



INNOVATION &
COLLABORATION
CENTRE

Annual Report

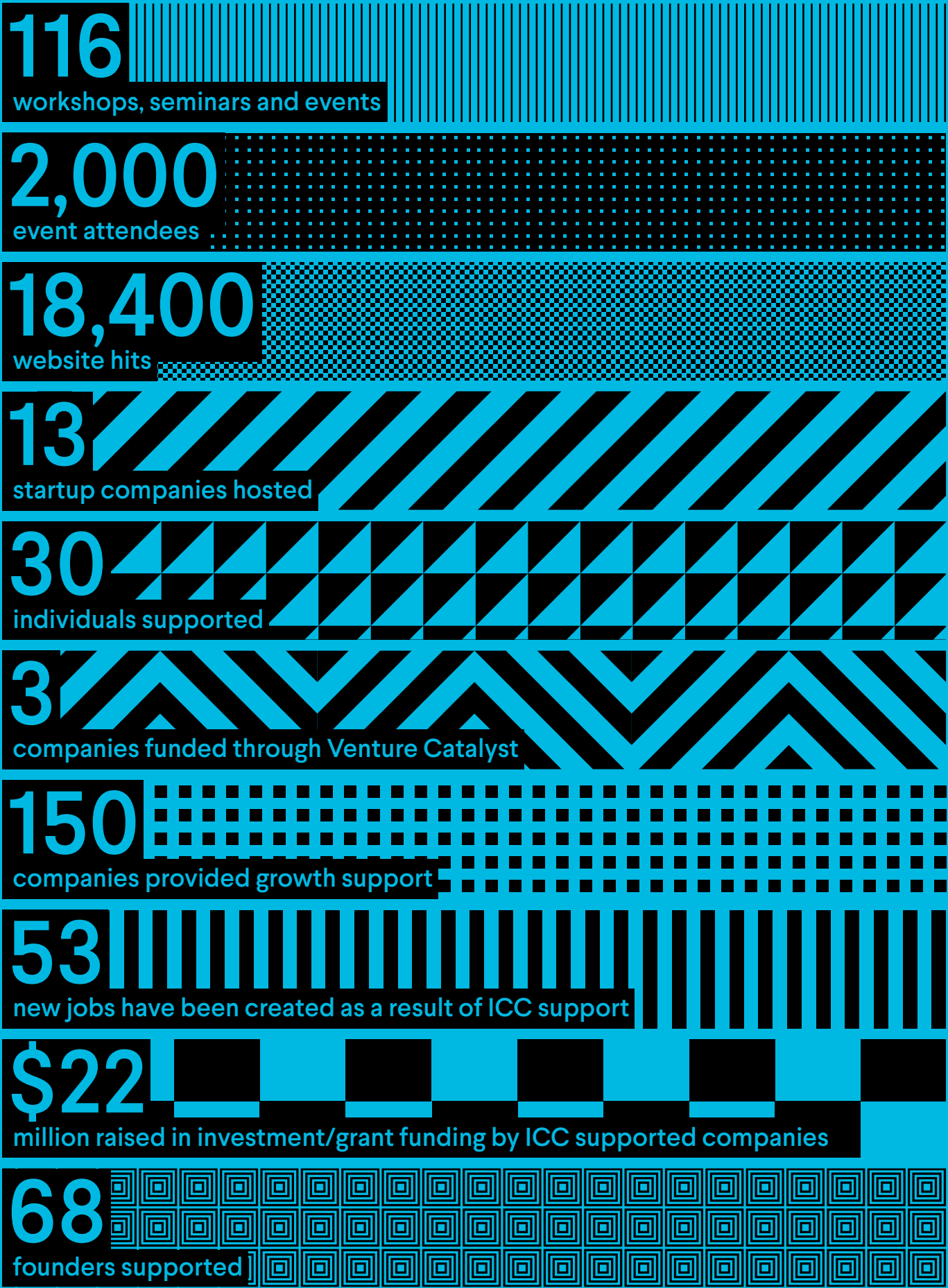
2017 - 2018

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Achievements



About the ICC

Established in 2015, the Innovation & Collaboration Centre (ICC) is a strategic partnership between the University of South Australia, the South Australian Government and DXC Technology to support technology-based incubation and business growth in South Australia.

Located in the heart of the Health and Biomedical Precinct in the Western End of Adelaide, the ICC engages with the community through the delivery of targeted workshops and programs which draw on the research and professional expertise of UniSA and our partners, to support new business to start and existing businesses to grow.

Vision

A place of choice for entrepreneurs, small to medium enterprises, industry and research to collaborate, engage and test new ideas, resulting in the creation of new and the growth of existing enterprises, and economic prosperity for the State of South Australia.

Mission

To accelerate and support the creation of new and the growth of existing businesses in South Australia by providing funding, support and access, for entrepreneurs, students and small to medium enterprises, to local and global services, knowledge, and the commercial expertise of the University of South Australia, DXC Technology and the State Government.

About our partners



Government of South Australia

South Australia is forging a path to prosperity built upon innovation and entrepreneurship. Whilst advanced technologies are inherent to innovation, our agility, adaptability and creativity will be essential to exploiting new markets and scaling for growth. The South Australian Government recognises that collaboration between education, research, industry and government enable powerful new opportunities which benefit students, companies and the economy through new jobs and new enterprises. The ICC epitomises these types of partnerships serving as a key resource within the support network, to connect students and entrepreneurs with innovation-driven businesses to spur new high-growth enterprises.



University of South Australia

The University of South Australia is Australia's University of Enterprise, engaged with the world and responsive to its need. The ICC is an example of our approach to being innovative and an enterprising organisation. The ICC enables students to connect with industry providing a pathway for real-world experience while also providing a space for the incubation of new ideas. The ICC also acts as a key focal point for industry engagement, providing a front door for industry to connect with the research and professional expertise of the University. Supported through the world-class Business School, it's a partnership which champions the growth of SA's business sector through a collaborative, dynamic and supportive environment.



In April 2017 the IT Services division of Hewlett Packard Enterprise merged with Computer Sciences Corporation (CSC) to form a new entity, DXC Technology. As a combined entity, DXC Technology has been harnessing the brightest people and best ideas to bring innovation to Australian people and value to the Australian economy for 50 years. DXC provides Australian businesses with best-in-cloud, mobility, security services, application development, IT services, big data analytics and business process services across a range of industries. DXC is passionate about the future of education in science, technology, engineering and math (STEM), and about developing future industry leaders.

2017–2018 A year of growth

What an incredible year it has been for everyone involved with the Innovation & Collaboration Centre (ICC). While 2016–2017 involved a lot of planning and establishing outlines for development, this past year has seen those plans come to fruition and resulted in an enormous year of growth.

As the translation of idea to opportunity, innovation is at the heart of everything we do at the University and in the Business School strategy. Today, more than ever, innovation is critical for economic development as high value manufacturing and knowledge intensive services have displaced the traditional pillars of Australia's economy.

By leveraging world-class technology through DXC and UniSA's expertise in business growth, creative thinking, commercialisation and technology, the ICC is the ideal environment in which innovation is brought to life.

Our stakeholders form the backbone of this unique environment that offers services and expertise in business growth (Australian Centre for Business Growth), business management, strategy and marketing (UniSA Business School), commercialisation (UniSA Ventures), design (Match Studio) and technology (DXC and UniSA IT). With a combination of co-working spaces, hot desks, meeting rooms and a flexible seminar area, we continue with the delivery of many industry focused education, workshops and events.

This year, we took time to pull back from what was an abundant schedule. We refocused on the reason behind each activity and have adjusted our execution to ensure we are consistently meeting the underlying purpose.

