

VENTURE CATALYST



ABOUT THE PROGRAM

PROGRAM FEATURES

WHAT IS A STARTUP?

INTERNATIONAL APPLICATIONS

VC GENERAL

VC SPACE

VC SOCIAL ENTERPRISE

WHICH CATEGORY FOR YOU?

KEY DATES

ELIGIBILITY CRITERIA

MERIT CRITERIA

APPLICATION PROCESS

APPLICATION REQUIREMENTS

FURTHER INFORMATION

CONFIDENTIALITY

CONFLICTS OF INTEREST

COVID-19

2021 VENTURE CATALYST INFORMATION PACK

Venture Catalyst is a program by the University of South Australia, designed to develop and grow founders with innovative or disruptive ideas.

ABOUT THE PROGRAM

Venture Catalyst is a six-month program of support to develop founders with innovative ideas delivered by UniSA's startup incubator, the [Innovation & Collaboration Centre \(ICC\)](#).

CATEGORIES







There are three categories in the Venture Catalyst program:

1. **HI-TECH** supported by UniSA
(applications for this category are currently closed)
2. **SPACE** supported by the South Australian Space Industry Centre (SASIC)
(applications for this category are currently closed)
3. **SOCIAL ENTERPRISE** supported by the Pank Family
(applications for this category are currently closed)

Detailed information on each category below.

PROGRAM FEATURES

All categories receive:

-  **Workshops**
A series of capability workshops designed for founders
-  **Mentoring**
One-on-one mentoring sessions
-  **University resources**
Access to workspace and UniSA support services
-  **Industry experts**
Access to a pool of [industry experts](#)
-  **ICC community**
Group activities, support and networking events
-  **Funding**
A stipend of \$10k for eligible startups.

[Discover all of our program features](#)

VENTURE CATALYST



ABOUT THE PROGRAM

PROGRAM FEATURES

WHAT IS A STARTUP?

INTERNATIONAL APPLICATIONS

VC GENERAL

VC SPACE

VC SOCIAL ENTERPRISE

WHICH CATEGORY FOR YOU?

KEY DATES

ELIGIBILITY CRITERIA

MERIT CRITERIA

APPLICATION PROCESS

APPLICATION REQUIREMENTS

FURTHER INFORMATION

CONFIDENTIALITY

CONFLICTS OF INTEREST

COVID-19

WHAT IS A STARTUP?

The ICC describes a startup as a company working to solve a problem or disrupt the market in some way. Disruption describes innovations that displace – or dramatically interrupt – how we think, behave, live and do business.

Generally speaking, Venture Catalyst will not accept applications for the following reasons:

- The venture is a 'small business' (e.g. cafes, restaurants, and fee-for-service consultancies)
- The idea is too similar to other products/services in the market and the point of differentiation is not adequately demonstrated
- The venture requires a different level or type of support beyond the scope of Venture Catalyst (e.g. venture capital or R&D funds)
- The application proposed is for a technology to be licensed not for the creation of a startup.
- The business is not economically viable to be undertaken in South Australia.

INTERNATIONAL APPLICATIONS

We will accept applications from overseas founders who would like to bring their startup idea to South Australia. We may be able to assist with a temporary visa for founders that meet the criteria. To find out more about the visa, please [contact us](#) before submitting an application.



VENTURE CATALYST

ABOUT THE PROGRAM

PROGRAM FEATURES

WHAT IS A STARTUP?

INTERNATIONAL APPLICATIONS

VC GENERAL

VC SPACE

VC SOCIAL ENTERPRISE

WHICH CATEGORY FOR YOU?

KEY DATES

ELIGIBILITY CRITERIA

MERIT CRITERIA

APPLICATION PROCESS

APPLICATION REQUIREMENTS

FURTHER INFORMATION

CONFIDENTIALITY

CONFLICTS OF INTEREST

COVID-19



University of
South Australia



GENERAL*

SUPPORTED BY THE UNIVERSITY OF SOUTH AUSTRALIA

The General category is the place for a scalable idea or startup with a focus on (but not limited to) technology, across all industries.

The program is tailored to each successful applicant based on the stage of their startup and specific needs.

Working with our Entrepreneur in Residence, Kirk Drage, as well as a network of global industry experts, the general category is open globally to anyone with an innovative, scalable idea.

WHO CAN APPLY?

Anyone globally.

Applications from teams of two to four people are strongly encouraged.

If you are applying from outside of Australia, we would encourage you to submit your application as early as possible. Your application for the program will need to be approved before you can submit your SISA Visa application.

NUMBER OF PLACES AVAILABLE

3 (up to 10 startups accepted for regional)

*Applications for 2021 are closed. [Register your interest](#) for 2022 dates.



VENTURE CATALYST

ABOUT THE PROGRAM

PROGRAM FEATURES

WHAT IS A STARTUP?

