



INNOVATION &
COLLABORATION
CENTRE

ANNUAL REPORT

201920

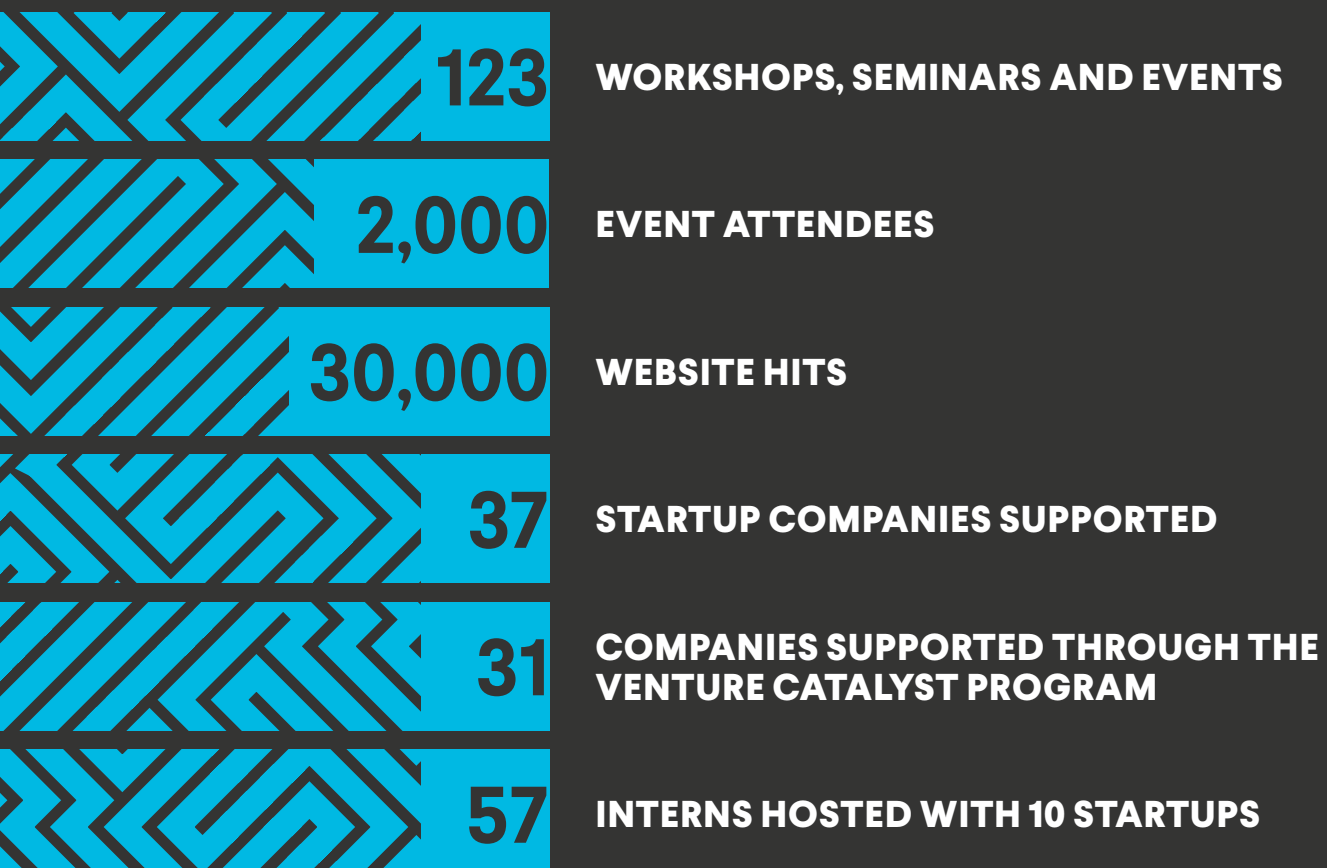
“Thank you for having us onboard and providing much needed resources during the most critical phase of our business.”

— Ricky Chau, Taste Studios

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IN THE NUMBERS 2019/20



**SINCE
2015
THE
ICC
HAS**

SUPPORTED 75 STARTUP COMPANIES OF WHICH 44 RECEIVED FUNDING THROUGH THE VENTURE CATALYST PROGRAM

HELPED TO RAISE OVER \$56M IN INVESTMENT OR GRANT FUNDING FOR ICC SUPPORTED COMPANIES

ENGAGED 3 ENTREPRENEURS IN RESIDENCE

DELIVERED MORE THAN 300 COMMUNITY EVENTS, INCLUDING 8 HACKATHONS

SUPPORTED 144 STUDENT INTERNSHIPS

FROM JASMINE...



Associate Director of the
Innovation & Collaboration Centre
Jasmine Vreugdenburg

“We’ve had a productive and very busy year at the Innovation & Collaboration Centre (ICC) with innovation at the heart of everything we do.”

Through the Centre’s three key activities: events, programs and an incubator, it is the perfect environment for new founders to be inspired and our supported startups to lean on each other and learn from each other’s failures and successes in a supportive community.

In our home within the University of South Australia’s Cancer Research Institute, we have a great combination of permanent office space, hot desks, seminar spaces, meetings rooms and most importantly a coffee machine (that breaks down occasionally due to overuse but generally does its job), to continue to deliver industry focused education, workshops and events to engage students, researchers and the startup community.

Our focus this past year was to scale and successfully deliver our Venture Catalyst program to more startups and early stage founders, and thanks to the generosity of donors, our federal government support for the regional program, our state government support for the space program and the support received from the University, we achieved this in spades.

This past financial year we have accepted a record number of 31 companies into the Venture Catalyst program which give startups the mentoring, advice, funding and the community support they need to have the best shot at success, without taking any equity or intellectual property. We are passionate about providing the right support at the right time and are proud we have developed a program that is tailored to do just that.

We have continued to run inspirational events to engage new founders into the startup and University communities as well as connecting with the University’s student club, the Entrepreneur Student Collective, to support students who are actively interested in entrepreneurship.

We ran into a ‘small’ snag in the road when the world collectively shutdown due to the health pandemic but although we were working from home, we continued to run the majority of our programs and new innovative events, online. Although we had to postpone some things, were able to continue supporting startups through a challenging time to come through it with new directions for the new world,

“Innovation only survives when people believe in their own ideas.”

– Levo League

something that is crucial for our economic recovery.

We believe more companies start in downtimes than in good times and come out the end stronger and more resilient for the experience.