One primary objective was to concentrate on supporting the pipeline of early stage ideas to establish new companies. This has been brought to life through our numerous public events, such as hackathons, inspiring founder talks, our collaborative workspace and through our programs Venture Catalyst and Ignite SA.

In a move that compliments our mission, the ICC relocated into state-of-the-art space that is shared with Australia's leading future-focused museum, MOD. and UniSA's Centre for Cancer Biology. As a centre that provokes new ideas at the intersection of science, art and innovation, it is the

perfect space in which to base our centre.

Our team has continued to expand, with a restructure meaning we now have four highly skilled staff members who are passionate about our mission.

In the past year, our flagship program, Venture Catalyst has also undergone significant restructure.

We proposed a revised model for Venture Catalyst, creating a six-month program (as opposed to a grant) which supports a larger cohort of would-be-founders to the process of launching a global startup in Adelaide. The program is built around a collaborative working space, one to one mentoring, workshops and a strong network of expert advisors. This includes working with partners such as the International Space University, and successful tender for the incubator and accelerator programs that sit under the State Government's Space Innovation Fund.

Our role in supporting the community around idea generation and awareness manifested in significant public events. The ICC was involved in Open State, the first Australian ActInSpace, and GovHack, as well as participating in Entrepreneurs Week. October saw the launch of Ignite SA, in which South Australia joined forces with US Ignite's Smart Gigabit Communities program to form the first Smart Gigabit Community outside of North America.

We have continued working with some incredible partners within the University. This includes the interdisciplinary teams of students, academics and researchers **who create innovative solutions to real-world challenges** in Match Studio. We were also fortunate to collaborate with the Australian Centre for Business Growth, Future Industries Accelerator, UniSA Ventures and the Partner Engagement Team, learning greatly from one another throughout the year.

It was a fitting close to the financial year to have Kirk Drage appointed Entrepreneur in Residence. We're anticipating exciting developments as we work with Kirk in the coming year, and welcome new relationships within the Venture Catalyst Space program.

It is our privilege to tap into the resources of the University of South Australia as we help new businesses launch inspiring ideas and help existing businesses to flourish. We are inspired daily by the talented graduates, powerful research and areas of expertise that collaborate within this enterprising university. And we are driven to explore new and more effective ways of doing business every day.



Jasmine Vreugdenburg

ICC: Manager



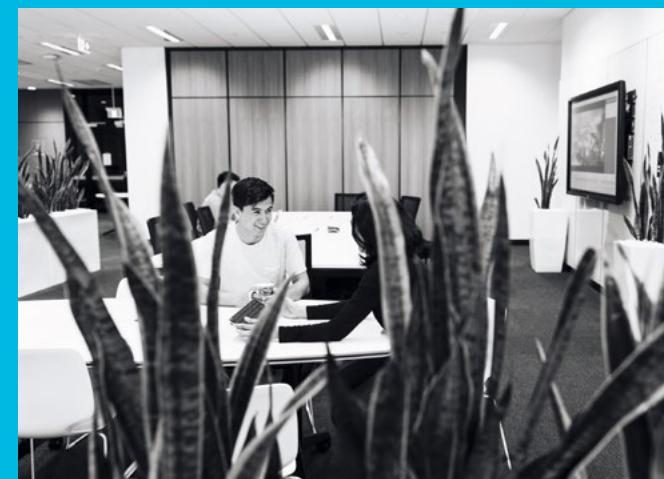
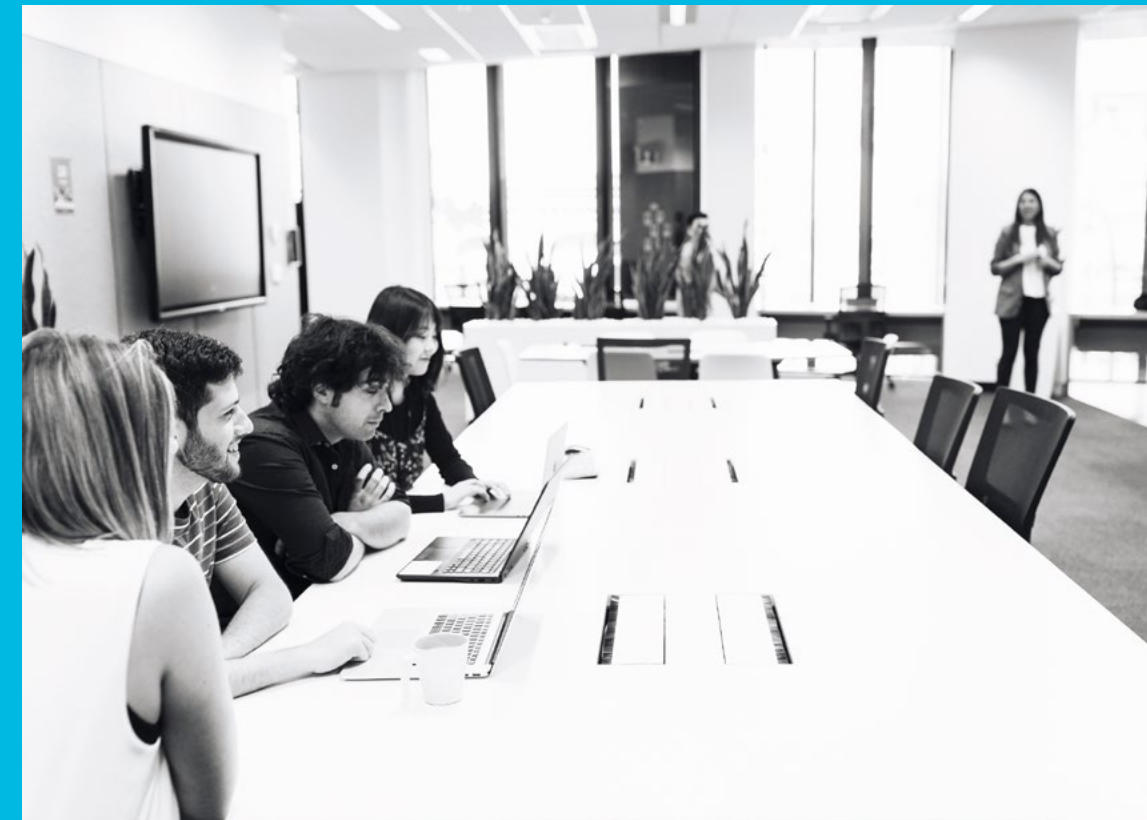
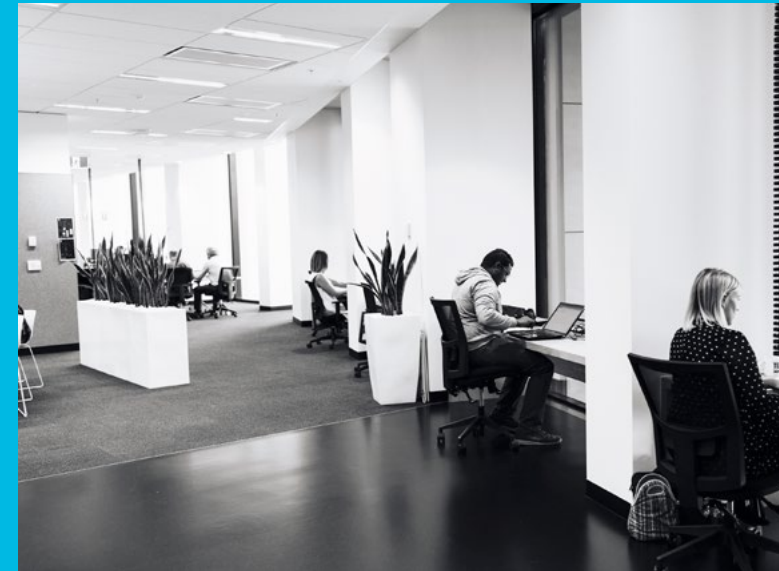
Moving

In April 2018, the ICC moved from the Catherine Helen Spence building to UniSA's brand new Cancer Research Institute across the road from the City West campus. The \$247 million, 14-story building houses South Australia's largest cohort of cancer researchers at the Centre for Cancer Biology, UniSA's School of Pharmacy and Medical Sciences, Australia's future focused museum MOD. and the ICC. The new building was designed by architects Swanbury Penglase and BNV Donoval Hill and is a vital addition to the West End's health and biomedical precinct.

