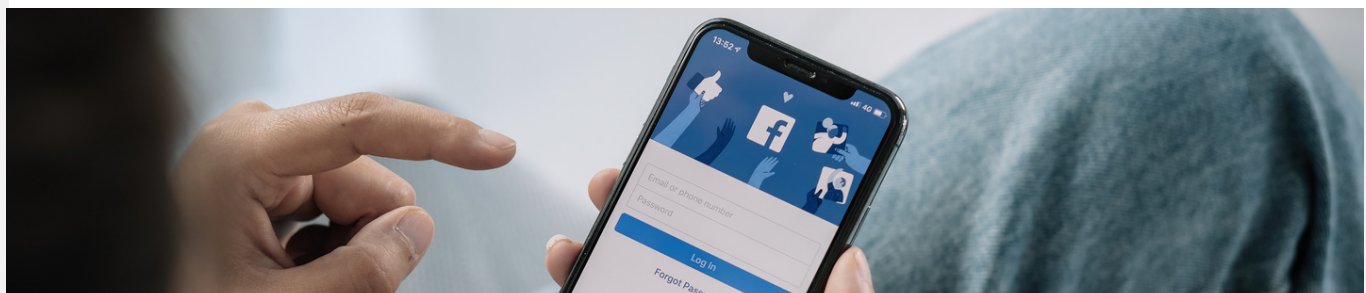
### Women founders:

- [Women in Business New Zealand](#) (private, 7.3K members)
- [Women in Tech \(NZ\)](#) (private group, 1.2K members)
- [Women Tech Founders Aotearoa](#) (private group, 251 members)
- [Women in Business Waikato](#) (private group, 778 members)

## LINKEDIN



- [New Zealand Business and Professional Network](#) (72K members)
- [New Zealand SME Business Network](#) (15.9K members)
- [New Zealand Innovation, Business and Design-Thinking Network](#) (1.2K members)



# News and podcasts

Online groups can be a great way to connect with other entrepreneurs to network, ask for help, and share your business journey with like-minded individuals. Here are some of the major groups in New Zealand:

## NEWSLETTERS & BLOGS

Newsletters are a great way to keep up to-date with what's happening in the startup ecosystem or business world. Below are a small selection of newsletters and blogs that may help to keep you informed:

- Soda Inc: monthly newsletter, [blogs and interviews](#).
- [Bootstrapped NZ](#): Fortnightly updates on news, events, and jobs for all things happening in the NZ startup ecosystem.
- [Business.govt.nz](#): Keep up to date with law changes that may affect your business or staff, as well as useful tips and resources.
- [NZ Entrepreneur](#): Free digital magazine for entrepreneurs, startups & business owners, with insights, interviews & tips.
- [The Hustle](#): A newsletter for innovators. Catch up on the latest news and trends in the global ecosystem.
- [Small Business NZ](#): Resources for small business owners.
- [Hakune](#) - The Method Newsletter

### Waikato region:

- [Waikato Chamber of Commerce](#): keep up to date with the latest business developments in the Waikato region
- [Waikato startup events calendar](#): see what's on in the Waikato region for business owners / startup founders

## PODCASTS

Newsletters are a great way to keep up to-date with what's happening in the startup ecosystem or business world. Below are a small selection of newsletters and blogs that may help to keep you informed:

- [Business is Boring](#) (Host, Simon Pound)
- [The Female Career](#) (Host, Anna Johnstone & team)
- [NZ Tech Podcast](#) (Host, Paul Spain)
- [NZ Small Business & Entrepreneur Podcast](#) (Host, Craig Murray)
- [Investment Fix](#) (Hosted by NZTE) - the lowdown on raising capital

# Exporting

## KEA CONNECT



Kea Connect is a free service that connects your business with their extensive, international community of Kiwi. No matter where you want to export, your industry or size, Kea can connect you with experts who are ready to provide market intelligence, connection & mentorship.

Here's a How-To guide to help explain the steps involved.  
<https://keanewzealand.com/kc-step-by-step-guide-to-kea-connect/>

For more information see these case studies of how Kea Connect connections have helped businesses - from Workplace culture, market insight and advice to connecting businesses together, through their wide network of offshore kiwi, Kea Connect helps businesses in a myriad of ways.

<https://keanewzealand.com/workplace-culture-crucial-for-startup-success/>

<https://keanewzealand.com/a-match-made-in-london/>

<https://keanewzealand.com/kyt-bags-kea-connect/>

<https://keanewzealand.com/kc-rockit-a-kea-connect-journey/>

## NEW ZEALAND TRADE & ENTERPRISE (NZTE)



NZTE provide export and trade support for businesses looking to sell products offshore. This includes templates, videos, articles and advice on funding, supply chains, export fundamentals and more.

For more information about NZTE's exporting services, please visit their website <https://www.nzte.govt.nz/page/exporting-with-nzte>

You can reach out to the NZTE directly through the website, or our Soda team are happy to make an introduction to the local NZTE team if you prefer. Contact us at [businessgrowth@sodainc.com](mailto:businessgrowth@sodainc.com) if you would like an introduction.