Our regional ICC continued to be an exciting venture for the region with seven startups and small businesses from the Upper Spencer Gulf and Lower Eyre Peninsula offered a place into the Venture Catalyst program. The regional ICC based in Whyalla, offers coworking space including access to the gigabit city infrastructure, connections with industry experts who can help provide direction for their business, as well as connections and introductions to industry. We’ve had fantastic feedback from the regional companies involved in the program and look forward to supporting many more.

Our administration team has grown in order to manage new initiatives like Startup Studio, a unique business elective open to all UniSA students exploring the knowledge and expertise needed to develop a business concept from start to finish and teach this outside of the classroom, immersed with real startups based at the ICC.

We welcomed the expertise of three Entrepreneurs in Residence this year, adding successful Founder of four companies, Richard Turner to Kirk Drage and Terry Gold. We are extremely pleased with the level of support and knowledge that this group has brought to our community.

We are proud to work with a group of stakeholders to deliver the vision of the ICC including the South Australian Government, the South Australian Space Industry Centre,

the Australian Government Department of Industry, Science, Energy and Resources, the Whyalla City Council and a wonderful network of industry experts determined to give every success to the next generation.

We are grateful to be part of the University of Enterprise, committed to working with industry and government to help launch new and potentially global startups from Adelaide, and attract those from around the world to relocate and participate in our programs and our state’s economy.

Despite all that has been achieved over the past year, we are committed to continually improve the way we support founders and our community, to push the barriers of what is possible and change the way we think, behave, live and do business.



ABOUT US

The Innovation & Collaboration Centre is the University of South Australia's startup incubator with support from the South Australian Government.

The ICC engages with the community through the delivery of community events, workshops and programs which draw on the research and professional expertise of the University of South Australia (UniSA) and our partners, to support the generation of new startups and the growth of existing companies.

The ICC is headquartered in Adelaide and has a regional Centre in Whyalla, South Australia.

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 and the state government.

OUR PEOPLE

ICC key staff

Alex Ferrabetta, Julia Collins, Georgia Minarelli, Jasmine Vreugdenburg, Denni Russel, Craig Jones, Miranda Hurren.

Key staff

Jasmine Vreugdenburg	Associate Director
Craig Jones	Project Lead
Georgia Minarelli	Marketing, Communications and Project Officer
Alex Ferrabetta	Digital Officer
Miranda Hurren	Social Media and Marketing Officer
Julia Collins	Administration Officer
Denni Russell	Community Program Coordinator
Lucinda Weekes	Project Officer, Startup Studio (six-month secondment)

Industry experts

Doug Adamson	Commercial Advisor, Accelerating Commercialisation
Mark Borgas	Director, Investor, Advisor
David Bruce	Adjunct Professor, UniSA STEM
Andrew Bollen	Partner, Acumen Ventures
Reg Carruthers	Executive Director, Defence and Space, Defence SA
Michael Davis	Adjunct Professor, UniSA STEM Director, SmartSat CRC

Simon Daws	Commercial Manager, UniSA Ventures
Terry Gold	Entrepreneur in Residence, UniSA
Alex Grant	Chief Executive Officer, Myriota
A/Prof Ady James	Program Director, UniSA STEM, Education & Training Director, SmartSat CRC
Jeff Kasparian	Research Program Manager, SmartSat CRC
Pamela Melroy	Director, Nova Systems, former space shuttle commander, NASA
Dr Viraj Perera	Chief Executive Officer, UniSA Ventures
Matthew Tetlow	Chief Executive Officer, Inovor Technologies Pty Ltd
Rilka Warbanoff	Entrepreneur and CEO, Rilka's Real Food, Manager, the Australia-Israel Chamber of Commerce
Peter Williams	Director of Exploration, Boss Resources

June 2020 saw the following new industry experts joining the program:

Justin Coombs	Head of IP and Technology Development, Carina Biotech
Stephen Gensemer	Senior Research Scientist, CSIRO
Amanda Heyworth	Non-executive Director, UniSA Ventures
Jay Jayeshwaran	Head of Investor Relations, AgUnity
Dr Atul Kacker	Business Development Manager: food, CSIRO
Tiffany Katchmar	Director: Space, Department for Trade and Investment Director, SASIC
David Monck	Innovation Connections Facilitator, CSIRO
Sarah Mortellaro	Relationship Manager: SA Government, CSIRO
Thomas Pfister	Head of Airbus Defence and Space Australasia, Airbus
Matt Poblocki	Director of Legal Affairs, PayPal
Rachel Skinner	Chief Executive Officer, Adi Insights
Rajeev Kamineni	Movie Entrepreneurship Researcher, Educator, Mentor, Consultant

Entrepreneurs in Residence

Kirk Drage	Founder of LeapSheep
Terry Gold	Founder of Gold Systems
Richard Turner	Founder of ZEN Energy

ICC affiliates

Dr Jana Matthews	ANZ Chair in Business Growth Director of Australian Centre for Business Growth
Dr Stephen Rodda	Chief Executive Officer: UniSA Ventures (left)
Natalie Forde	Head of Partner Engagement and Deputy Director of Research and Innovation Services (left)

ENTREPRENEURS IN RESIDENCE

Entrepreneurs in Residence

Richard Turner, Kirk Drage and Terry Gold



We were fortunate enough to have three Entrepreneurs in Residence call the ICC home this year. Following Kirk Drage in 2018 and Terry Gold in early 2019, news came in October that one of Australia’s most successful business innovators, Richard Turner was joining the team.

Founder of four successful startups including ZEN Energy, Richard Turner joined the University as the ICC’s third Entrepreneur in Residence and Industry Professor of Practice.

Professor Turner works with the UniSA MBA team and the Australian Centre for Business Growth as well as the ICC helping to foster connections, commercialise innovation, inspire future entrepreneurs and supercharging the development of new and established businesses.

“The University of South Australia Business School is ranked in the top one per cent worldwide and has a track record of launching world-leading platforms to nurture new ideas and to help businesses grow,” Prof Turner said.

“We want to attract the students, startups and emerging businesses from all over the world to South Australia, to study, establish themselves here, and work at the leading edge of these new industries. To do that, we need to grow our talent base through targeted training, aligned with these industries.

“It’s where I did my business degree, so coming full circle and supporting new students and ventures is my way of giving back through this wonderful university where it all began.”

Feedback from the ICC residents and the University community has been overwhelmingly positive for our Entrepreneurs in Residence who offer such valuable life experience and their time to give back to the startup community. They have also spoken at events, provided mentorship through weekend hackathons, our Venture Catalyst program, ThursTea and continue to offer their expertise and knowledge to help the community thrive.