The new ICC incorporates open plan collaborative space, dedicated offices, flexible seminar spaces and meeting rooms and a workshop for prototyping to provide a full suite of services to our early stage companies.

Building facts

- The building is equipped with rain-water capture for irrigation reducing stormwater run off by 25 per cent.
- 90 per cent or more of construction waste was diverted from landfill.
- About 44,600 tonnes of concrete were used in its construction – including 62 precast columns only 36 of which are loadbearing.
- It has 500 km of data cable and 7000 network points.
- The roof supports a solar thermal array which during peak performance, contributes 50 per cent of the hot water energy demand for the building at full occupation (750 people).
- The new building has been generously granted a Kurna language name Purruna Wardli, meaning, Healthy Place.



Venture Catalyst

The past year has seen a significant restructure of our flagship program, Venture Catalyst. Launched in July 2014, it began as a partnership between the State Government and UniSA to support student led ventures that would benefit South Australia's economic development. A grant of \$50,000 enabled each new enterprise to rapidly develop.

Since the program began, 12 companies have been awarded a total of almost \$600,000 in seed funding and provided with support and infrastructure by the ICC and through UniSA's professional networks. This includes UniSA Ventures, the Australian Centre for Business Growth, and research and partnership services.

The revised model

In July 2017, an evaluation of the program coincided with the end of the three-year funding agreement with State Government. The ICC proposed a revised model for Venture Catalyst which aimed to support a larger cohort of would-be-founders to the process of starting a global startup in Adelaide.

A SPACE TO SUCCEED

APPLY NOW



How it works

With the aim of supporting up to 10 companies through a competitive six-month program, the new model has subject matter experts educating the founder on the process of starting a global technology company. In addition, each company receives one-on-one mentoring sessions and co-working space in the ICC.

With applications no longer limited to UniSA students, the program remains competitive but open to any founder with an idea that is both unique and scalable. Companies working through the six-month program are provided with guidance on raising their own capital if at an appropriate stage for their business.

Moving forward

Using the revised model for Venture Catalyst, the ICC has been awarded funding through the State Government's Space Innovation Fund to deliver a six-month incubator program targeting early stage ideas for the space industry. Up to 10 companies will each receive support, as well as a \$6,000 stipend when accepted into the program. Companies are also given the opportunity to pitch for a fully-funded overseas tour at the end of the program.

To reflect the new model and to incorporate the space vertical program, Venture Catalyst underwent a rebranding, setting the scene for the coming year.

Case Study: Studio Buddy

Studio Buddy is just one of the companies accepted into the Venture Catalyst program in the past year. The funding and access to resources has played a key role in their success.

“Venture Catalyst has allowed us to remain focused on our core goals of product development, which was crucial to us launching our product in market this year,” says Co-Founder James Walsh.

Studio Buddy develops whole studio management software for the fitness and dance industries, which simplifies all processes, including bookings, accounting and retail.

“My wife teaches in the industry and we realised that for certain fitness sub-industries, the existing software was incompatible with business operations and failed to address some components.

“What began as a mix of hobby-development just over five years ago, has now turned into a full-time commercial venture.

“Apart from giving us the support and resources to focus on product development, access to the working space and resources has been immensely helpful for us pre-cash flow, which has been so valuable.”

Currently in beta, Studio Buddy will be launching the public version in late 2018, before starting to charge for the product.

“Organic growth and word of mouth are key for us to grow, and are a high focus of us in the short term.”



Co-Founder Tim Simon

Case study: Secure Nest

An online platform created by husband and wife team, Sally and Joseph Skewes, Secure Nest aims to change negative life patterns for schema therapy patients and therapists.

“Secure Nest focuses on themes in thinking, and the related emotions and behaviours, providing therapists with a framework and tools to support their clients. For individuals wishing to understand their negative life patterns, this education program will enable them to make changes,” Joseph says.

A Clinical Psychologist, Sally has a special interest in schema therapy and was seeking online tools to support her clients between sessions. Realising there weren't any readily accessible tools for this therapy approach, the couple wanted to address the gap.

“Issues such as Medicare session limits, difficulty in accessing therapists in regional areas, and the inability for some clients to fund their own therapy has often resulted in insufficient means of effective psychological treatment,” he says.

Despite being unsuccessful in their first application in 2016, Secure Nest received support from Jasmine and the ICC team, including introductions to the UniSA Ventures team, the UniSA Marketing Clinic, and began hot-desking in the ICC. In 2017, they won the social enterprise stream of Venture Catalyst and were awarded funding.

“The Venture Catalyst program has allowed us to progress our idea from an early stage project to a working prototype (an online mental health platform) that we've recently piloted in South Australia and Europe (including the Netherlands and United Kingdom).”

Even if they hadn't secured the funding, Joseph believes the application process was vital to developing their business and platform.

“It helped us refine our offering and learn how to market it. We're still using the Business Model Canvas from a workshop 12 months ago and pitching to a live panel helped us identify areas for improvement.

“Securing the Venture Catalyst funding provided an incredible feeling of validation and confidence in our business and plans. It was key to securing an additional investment from a colleague from the Netherlands, who is now shareholder and advisor in our business.”

“It provided much needed funding to turn our project into a commercially ready platform and business that we are confident is ready for scaling. We highly recommend the program to anyone

who is looking for help to progress an idea into a viable new business.”

In late 2018, Secure Nest are moving from an MVP to a commercially viable product. They are focussed on increasing awareness of their platform, building traction and attracting funding to increase the size of their team so they can scale the business.

Aware of the enormous impact of helping people to enrich their own wellbeing, Secure Nest is driven by the ultimate goal of delivering this life-changing product on a global scale.

Sally & Joseph Skewes



Ignite SA Launch

In October 2017, the South Australian Government announced a partnership with the ICC to develop a Smart Gigabit Community joining US Ignite's Smart Gigabit communities program.

Ignite SA connects application developers and the business community with the aim of creating new and innovative gigabit applications that appeal to local, national and international markets leveraging the South Australian Government's GigCity infrastructure. South Australia is the first Smart Gigabit Community outside of North America, presenting an exciting and unique opportunity to showcase Adelaide's local innovation and talent to a growing number of US cities involved in the program, creating an ideal pathway for startups to enter the US market.



A special part of the launch event included a live demonstration of an application developed by the University of Louisiana (and a part of the US Ignite program). The application 'Kvasir-VR' injected livestreamed 3D teacher imagery into the virtual reality views of guests showing the technological advances allowing a demonstration with communication across countries in live time.

The event also gave corporate sponsors the opportunity to submit challenges for the Ignite SA program and included a workshop for researchers as well as a panel discussion about what it means to live in a smart city.

US Ignite Application Summit

In March 2018, the Innovation & Collaboration Centre represented Ignite SA and South Australia at the sixth Annual US Ignite Application Summit in Kansas City, Missouri, US.

The Summit was held in conjunction with the third annual Smart Cities Connect Conference and Exhibition and was supported by the National Science Foundation. Attended by over 1500 delegates from across North America, including more than 400 city decision makers for 50 panel sessions. The Summit included exhibition demonstrations from around 40 US Ignite application projects as well as the Smart Cities Innovation Showcase.

