



BOP INDUSTRIES + THE QUEENSLAND UNIVERSITY  
OF TECHNOLOGY PRESENT

# The Reef Challenge

The Reef Challenge will ask budding entrepreneurs to think big, and pitch a product or service which could benefit The Great Barrier Reef. They will tackle environmental issues – solutions could range from awareness campaigns, to deploying new scientific devices, we will be looking for blue-sky thinking!

**8:30 Registration And Arrival**

**9:00 Block One: Conservation Around The World**

Join reef experts and we explore the future of the Great Barrier Reef as well as past and present conservation efforts taking place in Australia and around the world to help protect our reefs and their local communities.

**10:30 Morning Tea**

**11:00 Block Two: Building Your Initiative**

After spending the morning exploring the past and present of conservation, we're going to turn our attention to the future by looking at what products we can develop and what businesses we can start to help support the reef and it's surrounding ecosystems and communities.

**12:00 Lunch**

**12:45 Block Three: Business Building**

We'll be kicking off the afternoon by looking at how we can bring our ideas to life and build businesses around our products and initiatives. This will see students learning about business models, product design and more as they work with mentors, learn in masterclasses and develop their ideas as they go.

**4:00 Block Four: The Pitch**

To finish off the day we will be pitching our businesses to a panel of business and reef focussed judges. This is an event open to family, friends and industry mentors.

**5:00 Day Ends**