THURSTEА

In July, ThursTea was born giving founders the opportunity to get together weekly with an Entrepreneur in Residence, over a cuppa and biscuits, to share their frustrations, success and failures. All founders are welcome with ThursTea live streamed to regional based startups to ensure everyone stays connected. Special guests were welcomed every few months and the group continue to share a cuppa while celebrating each other’s achievements and hopefully learning something along the way.

ICC SUPPORTED COMPANIES

“The only way you survive is you continuously transform into something else. It’s this idea of continuous transformation that makes you an innovation company.”
— Ginni Rometty

Over the past year, we have had the privilege to work alongside some pretty determined people who are disrupting the market, solving a problem or changing the way we live.

Venture Catalyst



Venture Catalyst Space



Regional



Affiliated with UniSA



REGIONAL ICC

After months of work and preparation, in August we celebrated the official opening of the regional Innovation & Collaboration Centre at UniSA's Whyalla campus after receiving grant funding from the Australian Government Department of Industry, Science, Energy and Resources through the Entrepreneurs' Programme and additional funding from the Whyalla City Council.

South Australia's Chief Entrepreneur Jim Whalley and the Entrepreneurs Advisory Board met during the day in the Centre before joining Pro Vice Chancellor Business and Law Marie Wilson, ICC Associate Director Jasmine Vreugdenburg, UniSA Executive Director: MBA and Executive Education Peter Stevens, the Hon. David Pisoni MP and Senator Alex Antic, UniSA staff and community, and stakeholders for formalities and a networking opportunity.

In the day following the launch, the ICC staff delivered two design thinking workshops with local high schools with several entrepreneurs from the ICC Adelaide speaking to the students including Entrepreneur in Residence Terry Gold.

The launch festivities ended in a public information session for Techstars Startup Weekend that was due to be held in September.

"Venture Catalyst has completely transformed our way of thinking and achieving tasks in business. We are now getting more done with less effort and the chaos and confusion we used to experience regularly, has been eradicated. We have no doubt that we now can achieve our business goals and dreams." — Emma Eckermann, **Moose Industries**

Venture Catalyst in the region

The launch was the perfect opportunity to announce the first two regional startups who joined the Venture Catalyst program, True Algae and Eyre Power Partners.

Jasmine Vreugdenburg said at the announcement, that running the six to 12-month program of support from the Whyalla campus offered regional businesses extraordinary opportunities for growth.

"South Australia's startup community is rich and varied, with many innovative and creative startups located outside of metro areas. It's so important to also provide funding and expertise to regionally based startups, and we're so excited to bring our Venture Catalyst program to Whyalla."

In April 2020 it was announced that the ICC would be offering a \$10,000 stipend to local startups accepted into the program before June 30, on top of the already popular workshops, mentoring, office space and networks.

Since the launch, a total of 14 regional startups have been accepted in the Venture Catalyst program. At the time of printing, three companies have completed the program, seven companies are currently undertaking the program and four companies are about to start the program after recently completing their induction.

FROM THE COMMUNITY PROGRAM COORDINATOR DENNI RUSSELL



Community Program Coordinator
Denni Russell

Over the past year the regional ICC has achieved so much and evolved to meet the needs of our startups. The transformation of the UniSA Whyalla Library into the ICC was completed and opened. It's a great asset that includes a physical coworking environment with modern facilities, space to host events and workshops, as well as meeting rooms and video conferencing facilities.

We have held some great events that have engaged different parts of the community including design thinking workshops for high school students, networking for local Whyalla Young Tradespeople & Professionals and engaged the agricultural sector through our collaboration with Farmers 2 Founders.

Extension of the geographic footprint to include applications to the Venture Catalyst program from the Eyre Peninsula and Upper Spencer Gulf has been a great advantage. We have seen a total of 14 applications for Venture Catalyst from across the region with seven being accepted during the

last financial year. Three companies have completed their program and it has been great to check in with them to hear about progress.

While there have been many negative impacts through COVID-19, it has allowed the regional companies to engage more frequently with those startups based in Adelaide as we moved to online delivery. I'm looking forward to continuing some of the video conferencing and other digital opportunities to strengthen the link with the ICC in Adelaide.



Australian Government
Department of Industry, Science,
Energy and Resources



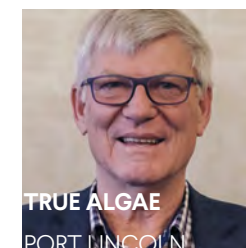
Government
of South Australia



WHYALLA

Supported by the Australian Government through the Entrepreneurs' Programme.

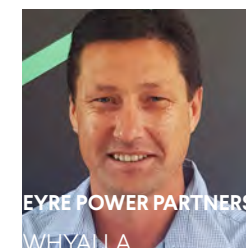
Venture Catalyst in the region



TRUE ALGAE
PORT LINCOLN

Geoff Rayson is the Managing Director of True Algae, a company growing microalgae that is used as a biostimulant to help plants and animals grow faster and healthier. Talking about the Venture Catalyst program he said...

"(The program provides) a chance to work with like-minded people and receive professional mentoring and tuition at a reduced cost and help us avoid the lethal pitfalls of startups and give our new business the best possible start."



EYRE POWER PARTNERS
WHYALLA

Matthew Wauchope from local business Eyre Power Partners, said the program has given him an understanding of business fundamentals and the tools available. He said being an engineer, not a business person, the program has helped him bridge the gap.

"The program has been great, it has helped me identify priorities and work through them by focusing on one part of the business. Major issues and risks have been worked through so I can move on to the next priority."



OHANA
PORT LINCOLN

Ohana is a co-parenting app built to improve the lives of separated families by helping them stay organised and connected. Founder Ilka Stone said working full time, it is easy to become complacent and the program kept her accountable with her business and the next steps.

"The program has exceeded my expectations. The workshops include valuable information and the one-on-one sessions are great to ask questions and remain accountable. So far the most valuable information has been the importance of market and user research to ensure I'm building a product that people want. I have been amazed at the amount of advisors available within the program, the amount of knowledge and support accessible is incredibly valuable."



MOOSE INDUSTRIES
PORT LINCOLN

Moose Industries design and manufacture agriculture machinery enabling farmers to increase their yield and profit by being able to make agile decisions when dealing with seasonal, financial and environmental variables. The team applied for the program wanting mentorship and expert guidance to start automating their business. Moose's Business Manager Emma Eckermann says they have gained more than they expected from the program.

"The Venture Catalyst program has been an invaluable process/business journey for us. We have developed usable, functional processes and procedures for our business. We have clear direction and a more in-depth understanding of our business journey. We have clarity around future goals and the direction of our business, and we are doing all of this with an agile mindset."

