

A PROGRAM TO DEVELOP AND GROW YOUR STARTUP

Venture Catalyst is a globally competitive program which supports founders, entrepreneurs and startups, to plan and successfully execute their journey towards building a globally scalable and investment ready business.

Participants will also receive one-to-one mentoring from the ICC's Entrepreneur in Residence; Kirk Drage and his company LeapSheep.

Unsure which category is right for you?

Our 30-second Application Assistance Tool will help you find the right category.

icc.unisa.edu.au/application-assistance-tool

“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.”

Annie Major
Founder
Global Thinking

The program has three categories

General

The general category, supported by the University of South Australia, is open to any industry sector and supports startups with the potential for high growth, who are developing new services, markets or business models that compete in global markets. Accepted applicants will receive a tailored program based on their current needs as well as the \$10,000 stipend.

Space

The space category, supported the South Australian Space Industry Centre and the State Government's Space Innovation Fund, is the state's first program designed specifically for startups who are developing new services or products for the space industry. The program gives founders the support and tools they need to plan and successfully build a scalable and investment ready business.

Social Enterprise

The Social Enterprise category is supported by Pank Family who support social innovation and enterprises developed by UniSA students or alumni. Through the Venture Catalyst program, the Pank Family have ensured that new ideas that come out of the University have the support and mentoring needed to set up a new and innovative social enterprise in South Australia.

“I FOUND (THE PROGRAM) REALLY HELPFUL AND WOULD HIGHLY RECOMMEND IT. IN MY OPINION IT GIVES YOU A STRUCTURED WAY OF BUILDING A BUSINESS AND THE SUPPORT FROM EXPERIENCED PEOPLE IN THE BEGINNING TO MINIMISE RISK.”

Pascal Seibold
Co-Founder
ulaunch.me



CASE STUDY: LUX



Space robotics company building atmospheric satellites for Earth observation

Lux is a space robotics company founded in Montreal, Canada by two co-founders, Katrina Albert and Vincent Lachance and was part of the Venture Catalyst Space 2019 Cohort. Lux's aerial services are targeted towards mining, agriculture and defence industries. Australia's 147 million hectares of forests, 394 million hectares of agricultural land, 400 operating mines, and 12th largest military expenditures in the world, represents diverse opportunities for Lux's technology with Lux currently based Down Under.

Lux's atmospheric satellites consist of high-altitude balloons equipped with a camera, which operate between 18 and 25km of altitude to capture high-resolution aerial images and deliver these to customers in real-time. The goal is to operate a fleet of balloons over Australia to be able to produce a live digital twin of the continent and serve several markets.

Katrina 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.

Lux launched their first balloon in late 2019 with the help of University connections, infrastructure, expert mentors and advice.

“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.”

PROGRAM FEATURES



Workshops

A series of capability workshops designed for founders



Mentoring

One-on-one mentoring sessions



University resources

Access to workspace and UniSA support services



Industry experts

Access to a pool of industry experts



ICC community

Group activities, support and networking events



Funding

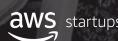
A stipend of \$10k for eligible startups

Additional features



100% equity-free

You retain all equity and intellectual property as a participant



Amazon Web Services

\$10,000 USD in AWS Promotional Credits and access to other services



Business development

Support from the ICC team including advice and guidance to develop your ideas

Discover more of our program features

icc.unisa.edu.au/program-features

WHAT IS A STARTUP?

“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 HAS BEEN ENORMOUSLY SUPPORTIVE AND ENCOURAGING US TOWARDS ONGOING SUCCESS.”

Elle Valance
Co-Founder
Willbits



The ICC describes a startup as a company working to solve a problem or disrupt the market in some way.

Disruption describes innovations that displace – or dramatically interrupt – how we think, behave, live and do business.

The idea must be scalable and able to grow.

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

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

Applications are open

Applications are currently open for the Social Enterprise category.

For any further questions visit icc.unisa.edu.au/social-enterprise

icc.unisa.edu.au/apply

SISA visa for Space category

The ICC is part of the Supporting Innovation in South Australia (SISA) program to attract promising overseas seed-stage entrepreneurs to develop their concepts in South Australia. This means temporary visas will be issued to those that meet all the Department of Home Affairs' criteria and requirements. If you are building a company using space technologies or creating tech, services or products for the space industry, we want to hear from you.

Find out more