

B2B in Canberra

Benjamin Shine Design Studio: A thriving international creative business in the ACT

It was in February 2007 that I was selected for the Pyksis Pioneer Program. The course aimed to provide a networking opportunity as well as mentorship and business guidance. Having recently licensed a commercial invention to a leading toy distributor in the UK, I was particularly keen to gain valuable advice and guidance in this area, which I hoped would aid in developing the commercial aspect of my business.

I found that the Pyksis Pioneer Program was incredibly beneficial, encouraging me to structure my business, set achievable goals and in my case, develop the licensing arm of my business to capitalise on my commercial product range. Since completing the course, I have successfully been following my goals and achieving set objectives. For example, in 2008 my children's toy 'Cordz' will be released in the US and Europe; a range of my uniquely designed chairs will be launched in the UK; my latest large-scale fabric-portrait artwork will be completed in Australia and several new inventions for the international promotions industry will be licensed globally. Wherever my work takes me, I feel confident that I have learnt the skills and capabilities that are necessary, not only to survive, but to be a success in my industry. I feel privileged to be living in Canberra at present, putting learned processes into practice and getting positive results.

Thank you Pyksis Pioneer program!