VENTURE CATALYST PROGRAM

Our flagship program Venture Catalyst continued to grow and evolve with the best ways to support the startup community to develop innovative and potentially globally successful business ideas, led by Jasmine Vreugdenburg and Project Lead Craig Jones.

56
APPLICATIONS
IN 2020

Applications for Venture Catalyst were initially taken on a rolling monthly basis until November 2019. The 2020 cohort was planned to coincide with Venture Catalyst Space as one intake. In total 56 companies applied to join the program over the past year including those from Venture Catalyst, Venture Catalyst Space and through the regional ICC.

In early 2020, another stream was introduced to the Venture Catalyst program, all supporting those with potentially global business ideas.

1 General supported by the University of South Australia open to any industry sector, supporting startups with the potential for high growth, who are developing new services, markets or business models that compete in global markets.

2 Space supported by the South Australian Space Industry Centre and the State Government's Space Innovation Fund, specifically for startups who are developing new services or products for the space industry.

3 Social Enterprise supported by the Pank Family supporting social innovation and enterprises developed by UniSA students or alumni.

Successful applicants in the three categories received the following key elements:

- 12 x workshops designed for founders
- One-on-one mentoring sessions
- Workspace in the ICC for six to 12 months
- Access to a pool of industry experts
- Equity free stipend (given to eligible successful applicants).

Regional startups were able to apply for any of the categories, with access to the metropolitan ICC in Adelaide as well as the regional ICC in Whyalla.

We continued our association with local business LeapSheep, Co-Founded by our Entrepreneur in Residence Kirk Drage. LeapSheep delivered parts of the Venture Catalyst program with participants benefiting from their Business Builder program and their general knowledge, research and mentoring. We continue to receive fantastic feedback on elements of the program delivered by LeapSheep.



The next cohort

In early 2020, we began recruiting for the next round of Venture Catalyst companies, with applications accepted until late March for international and late May for national.

We developed new marketing creative using testimonials from the program's alumni and received an overwhelming response from interested startups.

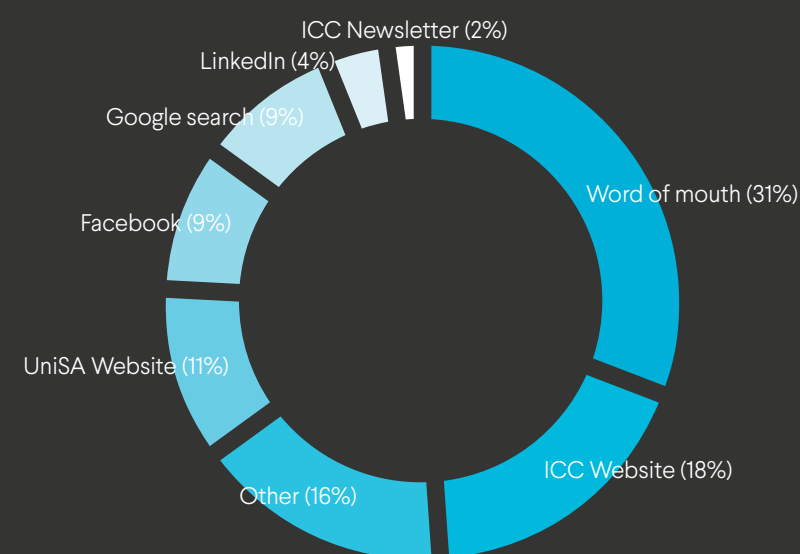
The general category attracted applications from South Australia, Africa, China and India while Venture Catalyst Space attracted applications from Australia, China, India, USA and Taiwan.

COVID-19

In March, Australia was 'locked down' due to COVID-19 meaning national and international travel bans. Committed to continuing to support startups, the program was delivered online until June 2020 for the General and Social Enterprise categories. The Venture Catalyst Space program was deferred to allow successful international companies to travel to Australia later in the year.

The 2019 tour of the United States for the space cohort was also postponed.

Where applicants heard about the program



Seven startups forging ahead with innovative ideas

In June we were thrilled to announce the seven local companies who were accepted into the next Venture Catalyst round supported by the Department of Innovation and Skills.

Important to continue supporting early stage disruptive technologies, the companies started the program in June, initially online as we wanted to continue our support especially in economic downturns (COVID-19).

Throughout the current economic uncertainties brought about by COVID-19 the ICC has been committed to supporting early stage disruptive startups to thrive. Often more new companies start in downturns than in good times and come out the other end stronger and more resilient for the experience.

Therefore, we brought forward our program start date to June and moved ahead with online delivery of workshops and mentoring sessions.

ByteProTeq is developing a real-time optimisation tool for airport air traffic control to support emergency response decisions, based on the world class optimisation model and modern parallel computer processing.

Golden is a financial wellness app providing insights into personal finance to help customers make informed decisions in their best interests. Unlike its competitors, Golden does this without needing bank login details or violating banks' terms of service.

Licorice is updating the user interface for all existing IT software, removing the need for the common 'ticket' system ensuring employees and customers know the progress of every job and when it will happen.

The **Live Map** application is used to create and visualise maps from digital data and imagery. The software is a map editor which supports multiple users editing maps in real-time and is used to visualise map data and build maps for public and private use.

Omniwell is creating a unique method for testing drug interaction on patients using 3D cell culture that will help to eliminate dependency on animal testing and help to personalise medicines for patients suffering from cancer and other diseases that rely heavily on new drugs and treatments.

Sport Tech Learn (Social Enterprise category) is designing new integrated, hands-on curriculum and resources that engage students in STEM and literacy, using sport as the vehicle.

VENTURE CATALYST CASE STUDIES

Athlete's AI

Video analytics for sports using AI



Athlete's AI
Dr Mark McDonnell,
James McNeill,
Dr David To

Name: David To, Founder

About Athlete's AI: We formed Athlete's AI off the basis that video analytics is not delivered in an efficient and cost-effective manner.

Why did you apply for the Venture Catalyst program: We applied for the Venture Catalyst program to learn from the experienced mentors, provide structure to our startup, and access to an awesome coworking space.

How have you found the program: The program has been fantastic. We have learnt so much from different mentors and other companies involved in the program.

What are the key benefits of the program for your startup? The key benefits have included understanding the market research, ways to commercialise our product, and fine-tuning our pitch deck.

Has your company developed over the time you've been involved in the program? How? We have gone from zero revenue to generating \$100k over six months. This has been through commercialising with a large, global sporting organisation.

What are the short-term and long-term goals for your business? Our short-term goal is to sign some long-term contracts with large organisations as well as testing the amateur market. Our long-term goal is to dominate in tennis and expand into cricket.

