

# VENTURE CATALYST

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## ABOUT THE PROGRAM

Venture Catalyst is a program delivered by the [Innovation & Collaboration Centre \(ICC\)](#) at the University of South Australia, designed to support founders with innovative or disruptive ideas to develop and grow their startups.

## CATEGORIES

There are two categories in the Venture Catalyst program:

### 1. GENERAL

supported by UniSA

### 2. SPACE

supported by the South Australian Space Industry Centre (SASIC)

Detailed information on each category below.

## PROGRAM BENEFITS

All participants receive:

- A series of tailored business development workshops designed for founders
- 1:1 mentoring and group sessions with business building experts
- Pitch development training and feedback
- Dedicated work space in an award winning co-working environment including access to meeting spaces, kitchen and wifi in the Innovation and Collaboration Centre
- A stipend of up to \$10,000 AUD, paid incrementally upon achievement of program milestones
- Access to a global pool of industry experts
- Regular ICC community events, networking, and sprint updates
- Access to UniSA resources
- Further six months of ICC residency

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## 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
- 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.



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University of  
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## 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 the ICC team, former Head of Entrepreneurship and Venture Capital Relations at Microsoft, Kirk Drage and a network of global industry experts, the general category is open to anyone with an affiliation to the University of South Australia (see eligibility criteria below for details).

The ICC values companies that create a positive social impact. With the support of the Pank family, we have welcomed a range of social enterprises into our program, and therefore we encourage startups striving to make a difference in the world to apply for the Venture Catalyst General program



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## SPACE

SUPPORTED BY THE SOUTH AUSTRALIAN SPACE INDUSTRY CENTRE

Delivered by the University of South Australia's Innovation & Collaboration Centre (ICC), and supported by the State Government, the program has a strong history of connecting founders with a global pool of industry experts, including stakeholders from NASA, the Australian Space Agency, Defence SA, Airbus and the Smart SatCRC.

Since its inception in 2018, Venture Catalyst Space has supported 40 space startups. The program has helped fast-track the cohort's market entry, accelerate their commercialisation journeys, and strengthen their connections to investors and researchers.

The ICC encourages applications from startups that can demonstrate dual-use of their technologies in other industries, such as agritech, health and defence, as well as those whose space technology could be used for a range of terrestrial applications

The program is delivered in Adelaide, South Australia. Adelaide is Australia's space capital, and is home to the stakeholders mentioned above as well as the Australian Space Discovery Centre and key commercial entities like Fleet Space Technologies, Southern Launch, and Myriota. The space ecosystem in Adelaide is thriving, and there is huge commercial benefit in establishing your space venture in Adelaide. We recommend that founders and startups from overseas and interstate take this into consideration when applying for the program.

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## KEY PROGRAM DATES

Applications open	Monday 6 January 2025
Applications close	Monday 17 March 2025
60-min online workshop*	Monday 7 April 2025
Application outcome	Monday 28 April 2025
Program starts	Monday 26 May 2025
Program ends	Monday 28 November 2025

## ELIGIBILITY CRITERIA

- Applicants must propose an idea for a startup, which Venture Catalyst defines as an entrepreneurial venture aiming to meet a marketplace need by developing or offering an innovative and potentially globally scalable product, process, technology, or service.
- Applicants must have an understanding of any intellectual property and either have ownership, rights to acquire it or be able to demonstrate that the idea, product, or service has first-mover advantage in the marketplace.
- For the general category, applicants must be a current student, staff member or alumni of the University of South Australia, or be able to show current or soon to commence participation in a research project with University staff. Venture Catalyst Space does not require affiliation with the University of South Australia.



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## MERIT CRITERIA

<b>Commercial viability</b>	The Panel will assess startups on their scalability and potential for sustainable growth. The financial needs of the business as well as the potential for the business to pivot will also be considered.
<b>Value proposition</b>	Applicants should show evidence that their solution addresses a well-recognised problem that the market will pay for and use.
<b>Differentiation</b>	Applicants should demonstrate that their idea is disruptive and how this innovation is novel from existing solutions in the market.
<b>Team</b>	The Assessment Panel will look for a well-balanced team, open to advice and coaching, that can demonstrate the relevant skills and experience required to successfully execute their idea. While single founders are accepted into the program, we recommend that you identify the additional expertise required in the team.

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

<b>Business alignment</b>	Is your startup aligned with the university's research teams, academic goals, and sectors of key interest? This may also include alignment with program sponsors, and/or state government key economic development areas.
<b>Maturity</b>	It is possible for startups at any stage of their business development to be accepted into the Program. The assessment panel look for demonstrated commitment to the business idea and the progress made to date.



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**Web** [icc.unisa.edu.au](http://icc.unisa.edu.au)

**Email** [iccadmin@unisa.edu.au](mailto:iccadmin@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.

## EQUITY AND DIVERSITY

The University of South Australia values equity and diversity, and as such aims to provide opportunity to startups with great potential, who might not otherwise succeed. We also recognise that diverse teams are stronger, more innovative, and more resilient, and as such welcome teams of all kinds into our programs.