INTERNATIONAL APPLICATIONS

VC GENERAL

VC SPACE

VC SOCIAL ENTERPRISE

WHICH CATEGORY FOR YOU?

KEY DATES

ELIGIBILITY CRITERIA

MERIT CRITERIA

APPLICATION PROCESS

APPLICATION REQUIREMENTS

FURTHER INFORMATION

CONFIDENTIALITY

CONFLICTS OF INTEREST

COVID-19



SPACE*

SUPPORTED BY THE SOUTH AUSTRALIAN SPACE INDUSTRY CENTRE

In September 2017, the South Australian Government created the South Australian Space Industry Centre (SASIC) to drive space industry innovation, research and entrepreneurial development.

The Venture Catalyst Space program began shortly after in 2018, supported by the Space Innovation Fund, to give founders the support and tools needed to plan and successfully execute a scalable and investment ready space business.

With over 60+ space companies in South Australia, the space industry has been made more accessible by new technological developments, as well as by global market leaders who have started significant transformation in the industry.

If your startup or idea uses space technology or data, we want to hear from you. Apply now and join the space industry in the home of the Australian Space Agency and a bustling space startup community.

[Visit our website for the definition of a space startup.](#)

WHO CAN APPLY?

Anyone globally.

Applications from teams of two to four people are strongly encouraged.

If you are applying from outside of Australia, we would encourage you to submit your application as early as possible. Your application for the program will need to be approved before you can submit your SISA Visa application.

CONSIDERATIONS

- The Space category participants will also have the opportunity to apply for an overseas tour as party of their program to network with relevant space industry experts and other startups
- Space applicants may also have access to relocation grants. See FAQs for more information.

NUMBER OF PLACES AVAILABLE

6

*Applications for 2021 are closed. [Register your interest](#) for 2022 dates.

VENTURE CATALYST



ABOUT THE PROGRAM

PROGRAM FEATURES

WHAT IS A STARTUP?

INTERNATIONAL APPLICATIONS

VC GENERAL

VC SPACE

VC SOCIAL ENTERPRISE

WHICH CATEGORY FOR YOU?

KEY DATES

ELIGIBILITY CRITERIA

MERIT CRITERIA

APPLICATION PROCESS

APPLICATION REQUIREMENTS

FURTHER INFORMATION

CONFIDENTIALITY

CONFLICTS OF INTEREST

COVID-19

SOCIAL ENTERPRISE*

SUPPORTED BY THE PANK FAMILY

The Social Enterprise category category is supported by Pank Family who support social innovation and enterprises developed by UniSA students or alumni.

Formally known as the Pank Prize for social innovation and enterprise, this category ensures that new ideas that come out of the University have the support and mentoring needed to set up a new and innovative social enterprise in South Australia.

WHO CAN APPLY?

Students and alumni of the University of South Australia may apply.

ELIGIBILITY

- Application must be an innovative social enterprise
- Social enterprises are businesses that have a social purpose. They may be not-for-profit or for-profit, but their main goal is to service community needs with profit secondary.

NUMBER OF PLACES AVAILABLE

1

*Applications for 2021 are closed. [Register your interest](#) for 2022 dates.



VENTURE CATALYST



[ABOUT THE PROGRAM](#)

[PROGRAM FEATURES](#)

[WHAT IS A STARTUP?](#)

[INTERNATIONAL APPLICATIONS](#)

[VC GENERAL](#)

[VC SPACE](#)

[VC SOCIAL ENTERPRISE](#)

[WHICH CATEGORY FOR YOU?](#)

[KEY DATES](#)

[ELIGIBILITY CRITERIA](#)

[MERIT CRITERIA](#)

[APPLICATION PROCESS](#)

[APPLICATION REQUIREMENTS](#)

[FURTHER INFORMATION](#)

[CONFIDENTIALITY](#)

[CONFLICTS OF INTEREST](#)

[COVID-19](#)

WHICH CATEGORY IS RIGHT FOR YOU?

If you are unsure on which category is for you, you can use our [application assistance tool](#), or we will filter you into the right category when we receive your application.

[Application assistance tool](#)

KEY DATES (SOCIAL ENTERPRISE)

Applications open	12 July 2021
Applications close	29 August 11:50pm (ACST)
Application outcome	13 September
Program starts	4 October
Program ends	31 March 2022

KEY DATES (SPACE)

Applications open	15 September 2021
Applications close	5 December 11:50pm (ACST)
Application outcome	21 January 2022
Program starts	1 March
Program ends	31 August



VENTURE CATALYST



ABOUT THE PROGRAM

PROGRAM FEATURES

WHAT IS A STARTUP?