ValAi

Decreasing risk in asset valuations in an automated world



ValAi
Tom Reed

Name: Tom Reed, Founder

About ValAi: ValAi is striving to provide more accurate automated price predictions for real estate.

Why did you apply for the Venture Catalyst program: We were finalists in the Blockchain Innovation Challenge at the ICC. As part of the program we were offered a week's Business Builder program with LeapSheep. We were then encouraged to apply.

How have you found the program: The program has been as good, if not better than expected. The business advisory and pitch sessions have been invaluable to ValAi as a company.

What are the key benefits of the program for your startup? The business advisory, being surrounded by people and companies on the same mission and encountering similar problems to us. Having that support network there knowing you are not doing this alone.

Has your company developed over the time you've been involved in the program? How? We have developed over time, through our involvement with the program, strengthening our business plan, pitch deck, go to market strategy from the business advisory sessions, together with interns/volunteers provided through the University intern program. In addition, the University has provided data and advisory around automated valuation models which has helped us grow.

What are the short-term and long-term goals for your business? Short-term goal is to develop our minimum viable product further and pilot this with a small customer. Long-term goal is to partner with a larger valuation firm to further our network.

Taste Studios

Making it easier for families to eat better



Taste Studios
Ricky Chau

Name: Ricky Chau, Founder

About Taste Studios: Taste Studios, helps restaurants, hotels and cafes to serve innovative and healthier food offerings. The team develops and sources food solutions that are easier, more cost effective and nutritional for chefs and businesses.

Why did you apply for the Venture Catalyst program: To learn best in class practices for building a business, be supported by a diverse and entrepreneurial community and have the facilities to build and develop team members.

How have you found the program: Community and support staff were exceptional and genuinely added value to our business. Workshops were of high calibre although not all relevant for our particular stage of business and industry.

What are the key benefits of the program for your startup? Networks built with other startups, advice from Entrepreneurs in Residence, office facilities and proximity to City West campus for our interns, and most workshops added value.

Has your company developed over the time you've been involved in the program? How? Yes, we have product in market, customers and ongoing revenue. Our team has also grown and has incorporated past and present interns from the University.

What are the short-term and long-term goals for your business? Increase revenue and continual upskill of team and students. In the long term, build replicable business framework which can be applied to other opportunities and brands.

Global Thinking

Creating change through better knowledge



Global Thinking
Annie Major

Name: Annie Major, Founder

About Global Thinking: Global Thinking is aiming to increase the impact of aid work in developing countries.

Why did you apply for the Venture Catalyst program: I felt I needed technical support and an understanding of how to pull together a data analytics platform. My expertise is in international development, tech is entirely new.

How have you found the program: Extremely good. The support from LeapSheep and the onsite business mentors is exceptional. The curation of special guests and events to provide further content and networking opportunities is excellent. To me, this all demonstrates that the team behind the Venture Catalyst program are engaged and committed to the entrepreneurs in the program. It's extremely impressive.

What are the key benefits of the program for your startup? Getting a handle on the startup process and how to organise myself around various stages of this process. Also, self-confidence! Because the program asks us to put in the work, you can literally feel yourself gaining confidence in the space.

Has your company developed over the time you've been involved in the program? How? Slowly but yes – I'm at a stage where I'm better placed to see an end product and know how I can get to a base MVP. Considering that's from a standing start from a non-tech person, I'm pretty happy about that!

What are the short-term and long-term goals for your business?

Short-term: get a bare bones wireframe in front of two key potential customers. Longer-term: get money on the table (ideally via these customer and possibly a government grant) to develop the MVP.

Jobspottr & ulaunch.me

Reducing the time spent to find the right talent



Jobspottr / ulaunch.me
Pascal Seibold

Name: Pascal Seibold, Founder

Due to the global pandemic and the huge slump in the hospitality industry, jobspottr's founding team had to make the decision to liquidate their company and Pascal shifted his focus to his new project, ulaunch.me.

Why did you apply for the Venture Catalyst program: I met the mentors and Entrepreneurs in Residence, which encouraged me to apply because I was impressed by the approach and the calibre of the people.

How have you found the program: I found it really helpful and would highly recommend it. It gives you a structured way of building a business and the support from experienced people in the beginning to minimise risk. Also, as the coworking space and the program is free, this is always great for companies in the early stages.

What are the key benefits of the program for your startup? A structured way to approach things. The community of amazing and diverse people who are all helpful. The Entrepreneurs in Residence who have an incredible track record, experience and network. The ICC team who does a fantastic job in supporting us as much as possible. All in all a great community I'm glad to be part of.

Has your company developed over the time you've been involved in the program? How? Yes, after taking a few steps back and doing more in-depth research, we now know who our customer is, what their challenges are, and what the financial impact of those challenges are. Also, we're very close to finalising our first paid pilots.

What are the short-term and long-term goals for your business? Short-term goals are closing the first two paid pilots from our hottest leads, improving our product based on customer feedback and reducing our burn-rate. Long-term goals (one year) are getting to an monthly returning revenue of AUD \$5k, releasing a new version of the product with another pilot group, opening a seed round.

WillBits

Wills & power of attorney on blockchain



WillBits
Tobias Crush,
Elle Vallance

Name: Elle Vallance, Co-Founder

About WillBits: WillBits are developing a digital platform to create a secure, tamperproof record of a person's Will, Power of Attorney and Advanced Care Directive. WillBits will use blockchain technology to provide authorised stakeholders (client, lawyer, executor, courts, medical) secure interaction with the document during its lifecycle.

Why did you apply for the Venture Catalyst program: We applied because we knew that we were dealing with a complex and sophisticated stakeholder map and because we are developing an innovative technology that will offer a transformative experience for an entire industry. We recognised that to develop our idea into a sustainable and profitable business, we needed tailored mentorship that specialised in leading edge tech startups.

How have you found the program: We have progressed our user research, testing our ideas, and ideating our product offering and business model. We have benefited enormously from associating with thought leaders and introductions to key stakeholders in the legal industry, government departments, politicians and potential investors. The connections and incidental conversations we have had with other startup founders have been very supportive and continues to encourage us towards ongoing success.

What are the key benefits of the program for your startup? We have received excellent business mentorship and encouragement from each of the Entrepreneurs in Residence, research academics and University staff. We have really enjoyed the ICC's modern facilities, central location, industry events, CPD offerings and networking functions. We have thoroughly enjoyed being co-located amongst founders and tech startups which has offered us excellent insights, incidental support, and a fun and friendly coworking community.

