**The Ideas Place Round 1 Case Study (Sherri Symons)**

1. **Your Name?**

Sherri Symons

1. **Business Name?**

Aussie Wool Pellets

1. **City?**

Ellerslie, Victoria

1. **Business Website?**

Aussiewoolpellets.com.au

Instagram: @aussiewoolpellets

1. **Can you briefly describe your business/product idea?**

Biodegradable, sustainable, soil enhancement pellets made from 100% crossbred wool. Aussie Wool Pellets harness the natural properties of wool and, in addition, put macro and micro-nutrients back into the soil as the pellets break down. The pellets are also utilising the ability to hold moisture within the soil structure being able to hold at least 3 times their own weight in water. They also act as a slug and snail deterrent and a mulch when used on top of the soil or in pot plants.

1. **Can you describe how participating in The Ideas Place Ignite/Bootcamp Programs helped you with your business/product idea?**

Participating in The Ideas Place Ignite and Bootcamp Programs have helped me refine the idea, focus on what is important and direct my business so that I am able to launch and have confidence in launching. It has given me the knowledge to guide my idea in the right direction and create growth and take the leap into starting my own business and becoming an entrepreneur. I have the tools now to make better decisions for the future.

1. **What would you say to other start-up/scale-up businesses considering getting involved in The Ignite Program/Bootcamps?**

What have you got to lose? Just give it a crack. Even if you increase your network of other passionate business people, its all positive and beneficial for the future no matter what you do. Have a go, I never thought I would have the winning pitch, but here I am!

1. **Please provide any other words of advice for others looking to start their business journey**

Do your own research and have with an idea of where you want to go with the business. Really love your idea and be confident in your decision to go forward with it. Plant that seed now because you never know what is going to happen in the future.