During the Summit, Adelaide, South Australia was recognised as one of the new cities in the Smart Gigabit Communities program along with Colorado Springs, Eugene/Springfield, Las Vegas, Lincoln, Red Wing, Lexington and San Francisco.



First Gigabit Challenge

Working with the South Australian Museum, Ignite SA launched South Australia's first gigabit challenge, 'Preserve'. The first of many challenges by Ignite SA, 'Preserve' was conducted in conjunction with the South Australian Museum to utilise SA's high-speed networks in making the Museum's extraordinary collection of Australian Aboriginal culture accessible to the world.

One of the largest and most comprehensive collections of Australian Aboriginal culture in the world, the 30,000 artefacts are of great significance to Aboriginal cultural heritage but due to the sheer size of the collection, the Museum can only display about five per cent at any one time.

In May 2018, the Museum held a 'Reverse Pitch' event, where a panel of industry experts provided further information on the collection and how participants could potentially bring it into the digital age. The panel included AusOcean founder and former Engineering Director for Google ANZ, Alan Noble; South Australian Museum board member, Teri Whiting; Director of Aboriginal Affairs and Reconciliation from the Department of the Premier and Cabinet, Kirstie Parker; and Head of Humanities at the South Australian Museum and Professor of Anthropology at the University of Adelaide, Professor John Carty.

For Alan Noble, the task was ideal for the ICC community. "This challenge was a great opportunity for students, startups and entrepreneurs to use their innovative ideas to develop a prototype with the potential to benefit communities around the globe."

Following the Reverse Pitch, participants developed their ideas, with finalists shortlisted to present at the digital entertainment and technology event Hybrid World. Ignite SA was a partner of this event, held in July 2018.



And the winner is...

After months of preparation, Sandpit was named the winning team of the 'Preserve' challenge. They created 'Cipher', a visitor experience platform for museums, galleries and cultural institutions that allows for a range of personalised content to be delivered to each visitor, triggering audio and visual artefacts from the collection. It can also be tailored based on the visitor engagement before, during and after their visit.

Judges included Kristie Parker, Alan Noble, CEO of LeapSheep and Entrepreneur in Residence at the ICC, Kirk Drage and Professor John Carty.

Drage said the judges were impressed with the aspiration and commitment of the teams.

"If we want a city brimming with successful serial entrepreneurs, having the community enthusiastically seize on these opportunities is precisely what's going to get us there."

Sandpit won the \$20,000 grant by illustrating how their solution could be expanded to enhance other digital humanity collections in Australia and internationally. They will also have the opportunity to contend to present their business concept at the US Ignite Conference in Denver, Colorado, April 2019.

Ignite SA's Technology Leader and UniSA's Deputy Director of ICT Infrastructure, Karl Sellmann says 'Preserve' will allow information to be shared globally and is just the first of many challenges to come.

"We look forward to seeing some innovative ideas and hope to see something that could be to be used by other industries across the world."



Incubator

From idea generation to growth and expansion, the ICC proudly supports startups throughout their lifecycle, giving them the best shot at success. The partnership of UniSA and DXC creates a unique environment which gives access to world-class expertise in business growth, creative thinking, commercialisation and technology.

In the past year, the ICC has supported 30 individuals representing 13 startup companies.

The incubator is open to staff and students from UniSA as well as those involved in our programs.

The space is set within a collaborative working environment, meaning each startup has the invaluable opportunity to validate their business model and idea before taking them to market. Working alongside other likeminded people enables participants to bounce ideas of one another, testing innovations and also provide feedback to others. This unique setting encourages innovation and collaboration across startups who play a key role in helping one another to progress.

ICC supported companies

ADD LIFE

ANALYTIX
SOFTWARE

ARGSEN

ASYLUM

AUGMENT SPACE

BLEND
ETIQUETTE

cultureteam

Electrivity

KIND LEAF

KIRATECH

LIFEBACK®
Men's Wellbeing Initiative

lookinglass

MAATSUYKER
43° 39' 18" / 146° 16' 23"

Playt.

secure nest

stemtap

StudioBuddy
Studio Management

TABOO

teamgage

techstars®

V/INNOVATE

Case study: Culture Team

With a vision to ignite corporate culture through interpersonal game sessions, Culture Team formed after Kelly Carpenter had been working as an intern for a tech startup in January 2017. She caught the entrepreneurial bug and started her own company with Jeff Broad. They were fortunately able to continue using the space for their new venture.

Culture Team design and facilitate interpersonal team building games for corporate teams and student cohorts. Their mission is simple — to create an atmosphere in which positive culture can thrive.

“We deliver the sessions on-site which makes it an easy and effective way to lay the foundation for positive culture in any workplace or student environment,” Jeff says.

The idea was born when Jeff used games as a project for the UniSA LEAD group. The success of his pilot program in 2017 highlighted that games were able to vastly improve the experience of participants, and he and Kelly have run it since late 2017. With the support of the ICC, Jeff and Kelly’s startup is blossoming.

“Jasmine (ICC Manager) has been one of our strongest advocates, connecting us with customers, mentors, opportunities for publicity and even a free consult with an IP Lawyer, while also personally giving us mentorship.

“The whole ICC community rallied around us earlier this year to give feedback on our pitch when we were applying for the UniSA Pank Prize. Many ICC co-founders have helped us test our games.

“We would have struggled to create an offering as good as the one we have as fast as we have had it not been for the support of the ICC.”

As Culture Team continues to create content they are proud of and improve their facilitation, they are focused on creating a strong reputation and brand in South Australia. They have their sights set on extending their offering to interstate and overseas in the long term. Let the games begin!



Jeff Broad & Kelly Carpenter

Case study: Electrivity

Having previously worked for DXC Technology on the new Royal Adelaide Hospital, Simon Steele had been exposed to the ICC in the past. When he and his brother, Hunter, decided to start their business, Electrivity Technology, the ICC provided an ideal space and in August 2017, they became residents.

A productive meeting in any business can only be successful if action is taken once the meeting ends. Electrivity Technology are creating a business productivity platform called MinuteMe, which has one goal — to manage recurring meetings, making them more productive, more accountable and more enjoyable.

In development since 2017, the idea for the platform was sparked two years earlier.

“Whether the ‘organisation’ is an enterprise, a business, a sole trader or a sporting club, inconsistent (or a lack of) record keeping in meetings can dramatically affect productivity,” Simon says.

For Simon, working on a large and complex Public Private Partnership project involving multiple companies meant attending hundreds of meetings. Inconsistent documentation, distribution and accountability meant productive meetings fell short when action didn’t follow.

As CEO of a legal and conveyancing software company, Smokeball, Hunter manages multiple staff and found it near impossible to keep on top of the discussions and actions from his executive management meetings, team meetings and meetings with direct reports. Fumbling between emails and notepads, and discussions