Has your company developed over the time you've been involved in the program? How? Our mentors have guided us to deeply understand the needs and pain points of our customers and stakeholders, prompting us to further refine our product and map out future innovations for the product over time. We have received introductions to key stakeholders within the legal industry, tech community, government departments, politicians, and academics within the University that we think we couldn't have received anywhere else.

What are the short-term and long-term goals for your business? We are iteratively building our MVP and refining our business model. We are actively seeking seed funding for the technical build.

VENTURE CATALYST SPACE PROGRAM

ICC ASSOCIATE DIRECTOR, JASMINE VREUGDENBURG ON THE SPACE PROGRAM

“The value of the program for the founders is access to the space community in Australia as well as mentoring, office space and a small stipend which combined, helps the companies set up operations. We can also provide support and sponsorship for the SISA visa which is exclusive to founders setting up a company in South Australia,” she says.

“Companies that are part of our program get access to a wonderful pool of mentors who are either well connected in the space industry or have deep entrepreneurial experience and are willing to openly support the companies on a pro bono basis.

“We are continuously improving the way we support founders; their success is our success.”

Venture Catalyst Space is the country’s first space incubator program supported by the State Government’s Space Innovation Fund and delivered by the ICC for four years (2018–2021).

Interest and momentum has steadily grown since the announcement of the program in 2018, with application numbers increasing year on year.

The space program continues to be part of the Supporting Innovation in South Australia (SISA) Visa pilot program to attract promising overseas seed-stage entrepreneurs to develop their concepts in South Australia.

Tour

In September 2019 the 2018 space cohort flew across the globe to the United States for their program tour. The team kicked things off in LA, followed by wider California and then Colorado for Denver Startup Weekend.

Throughout the tour, they met with other startups, companies and stakeholders within the space sector including SpaceX and Rocket Lab.

The 2019 space cohort

In August we announced the second cohort of successful companies joining the space program. Speaking at the announcement, Jasmine Vreugdenburg commented on the strong international interest in the program.

“The program will deliver high calibre support to the five selected companies, focusing on enhancing their global competitiveness and rapidly accelerating exceptional ideas or projects on the world stage.

“We’re thrilled with the response from all applicants and very pleased that they have chosen to call Adelaide home during their stint with the program,” Vreugdenburg said.

The companies accepted in the program were:

- Astrogate Labs (India)
- Lux Aerobot (Canada)
- FireFlight (South Australia)
- Nano Spaces (South Australia)
- Lookingglass (South Australia).

We look forward to delivering this program over the next two years.

VENTURE CATALYST SPACE CASE STUDIES

Astrogate Labs

Smallsat optical communication solutions



Astrogate Labs
Aditya Kedlaya

From Bengaluru, India, Astrogate Labs applied for the program after being suggested to them by a mentor. Keen to join the Australian space ecosystem, they were thrilled when accepted into the Venture Catalyst Space program.

Co-Founder and Chief Operating Officer Aditya Kedlaya says they moved half-way around the world because they believed Australia was a friendly place for new space startups and technologies.

“Due to being part of the program, we gained entry into the Australian space ecosystem, received good feedback regarding our approach and partnerships with local Australian universities,” he says.

They hope to soon send their first flight terminal in to space and are thankful to the program for helping expediate their plan.

“We are now in the final stages of product development. We are paying more attention to user research in our beachhead market and have identified locations in Australia for setting up our grand station network.”

FireFlight

Creating accurate wildfire maps from airborne and spaceborne sensors



FireFlight
Dr Paul Dare

Founded in Adelaide in 2018 by airborne image specialist, pilot and ex-firefighter Dr Paul Dare, FireFlight builds camera systems for making maps of fires.

Dr Dare says he was looking for a formalised startup program so decided to apply for Venture Catalyst Space and was happy to be accepted and get moving.

“The program has given us the incentive to establish FireFlight as a standalone company,” he says.

“We have received external funding in due part of our involvement with the program and this year we see the formal establishment of FireFlight as a proper business. Until now, it has just been an idea.”

He says access to the mentors involved in the program has been a real benefit for his company as well as the observation and interaction with other startups at the ICC.

During their time in the program, they assisted with the Kangaroo Island and Adelaide Hills fires in January 2020 which in partnership with an ICC media story, received great media attention and promotion for the company.

Lux

Space robotics company building atmospheric satellites for Earth observation



Lux
Vincent Lachance,
Katrina Albert



Lux co-founders Katrina Albert and Vincent Lachance wanted to launch into the Australian market so decided to google 'Australian startup space program'.

Up popped the Venture Catalyst Space program so the two applied through the Supporting Innovation in South Australia (SISA) visa.

Katrina says they applied for the program as a launch pad into the Australian market.

"We wanted to expand our business activities in Australia and were looking at options which would give us a soft landing in this new market. This program was the only space startup program in Australia located in a city where the Australian Space Agency is headquartered, we didn't second guess it when we were accepted into the program."

She says their company has grown immensely through the program with the team hiring their first employee, successfully testing their first minimum viable product and securing their first clients.

"We definitely underestimated the value in the program's connection to stakeholders and the level of enthusiasm around space in Adelaide. Being connected in a city where space is the main topic of conversation is both exhilarating and very good for business."

"Being a free program with a stipend and one that does not take any equity or IP was also a big positive for us."

During the program the company won two national aerospace awards, launched the first version of their high-altitude platform, and are now working with Australian Defence Force to support the next bushfire season. Over the next five years, they want to deploy their technology throughout Australia to be able to deliver services to both civil and defence customers simultaneously.

Nano Spaces

Nanofluidic technology for space



Nano Spaces

Dr Moein Kashani,

Associate Research Professor Craig Priest

Dr Daisy Yang

Associate Research Professor Craig Priest and his team from UniSA's Future Industries Institute are developing micro and nanofluidic science and technologies for space applications.

We've all seen remarkable effects of small liquids, whether a water droplet running off a newly waxed car or a rainbow decorating a soap bubble. Over the last decade, microfluidic phenomena have been harnessed in pipes thinner than a hair. In fact, new technologies can now do chemistry, physics, and biology with much less than a single droplet of liquid.

In a nanofluidic device, these volumes can be even smaller; femtolitres (10⁻¹⁵ litres). In space, weight and volume are at a premium and process efficiency is critical, so Nano Spaces aim to miniaturise payloads of spacecraft through better management of satellite fuels and other fluids with nanoscale precision.

Priest applied for the Venture Catalyst Space program to develop the business case, make new connections and position the company in a supportive environment surrounded by other startups.

He says the some of the key benefits for his team have been the personal training, coming from an academic background.

"The program increased our confidence in ourselves and helped shape our thinking about scale of opportunity and technology potential," he says.