INTERNATIONAL APPLICATIONS

VC GENERAL

VC SPACE

VC SOCIAL ENTERPRISE

WHICH CATEGORY FOR YOU?

KEY DATES

ELIGIBILITY CRITERIA

MERIT CRITERIA

APPLICATION PROCESS

APPLICATION REQUIREMENTS

FURTHER INFORMATION

CONFIDENTIALITY

CONFLICTS OF INTEREST

COVID-19

ELIGIBILITY CRITERIA

- Applicants must be proposing an idea for a startup, which Venture Catalyst defines as being an entrepreneurial venture that aims to meet a marketplace need by developing or offering an innovative and potentially globally scalable product, process or technology or service
- Applicants must have an understanding of any intellectual property and either have ownership, rights to acquire it or be able to clearly demonstrate that the idea, product or service has first-mover advantage in the marketplace.

MERIT CRITERIA

Team The Assessment Panel will be looking for a well-balanced team that can demonstrate an understanding of the skills and experience that is required to successfully execute on their idea. While single founders are accepted into Venture Catalyst, the Assessment Panel strongly recommends you seek out people who compliment and round out the skills and experience in your team.

Value proposition The selection panel will be looking for evidence that your solution is solving a real problem that exists in the market. Make sure you identify your market and how this market will use (and pay for) your product to solve a real problem.

Business sustainability and differentiation Demonstrate how the concept is different from others in the market and how that competitive advantage would be sustained.

You may also wish to consider the following in your application:

A lead customer Explain how the product, service or process is demand driven, which includes an evidenced willingness from a lead customer to contribute to further development or to purchase the product, service or process.

Business scalability Demonstrate scalability i.e. it has a larger (potentially global) market and distribution channel(s), which provide opportunities for sales growth of the product, process or service.

VENTURE CATALYST



ABOUT THE PROGRAM

PROGRAM FEATURES

WHAT IS A STARTUP?

INTERNATIONAL APPLICATIONS

VC GENERAL

VC SPACE

VC SOCIAL ENTERPRISE

WHICH CATEGORY FOR YOU?

KEY DATES

ELIGIBILITY CRITERIA

MERIT CRITERIA

APPLICATION PROCESS

APPLICATION REQUIREMENTS

FURTHER INFORMATION

CONFIDENTIALITY

CONFLICTS OF INTEREST

COVID-19

APPLICATION PROCESS

APPLICANTS WILL NEED TO COMPLETE THE FOLLOWING

1

Download and fill out the application form at icc.unisa.edu.au/apply. Applicants must also send a link to their two-minute video to complement their application form. (More information about the video is in the Application Form.)

2

If your application is shortlisted, you will be asked to attend an informal discussion with the members of the program potentially on short notice.

3

An assessment panel will review your application, and the outcomes from your discussion with the program members.

4

The Assessment Panel will endeavour to notify you of the outcome of your application as soon as possible. Decisions of the Assessment Panel are final.

5

Program agreements will be signed with successful projects and startups. Planning and work commences.

APPLICATION REQUIREMENTS

- A short application form outlining the business concept and addressing the three key criteria
- A two-minute video introducing the concept and the team to the selection panel.



VENTURE CATALYST



[ABOUT THE PROGRAM](#)

[PROGRAM FEATURES](#)

[WHAT IS A STARTUP?](#)

[INTERNATIONAL APPLICATIONS](#)

[VC GENERAL](#)

[VC SPACE](#)

[VC SOCIAL ENTERPRISE](#)

[WHICH CATEGORY FOR YOU?](#)

[KEY DATES](#)

[ELIGIBILITY CRITERIA](#)

[MERIT CRITERIA](#)

[APPLICATION PROCESS](#)

[APPLICATION REQUIREMENTS](#)

[FURTHER INFORMATION](#)

[CONFIDENTIALITY](#)

[CONFLICTS OF INTEREST](#)

[COVID-19](#)

FURTHER INFORMATION

For further information, please contact

Web icc.unisa.edu.au/venturecatalyst/

Email VentureCatalyst@unisa.edu.au

CONFIDENTIALITY

Your application will be treated as confidential .

Some non-confidential information about successful applications will be provided publicly, including, but not limited to, the names of shortlisted or successful applicants and a brief description of the project.

Applicants will have the opportunity to approve this material before publication.

CONFLICTS OF INTEREST

Members of the Assessment Panel will be required to disclose any actual or potential conflicts of interest and remove themselves from the assessment of those applications wherever those conflicts exist.

COVID-19

During this difficult time the world is collectively experiencing, the ICC is committed to continuing to do what we do; support startups. Our Venture Catalyst program has been designed for both face-to-face and online delivery. Due to safety concerns and travel restrictions relating to COVID-19, Venture Catalyst will be delivered online for the foreseeable future. For any questions, please email us at venturecatalyst@unisa.edu.au