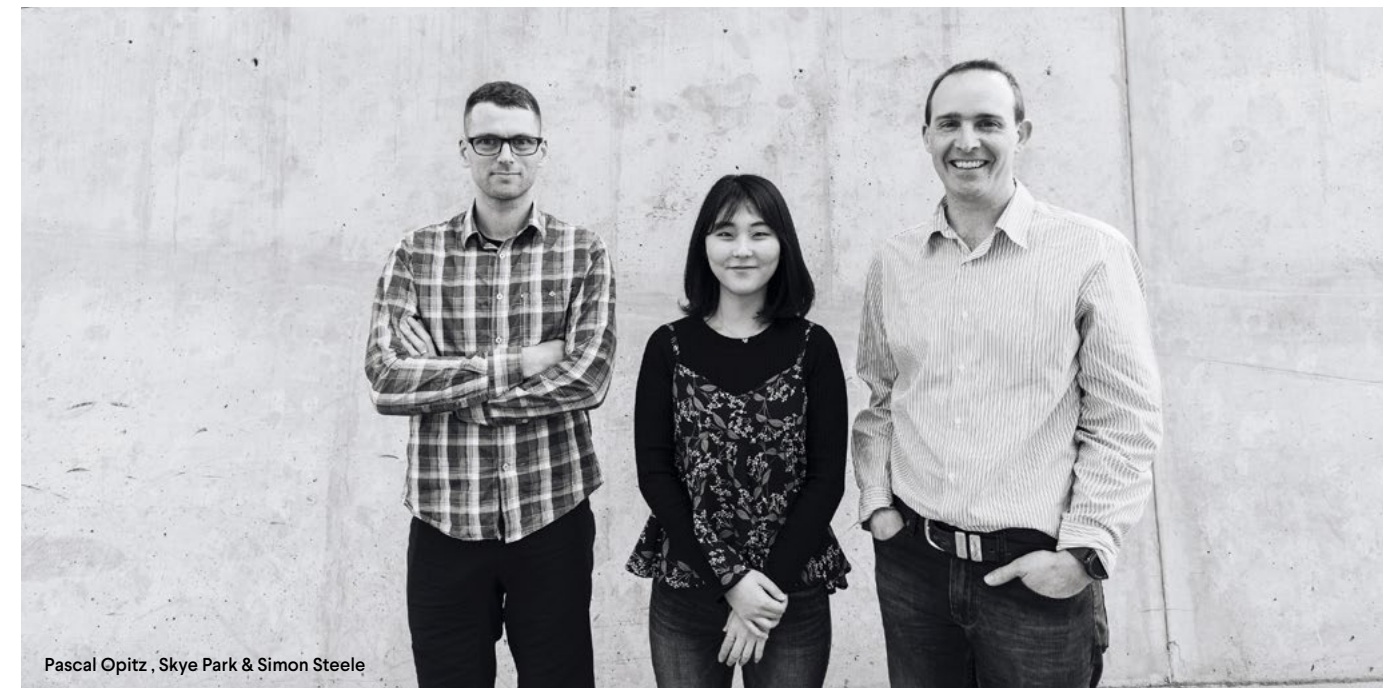
often being forgotten, proved inefficient and often meant re-covering old ground.

“The ICC has given us the opportunity to share ideas with other startups as well as having access to seminars and conferences that ensure we’re across trends in the wider IT industry.

“The space we have in the ICC has allowed us to build a team with the facilities to collaborate and just get on with the job.

“Having access to other UniSA resources such as the library, online publications, internet, kitchen facilities has provided opportunities we just would not have if we were running out of our garage! With the funds we’ve saved on rent, we’ve been able to employ an additional staff member — the benefit has been significant.”

As Electrivity Technology works towards a general release of the MinuteMe application in late 2018, they’re setting their marketing targets high with an aim to manage one million meetings in three years. Watch this space!



Pascal Opitz, Skye Park & Simon Steele

Cast study: Kiratech

Kiratech is an IT and software development company created to bring people, transportation and the environment together. Their mission is to increase the usage of recycled parts in repaired vehicles by providing recyclers the technology to automate sales and expose their auto parts online.

Three years in to focusing on this problem, Kiratech became involved with the ICC in December 2017, as explained by CEO and Founder, Richard Kwan.

“We met with Jasmine, seeking how we could partner with UniSA to facilitate talent for our company — a startup with global ambitions.”

The idea was sparked when a client asked about getting parts online and research showed that no company in Australia had their auto parts online, let alone recycled parts.

“There are more than 1 million accidents per year in Australia, with less than five per cent of recycled parts being used in repairs. We want to increase the use of recycled parts by providing repairers access to recycled parts and automating their sales using technology.”

Richard says the ICC has given them the optimal space to allow their team to collaborate and grow from infancy.

“Beyond the ICC supporting Kiratech with an office to work within, it’s providing a vibrant community where we work intimately with other ICC members, share problems and celebrate success.

It’s allowed us to give back, by providing feedback (in real time) on what startups need and enabled us to influence others on how to better assist startups in our situation.

“Having the team all in one room has given us a much higher chance to be a successful business, let alone a startup aimed at hitting hypergrowth, or a \$1 billion private valuation.

“We’re fortunate enough to have the right support and the best people surrounding us. We’re grateful for the influence that past and present members of the ICC team have had on our company and respect them immensely.”

Kiratech’s immediate goals are to develop a strong company culture with the ability to technically execute before entering a high growth phase.

“As a startup, we don’t know what we don’t know, we can only be grateful we have the right people around us to be successful.

“Our long-term goal is to build a global company that inspires the best talent in Adelaide to stay and attracts from around the world.”



Case study: Asylum & Lookingglass

Founder of Asylum and Lookingglass, Simon Cullen won first prize in the GovHack Open Data competition which was supported by the ICC. In the past 11 months of working on-site, Simon has progressed with his two startups — Asylum and Lookingglass.

Asylum

“Asylum develops advanced software and micro aerial vehicle technologies which automate the surveillance of disease in people and food,” Simon says.

After bushfires destroyed significant land belonging to a relative, Simon wanted to improve management of fuel hazards. He developed an automated and semantic method to locate hazards, using data from satellites operated by the European Space Agency during the GovHack competition, but found there wasn’t a reasonable business case for selling services related to fire control.

“Around the same time, South Australia experienced its first outbreak of Russian Wheat Aphids. I realised my method could also locate biosecurity risks like Aphids, — so, the idea for Asylum was conceived.”

Through early detection and response to disease outbreaks, Simon hopes to significantly reduce the opportunity for direct transmission and reduce the associated costs to the health system by automating surveillance.

Lookingglass

Simon is also three months into development of his other startup, Lookingglass - a video-based software as a service platform created to evaluate the progression of orthopaedic and degenerative disorders.

Continuous evaluation of patients in the home context is currently not feasible, so Lookingglass aims to fill this need by selling the capability to medical professionals, their patients and relatives.

“My Grandmother has had a long-term fear of getting Alzheimer’s disease after watching her mother suffer with it. After a visit to the doctor last year she exclaimed to me with some pride, ‘I’ve got a perfect brain’.

“With a basic memory test, the doctor had lessened her fear. My Grandfather now wants proof his brain is ‘perfect’ too. The idea for Lookingglass is to give people like my grandparents and our family peace of mind.

“The ICC has granted me connections to individuals and events which I otherwise wouldn’t have had access to. Without question, the overall offerings have propelled my startup companies forward.”

Working with stakeholders and clients in remote locations, as well as peers in different time zones means unconventional working hours for Simon.

“The ICC is always open for business. This availability is critical to the development of my company.”

As Simon continues to work on both startups, he is looking to create local service agreements for Asylum and in the longer term, aims to export to overseas markets.



Public events

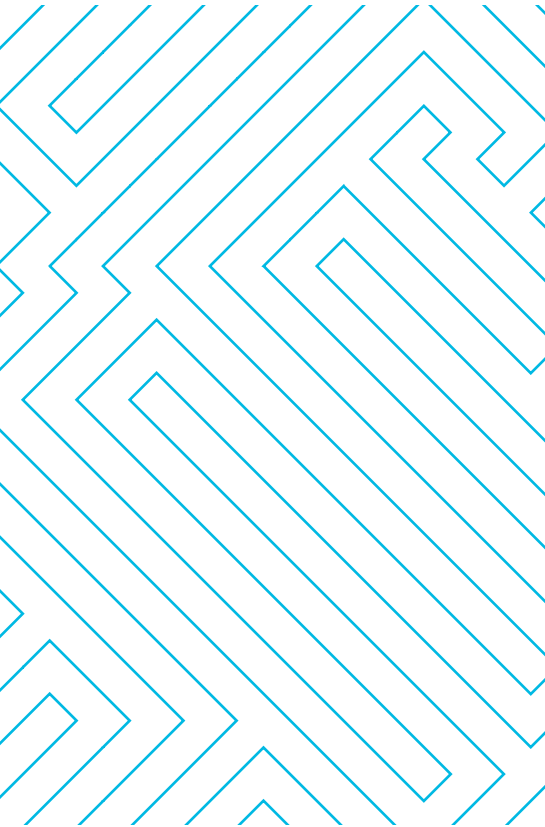
Student, startup and entrepreneurial community events are integral to educating, inspiring and expanding the startup community. In the past year, the ICC proudly supported national events, GovHack, and SouthStart – in which leading investors and innovators from Australia and abroad share their journeys of success and failure.