"It has been very helpful in particular thinking about what the company could achieve, training us on startup culture, strategy and priorities and developed a network that has opened up new opportunities that would not have been possible without the program."

Lookinglass

Monitor your health at home



Lookinglass
Simon Cullen,
Kelly Carpenter

Lookinglass is developing artificial intelligent cyber-physical systems to help people monitor their health at home, take control of their privacy and remain independent for longer.

Lookinglass' AEON is proof-of-location, data access control and intrusion detection system for U-class spacecraft, Wireless Sensor Networks, Smartphones, the Lookinglass Mirror and other IoT devices. AEON provides security akin to the existing physical practice by utilising Galileo Satellite services to guarantee the authenticity of time and place record information. These services are also integral to the intrusion detection scheme. In the European content AEON is enhanced with Galileo regulated services (PRS).

We congratulate Astrogate Labs, FireFlight, Lux and Nano Spaces for completing the program and continuing to work through COVID-19 and some big challenges. We have loved having you as part of the Venture Catalyst Space program.



STARTUP STUDIO ELECTIVE

Startup Studio was launched mid-2019, the brainchild of Jasmine Vreugdenburg, Associate Professor Allan O'Connor and Dr Aaron Davis to equip students with the knowledge and expertise to design and develop a globally scalable business using a blend of advanced business model design and planning, design thinking and ideation.



Dr Aaron Davis (left)

A unique learning experience, Startup Studio draws students out of the traditional university classroom and immerses them into a world of startups at the ICC.

The elective is open to all undergraduate and postgraduate UniSA students who are connected with the ICC's community and people who have experienced firsthand what it takes to launch a successful business including industry experts, Entrepreneurs in Residence and a range of startup founders.

How it all works

Startup Studio is designed over three parts. Part one consists of a set of workshops as well as formal and informal mentoring sessions. Part two is a two-day weekend intensive experience where participants showcase their concept and pitch to a panel of judges. Part three consolidates the participant's learning and helps define a strategy to help move the business concept to the next step.

If students have an idea for a business concept or have been looking for an opportunity to contribute their skills towards a startup business, then Startup Studio provides the knowledge and tools needed.

What the first participants said

"The support throughout was excellent. Aaron provides extremely timely responses to any question and the turnaround time on feedback from early assessments was great."

— Daryl

"All the support was beyond expectations. Everyone was more than willing to help and offered amazing insights. My one takeaway - startups take a lot more planning than anyone sees! The course gave me a lot of insight into how to go about making a successful and scalable startup."

— Kayla

PUBLIC EVENTS

An important part of the ICC is reaching our community through events. Over the past year we have engaged with the wider South Australian startup community, university and school students, researchers, career starters, founders and industry experts.



SCOUT

23 October 2019

For the third year running, we hosted SCOUT; an event which grows in size and reputation each year. SCOUT provides an opportunity for tertiary students looking to gain real-world, hands-on experience in their respective disciplines to pair up with South Australian startups looking for talent through internships or paid work. In a matter of days, SCOUT sold out.

Eleven startups pitched to a crowd of 90 ambitious students that recognise the value of undertaking internships alongside their theoretical studies. The ICC is delighted to facilitate the formation of mutually beneficial relationships between tertiary students and startups at SCOUT each year.

Startup Weekend

15 – 17 November 2019

In partnership with Google for Startups, we hosted the renowned hackathon, Techstars Startup Weekend in November 2019. The 54-hour event was a safe environment for participants to test business ideas, dip their toes into the world of entrepreneurship, and get a taste of South Australia's startup community.

Of the 40 participants, 25 pitched their business ideas to the crowd to vote on, forming seven diverse teams. Participants experienced the highs, lows, fun and pressure of a startup; working closely with mentors, investors, cofounders, and sponsors.

The weekend culminated with a pitch event to a panel and an audience of 70. As part of the first prize, the winning team 'Joey by KoLAB' is currently undertaking our Venture Catalyst program to develop their idea further.

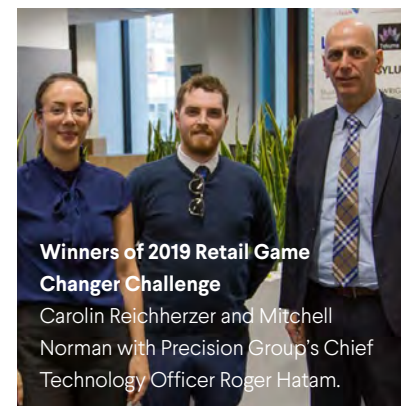
JOEY BY KOLAB

Winners of Techstars Startup Weekend, Joey by KoLAB is developing an online tool that teaches children about the dangerous effects of cyberbullying. KoLAB's Loc Tran says he has enjoyed the program, especially the educational and networking opportunities.

"Since joining the program, we now have a greater understanding of developing an idea through the startup process and applying that as a team. At this stage, we are focused on user research, development of our marketing plan and applying for potential funding opportunities."

Retail Game Changer Challenge

2019 saw the second year of the Retail Game Changer challenge. Spearheaded by Precision Group's CEO Shuan Bonétt and CTO Roger Hatem, the challenge gives local entrepreneurs a chance to revolutionise the shopping experience for consumers and bridge the divide between digital and brick-and-mortar retailers. UniSA PhD students Carolin Reichherzer and Mitchell Norman (pictured) proposed the winning idea 'ShopTrotter'; a unique app that marries fitness and shopping, encouraging customers to reach their 10k step goal when exploring retail outlets.



Winners of 2019 Retail Game Changer Challenge
Carolin Reichherzer and Mitchell Norman with Precision Group's Chief Technology Officer Roger Hatam.



Entrepreneur in Residence
Terry Gold

COVID-19 and Conversations with the ICC

ICC events are an invaluable opportunity to connect with the community, share ideas, resources and connections. Undeniably, COVID-19 disrupted proposed in-person event schedules worldwide. Consequently, we acknowledged the increased need for flexibility in times of uncertainty. As a result, we launched Conversations with the ICC. Hosted publicly and for free on social media platforms, this series provided our Entrepreneurs in Residence with an opportunity to candidly share their experiences and advice on a range of topics; from bootstrapping to motivation tactics.

The following events were postponed, cancelled or moved online:

- General networking events: substituted with regular online catchups and the Conversations with the ICC series.
- The ActInSpace hackathon: postponed to 13 November 2020
- Innovating Whyalla Manufacturing sector event
- UniSA Executive Education Showcase: postponed
- Venture Catalyst Roadshow for researchers: hosted online.



