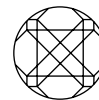


# VENTURE CATALYST SPACE



# APPLICATION PACK



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**Venture Catalyst Space is a new incubator program designed to develop and grow founders with innovative or disruptive ideas or early stage new space technologies.**

Following the success of the University of South Australia's Venture Catalyst startup program which began in 2014, the new Venture Catalyst Space incubation program combines key learnings with technical and business advisers and one on one mentoring to deliver a program that supports early stage startup founders to plan and successfully execute their journey towards building a globally scalable and investment ready business.

### WHY SPACE?

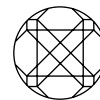
The space industry landscape is rapidly expanding in Australia, particularly in South Australia. Already home to over 60 space-related organisations, South Australia is committed to further growing the local industry to create a thriving space ecosystem. In September 2017 the South Australian Government created the South Australian Space Industry Centre (SASIC) to drive space industry innovation, research and entrepreneurial development. Space has been made more accessible by new technological developments, as well as by global market leaders who have started significant transformation in the industry.

South Australia wants to establish and support a leadership consortium that is experienced and capable, to grow the space industry and to improve its local and international competitiveness.

### ABOUT THE PROGRAM

Venture Catalyst Space will be delivered over six months by the University of South Australia's Innovation & Collaboration Centre (ICC), and supported by the International Space University (ISU), and includes:

- A series of capability leadership workshops designed for founders (two per month)
- 1:1 mentoring and group sessions with technical experts
- Work space in a modern co-working environment including access to meeting spaces, kitchen and fast wifi in the Innovation & Collaboration Centre located on North Terrace, Adelaide
- A stipend of \$6,000 per company and the opportunity to pitch for a fully-funded overseas tour to the US or Europe to meet with potential customers and/or investors.



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## KEY DATES

25 June 2018

**Applications open**

10 August 2018

**Applications close**

13 August – 17 Aug 2018

**Shortlisting**

20 Aug 2018

**Notification of application  
outcome**

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## WHAT IS A SPACE STARTUP?

With more people and organisations participating in the industry, the term 'space' no longer means the same as it did five years ago.

In the past, space exploration was all about going out and exploring, whereas now, companies are contributing to the space economy by utilising existing space technology to solve real-world problems.

These new companies may not appear to be connected to the traditional space industry as they may only use space signals and data in their own products, typically concerning satellite communications, satellite television, geospatial products and location-based services, but this information can benefit many different industries.

For example using information provided by satellites to monitor drones or, using beacons to help grape growers improve the quality of their fruit by providing information on weather conditions.

There are also other areas becoming more accessible to smaller companies such as sending items into space for testing, space manufacturing, asteroid mining and even innovative ideas on how to supply fuel to space missions while in space to lengthen their trip.

Space companies can therefore be those who utilise space data, or those who utilise existing space technology to solve a problem on earth - both contribute to the overall space value chain.



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## WHO CAN APPLY?

Anyone.

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

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## ELIGIBILITY CRITERIA

- Applicants must be proposing an idea for a startup, which Venture Catalyst Space 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
- Applicants must be operating within the space sector, as outlined above.

## MERIT CRITERIA

Venture Catalyst Space is a competitive merit-based program. Applicants will be selected based on the following merit criteria.

The merit criteria by which applications will be evaluated cover three key areas:

- **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 Space, the Assessment Panel strongly recommends you seek out co-founders 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 points 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.



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## **APPLICATION PROCESS**

1. Download and fill out the application form at [icc.unisa.edu.au](http://icc.unisa.edu.au). Applicants must also send a link to their one minute video to complement their application form. (More information about the video is in the Application Form.)
2. If your application and video is shortlisted, you may be asked to pitch your product, service, or process to an Assessment Panel, potentially on short notice.
3. 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.
4. Program agreements will be signed with successful projects and startups. Planning and work commences.

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## **APPLICATION REQUIREMENTS**

Applicants will need to complete the following:

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

## **EXPECTATIONS**

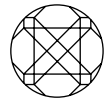
Accepted applicants are expected to:

- Live in South Australia for the duration of the program and work from the Innovation & Collaboration Centre at UniSA for at least 50% of the working week
- Commit to the full program and to dedicate more than 50% of their time working on their business concept
- Participate in all workshop modules and networking events that are included in the program.

## **OBLIGATIONS**

During the timeframe of the program:

- Three months into the program, participants will be asked to pitch to a selection of business and technical advisors and will be provided with feedback on progress
- Participants will be required to contribute to the promotion of the program, which may include a non-confidential description of their projects for media organisations and for public announcements
- Participants must inform the ICC if any unexpected circumstances impact on the project and/or you wish to voluntarily terminate the project.



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## FURTHER INFORMATION

For further information, please contact:

**Web:**

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

**Email:**

[Venture.Catalyst@unisa.edu.au](mailto:Venture.Catalyst@unisa.edu.au)

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## 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.

**VENTURE  
CATALYST  
SPACE**

SUPPORTING FOUNDERS  
TO START AND LEAD  
HYPERGROWTH  
SPACE VENTURES.