The ICC also participated in Entrepreneurs Week, giving participants invaluable access to support programs that harvest entrepreneurs and highlight the importance of intrapreneurship, in addition to hosting global space hackathon, ActInSpace for the first time in Australia.

The ICC also founded SCOUT in 2017, an event for startups to access talented students and graduates. The event was extremely well received by both students and startups and will therefore be held annually going forward.

116
Workshops, Seminars
and Events

2000
Event attendees



Start Smart Series

Short seminars to support and guide startups with the development of their business.

Founder Talks

A forum for entrepreneurial leaders to tell their stories and create a learning environment for those new to the startup scene.

Community events & programs

Business Planning for Startups – July 2017
How to build relationships with Chinese business partners – July 2018
Resilience – The Key to Success – September 2017
Ignite SA – Fireside Chat on US Ignite – October 2017
Ignite SA – Everyone wants to live in a smart city but what does that mean – January
Charles Spencer – November 2017
Expert session with Professor Eleanor Hamilton – March 2018
Entrepreneurs Week – July 2017
F.k Up Night (FUN Startup Networking) – July 2017
Future Job Funds Information Session – July 2017
Under the Radar – July 2017
GovHack – July 2017
Defence Teaming Centre – Neumann Space event – July 2017
SouthStart – Startup and Innovation Conference – July 2017
Open Data Meetup – August 2017
Student to Entrepreneur Weekend – August 2017
Venture Catalyst Awards – September 2017
Ignite SA Launch – October 2017
SCOUT, connecting students with startups – October 2017
Open State Marshmallow Challenge – October 2017
Ignite SA Challenge – November 2017
Ignite SA and GigCity Adelaide info session – November 2017
Stat Australia Media Launch – December 2017
Ignite SA – workshop for researchers – January 2018
Retail Game Changer Challenge – May 2018
ActInSpace Launch – May 2018
ActInSpace global hackathon – May 2018
Ignite SA Gigabit Challenge – <i>Preserve</i> – May 2018

SCOUT

Inundated with requests for students, the ICC founded SCOUT to help connect startups to students and benefit both parties.

The event was held in October with 12 of South Australia's best startup companies looking to hire new talent, pitching in front of many eager students looking to grow their careers.

Companies were invited to deliver a three-minute pitch about the staff and students they were looking for, followed by a dedicated space so students could network and talk to the relevant companies directly about their interests and experience.

The event provided an invaluable platform for students to meet face to face with potential employers who they may have never had the chance to meet with before. The event will be held annually going forward.

SCOUT

12
Companies pitched

150
Students registered



ActInSpace

In May 2018, the ICC hosted the Australian leg of a 24-hour international space competition that saw students, developers and entrepreneurs tap into existing space technology data to design, improve or develop innovative applications for their use.

It was the first time the competition has taken place in Australia, with participants competing simultaneously with people in cities across the world. South Australia was chosen to host the hackathon given its support for the creation of an Australian Space Agency as well as the recent establishment of the country's first dedicated centre to grow the local space economy and create future high-tech jobs.

Co-organised by the French space agency Centre National d'Etudes Spatiales (CNES) and the European Space Agency (ESA), the event was delivered by the ICC with support from the South Australian Government. The international innovation contest aimed to foster entrepreneurship, encourage startup creation and promote the use of space technologies and space acquired data.



Blast off

Innovation and creativity were at the forefront as a total of 25 countries and 70 cities on all five continents participated in the event — a total of 2,200 people participating in more than 550 teams worldwide. Almost 50 people from around Australia participated with some logging in from around the world to be part of the winning team to transform an idea into a winning business concept in just 24 hours.

With 10 teams vying for the Australian title to be sent to France to compete in the international finals, participants arrived early to find a spot and set themselves up for the 24 hours of work ahead.

Mentors such as A&H Digital Solutions' Hasan T Anjum, UniSA's Ady James and David Bruce and Airbus' Jonah Williams helped participants with the technological and business sides of their challenges while a small army of volunteers ensured they were well fed and keeping up fluids.

After a long 24 hours with little sleep, the 10 teams presented their ideas to three industry professionals, including former US Air Force Officer and astronaut (now at Nova Systems), Colonel Pam Melroy; PhD in aerospace engineering and Chief Executive Officer of Inovor Technologies, Matthew Tetlow; and systems engineer from Airbus Defence & Space, Damian Carroll.

Some teams were encouraged to apply for the Venture Catalyst Space Incubator program, with the ICC keen to work with them and support their ideas into viable and potentially new global businesses.



The results

Third place team *Andrometer* presented a plan to help grape growers improve the quality of their fruit by providing information on weather conditions, natural disasters and problems with wildlife through utilising new Argos beacons.

Second placed *Machine Yearning* came up with an idea to improve geocaching using Galileo precise positioning (a civilian owned satellite system) to enhance the current game and attract new users.

Wright Team Incorporated, an impressive group of students and graduate engineers took out first prize, including a trip to France to representing Australia at the international finals.

Wright Team Incorporated worked on a challenge by the Centre National D'etudes Spatiales (CNES), one of the international ActInSpace organisers, to create new innovative traceability services.

With the Civil Aviation Safety Authority forecasting seven million drones to be in the air by 2020, the team of four saw an opportunity. They stressed the importance of a universal standard to guarantee full-proof identification and tamper-proof tracking, so came up with 'Seraph'. It is a unique tamper proof system for drone registration with real-time tracking so at any one time, it's possible to identify who is flying the drones, where they are going and where they have come from.

The team went on to win the global grand final in France and will head back there in 2019 to claim their prize of a zero-gravity flight experience.

What's ahead

The new South Australian Space Industry Centre (SASIC) will support the SA's emerging space industry by providing funding of up to \$1 million every year over the next four years to young space entrepreneurs, along with new and existing space startups.

Chief Executive of the South Australian Space Industry Centre Richard Price says SASIC is pleased to support ActInSpace.

"ActInSpace combines creativity with technology and innovation; a perfect opportunity for our young people across Australia to unleash their true potential.