Fireside Chat guest
Charles Camarda

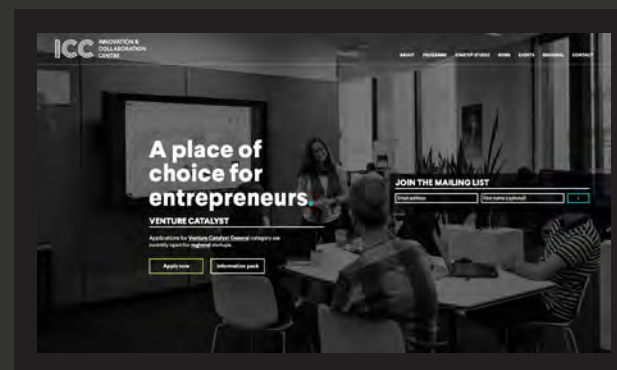
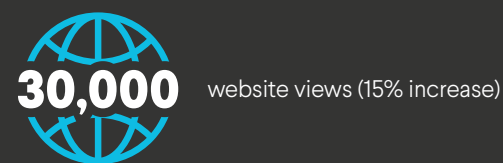
Fireside Chats and external networking events

- **8 August** Charles Camarda
- **29 August** Code like a Girl cracking the tech career
- **26 September** FireFlight launch event
- **3 October** Accenture Launch
- **4 October** Luca del Monte
- **10 October** Entrepreneur Student Collective: Career Ready
- **1 December** In Conversation with Kirk & Andrew Andreyev
- **3 December** Intro to the Startup Scene
- **12 December** PR as a marketing tool with Ben Hooper - Corporate Conversation
- **3 February** Fireside Chat with Rainer Horn
- **20 February** Fireside Chat with Dr Lisa Mazzuca
- **11 June** Government as a customer to startups

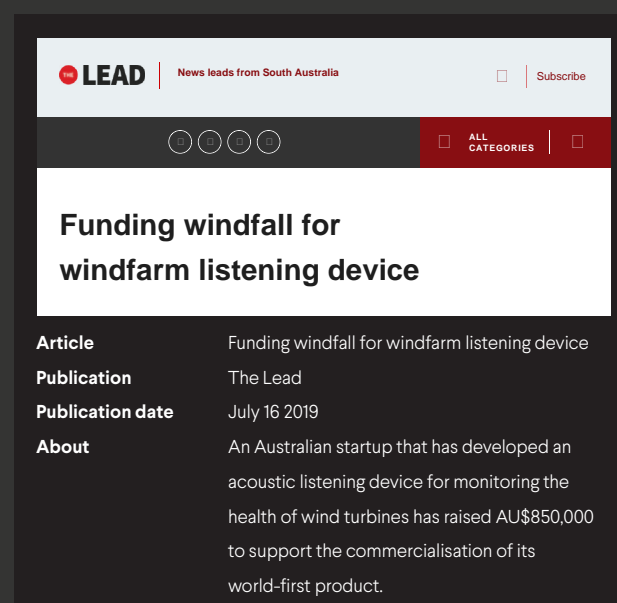
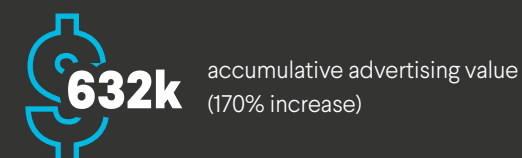
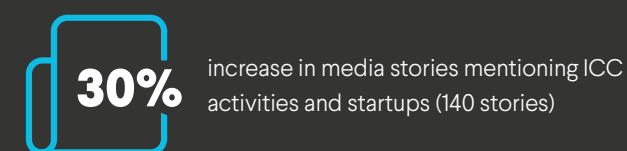
IMPACT (COMMUNICATION AND MEDIA)

The ICC communicate with various stakeholders using a number of different platforms. During this financial year, the ICC website was renovated to make it easier to navigate for our online audience. Our conversation with our social media followers continued to grow with engagement and followers increasing. We also introduced LinkedIn to our social mix with a successful first year on the platform.

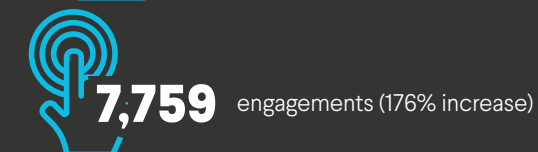
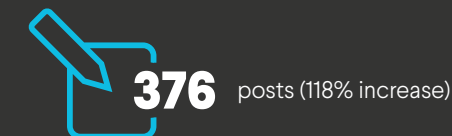
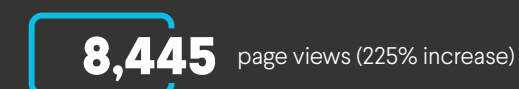
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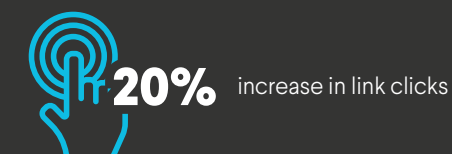
News and media



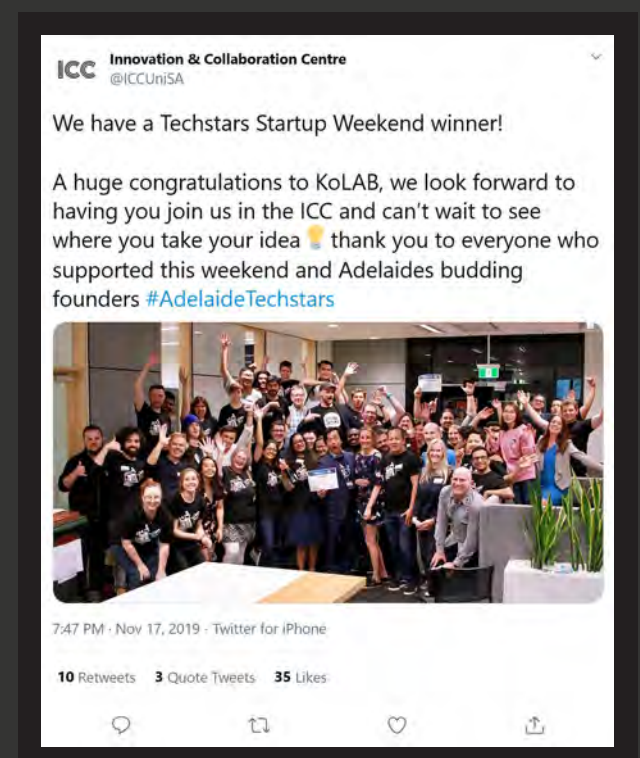
Facebook



Twitter



LinkedIn



PARTNERS



**Government of
South Australia**

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**

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.

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INNOVATION &
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