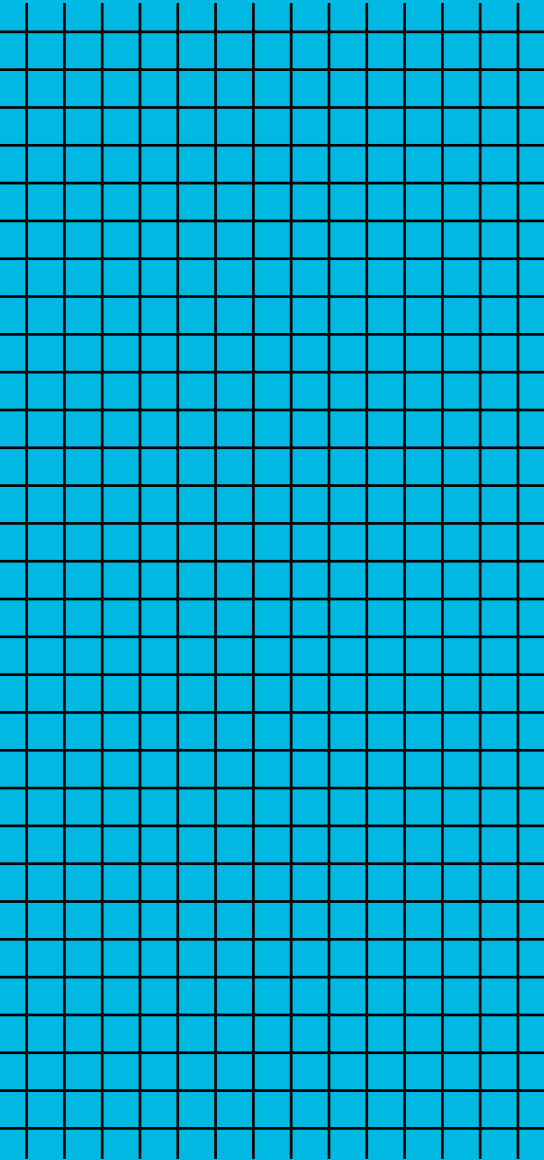
"Encouraging entrepreneurship and inspiring people to pursue careers in space plays a key role in growing Australia's share of this lucrative industry, and this competition gives our brightest minds the chance to show the rest of the world what they are capable of."



Bez Mohammadi, Kosta Canatselis
& (missing) Michael De Angelis

Impact

The ICC communicate with their various stakeholders using a number of different platforms. During this financial year, numbers of website hits and social media engagement grew significantly.



During the reporting period, the ICC:

Had over

18,400

website views
(340% increase)

Was reported

24

times in the media

Continued to use social media as effective communication channels

facebook.com /ICCUiSA

300 followers

Twitter @ICCUiSA

600 followers

reaching an audience of over

480,000

people with and accumulative advertising value of over

\$80,000

11,300

profile visits
(65% increase)

Media Table

Published	Name	Publication	Medium
29/3/18	Boeing backs nanosatellite startup Myriota in \$15m Series A round	spatialsource.com.au	Online
5/4/18	SA technology firm gets global backing	The Land, Sydney	Print
5/4/18	SA startup offered \$20m to improve connectivity	Stock Journal	Print
6/4/18	Ignite SA Gigabit Challenge: Preserve briefing	artnewsportal.com	Online
10/4/18	SA IoT satellite startup scores US\$15m finding	iothub.com.au	Online
12/4/18	Ignite SA Gigabit Challenge: Preserve briefing	Play And Go	Online
19/4/18	Cohda inventor expands in Adelaide	GoAuto	Online
23/4/18	Ignite SA Gigabit Challenge: Preserve	Adelaide Riverbank	Online
30/4/18	SA Museum's Aboriginal artefacts part of gigabit challenge	Adelaide Now	Online
1/5/18	Artefacts' digital drawcard	The Advertiser	Print
1/5/18	IOT Lab	Create	Print
1/5/18	Myriota to open \$2.7 million IoT lab	Position	Print
1/5/18	Ignite SA Gigabit Challenge: Preserve Briefing	weekendnotes.com	Online
5/5/18	In our defence, ideas start here	The Advertiser	Print
9/5/18	Federal budget 2018: The winners in the \$2.4 billion tech infrastructure spend	Australian Financial Review	Online
10/5/18	The winners in the \$2.4b tech spend	Australian Financial Review	Print
15/5/18	Speech to CEDA SA	Pine Online	Online
15/5/18	CEDA's SA Defence Industry Overview Luncheon	Asia Pacific Defence Reporter	Online
23/5/18	UniSA hosts global space mission to challenge minds of all ages	Adelaide Now	Online
23/5/18	UniSA hosts global space mission to challenge minds of all ages	Perth Now	Online
23/5/18	UniSA hosts global space mission to challenge minds of all ages	NEWS.com.au	Online
24/5/18	Megha is reaching for the starts	The Advertiser	Print
27/6/18	SA Government launches new Space Incubator Program	Australian Manufacturing	Online
27/6/18	\$4 million Space Incubator Program launched	SALiberal.com	Online

Our people

This table shows key staff as of 30 June 2018.

Innovation & Collaboration Centre	
Jasmine Vreugdenburg	ICC: Manager
Craig Jones	ICC: Project Lead
Georgia Minarelli	ICC: Marketing, Communications and Project Officer
Julia Collins	Administration and Project Officer
Dr Jana Matthews	ANZ Chair in Business Growth & Director: Australian Centre for Business Growth
Dr Stephen Rodda	Chief Executive Officer: UniSA Ventures
Natalie Forde	Head of Partner Engagement and Deputy Director: Research and Innovation Services



Julia, Craig, Jasmine, Georgia & Alex

Governance

The ICC is governed by a Steering Committee comprising representatives from:

University of South Australia:



Chair

Peter Stevens
Executive Director
MBA and Executive Education



Dr Jana Matthews
ANZ Chair in Business Growth
Director
Australian Centre for Business Growth



Jasmine Vreugdenburg
Manager
Innovation & Collaboration Centre

State Government:



Dr Andrew Dunbar
Director
Office of Science,
Technology and Research
Department of State Development



Mario Pegoli
Director
Financial Services & Capital Markets
Investment Attraction South Australia

DXC Technology:



Dino Rossi
Chief Technologist
DXC Technology

Affiliates

Partner Engagement Team

The Partner Engagement Team streamlines access for industry partners to a wide range of programs and engagement opportunities available across UniSA. The team focuses on making it as easy as possible to do business with UniSA – ensuring that the programs and activities are appropriate to their needs, and able to deliver the outcomes anticipated. During the past year, the team has used the collaborative environment in the ICC to facilitate key strategic partnerships with large corporations. The team also played a key role in helping to connect the startup and small business community with research expertise across UniSA.

UniSA Ventures

As the technology commercialisation arm of the University of South Australia, UniSA Ventures collaborates with researchers and industry to translate research outcomes into commercially viable products which have a positive social impact. Key services offered by UniSA Ventures include commercial assessment, Intellectual Property (IP) advice and protection, technology licensing, capital raising and spin-out company formation.

UniSA Ventures works with the ICC to provide valuable support and advice to companies and startups working at the ICC.



Australian Centre for Business Growth

The Australian Centre for Business Growth at the University of South Australia's Business School delivers world renowned business growth programs that provide CEOs/MDs and executives with the knowledge and skills they need to develop as leaders, accelerate company growth, and compete in a global marketplace. Using diagnostics, expert presentations, action planning, peer learning, and mentoring, the Centre teaches CEOs/MDs and executives of small and medium companies (those with 5 – 200 employees) how to lead and manage growth.

From July 2017 to February 2018, the Centre delivered 19 Growth Clinics to CEOs of SA-based companies. The Centre hosted international innovation and marketing expert, Professor George Day, for two workshops and presentations at the ICC, as well as a presentation to ANZ bankers and to Fred Ohlsson, the ANZ Bank's Group Executive (Australia). The Centre also continued to host its highly successful bi-monthly breakfasts which were co-sponsored by the Adelaide City Council. Each breakfast attracted approximately 50 members of the SA business community.

Since the Centre was established in June 2014, it has worked with more than 600 CEOs and executives from across Australia. More than 90% of them would recommend the Centre's programs to other CEOs/MDs who want to grow.

The Centre has experienced exponential growth since 2014, is now located in the Yungondi Building on UniSA's City West campus, and is expecting further program and market expansion over the next few years.



Australian Centre for Business Growth's programs and events delivered within the Innovation & Collaboration Centre from July 2017 – February 2018

19

Growth Clinics

Growing SA Companies Program

3

Breakfast Events

Adelaide City Council

4

Workshops, Seminars and Events

Match Studio

Match Studio is a dynamic and non-traditional research and learning space where UniSA's teaching and research expertise is combined with real-world, industry-linked projects with a range of industry, government and not-for-profit clients.

It creates the right environment for knowledge exchange so that industry and business can identify and articulate a challenge or a problem, and work with a purpose-built interdisciplinary team with the right mix of skills.

Public events: 6

Workshops, seminars and classes: 55

Match Studio's delivery is focused around:

1. Course-integrated projects linking students and industry
2. Workshops using design thinking and co-design for and with UniSA staff, industry and community groups
3. Industry-focused, research projects led by UniSA academics

Projects 2017/18

Match Tournament: Humanising Data for an Age Friendly World

The Brief: Develop a feasible proposal for a system, product, policy or service innovation that will contribute to the building of age friendly cities and communities using accessible data sets.

Team: Interdisciplinary teams of students led by academic team leaders.

Client: Community services team representatives from the Adelaide City Council, Unley Council and City of Salisbury.

This project explored how to access and understand what the plethora of data collected about us says about our communities to identify issues relating to the development and sustainability of inclusive and age friendly communities. Winners of the Tournament Grand Slam Pitch at the 2018 Adelaide Festival of Ideas travelled to Copenhagen in September 2018 to meet with participants of a sister challenge and visit organisations and institutions related to their collective efforts. Co-funded by the Jean Monnet Erasmus+ Programme of the European Union and UniSA's Division of Education, Arts & Social Sciences.

Peer 2 Peer Social Media Campaign

The Brief: Design a community awareness social media campaign to promote the Party Safe! Message.

Team: Teams of marketing, communication, media, IT, psychology, social work & social policy, and communication design students.

Client: South Australia Police (SAPOL)

This project saw interdisciplinary teams of students develop 'party safe' social media campaigns for SAPOL. Drawing from their own discipline-specific skill-sets and knowledge, the students collaboratively researched, designed, developed, prototyped and tested a 'party safe' social media campaign with the aim to combat young South Australians' poor drinking habits and the societal issues they carry.

Visualising Mental Health

The Brief: Design visual communication tools to assist clinical psychologists to communicate important mental health concepts across a range of topics to the wider community.

Client: Led by Psychologist, Dr Gareth Furber, in collaboration with the Australian Psychological Society SA Branch and the Psychology and Health Forum (PHF).

Team: Communication Design students led by Doreen Donovan, Lecturer & Course Coordinator, School of Art, Architecture & Design.

Psychologists along with other mental health professionals play a significant role in the prevention and treatment of mental ill health. One of the ongoing challenges psychologists face in doing this is communicating important mental health concepts to the wider community. This project was established to enable psychologists to collaborate with emerging designers to create engaging and informative mental health education materials for the general public. The works created are exhibited in the annual Visualizing Mental Health exhibition at the Kerry Packer Civic Gallery, Bob Hawke Prime Ministerial Centre.

Creating a Framework for the Design of Age Friendly Communities: The Modbury Age Friendly Precinct

The Brief: Explore the application of age friendly community principles in a real-world setting.

Client: City of Tea Tree Gully, Office of the Ageing, SA Health, and aged care services provider ECH (Enabling Confidence at Home).

Team: Planning and communication design students led by Anna Leditschke, Aaron Davis and Professor Ian Gwilt.

Australia has an ageing population. Therefore, decision-makers must prioritise strategies that best incorporate the diverse voices of older people into the built environment. The effective use of public space is a key part of this conversation. While providing physical factors, such as ramps and well-maintained footpaths is important for creating an effective 'age friendly' public space, it is also important to consider the experiences and needs of the community in reshaping these environments.

Placements for UniSA Students

Match Studio offers placement opportunities to students from across all UniSA Divisions to work on industry-linked projects. They gain invaluable experience in collaborative practice, stakeholder engagement, project management, conducting & evaluating research, presentation skills, and professional workplace skills.





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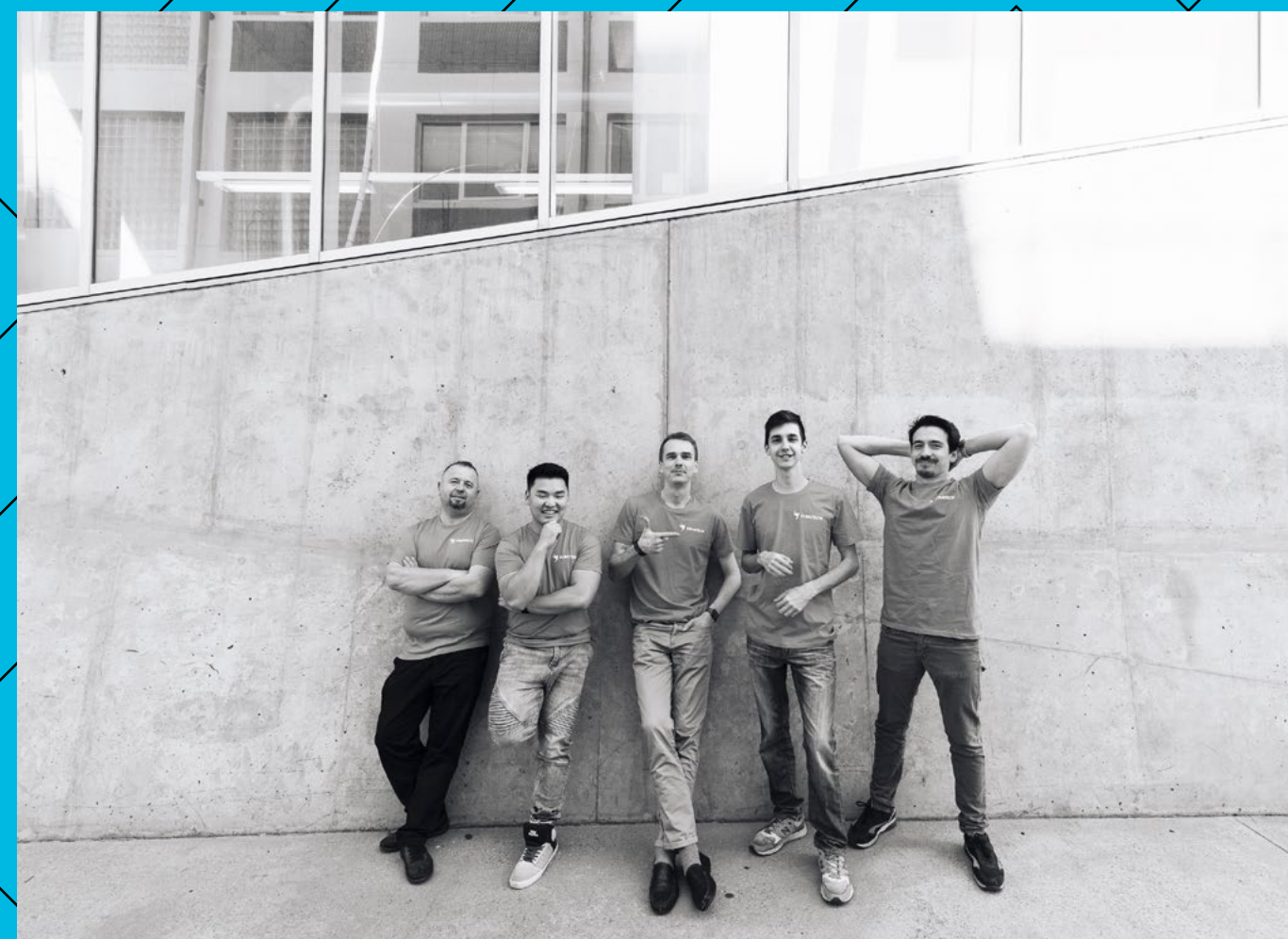
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