

VENTURE CATALYST



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2020 VENTURE CATALYST APPLICATION PACK

Venture Catalyst is a program by the University of South Australia, designed to develop and grow founders with innovative or disruptive ideas.

ABOUT THE PROGRAM

Venture Catalyst is a six-month program of support to develop founders with innovative ideas delivered by UniSA's startup incubator, the [Innovation & Collaboration Centre \(ICC\)](#).

CATEGORIES

There are three categories in the Venture Catalyst program:

- 1. GENERAL**
supported by UniSA (currently only open to Regional applicants)
- 2. SPACE**
supported by the South Australian Space Industry Centre (SASIC)
- 3. SOCIAL ENTERPRISE**
supported by the Pank Family (this category is closed for 2020).

Detailed information on each category below.

PROGRAM BENEFITS

All categories receive:

- A series of capability leadership workshops designed for founders (two per month)
- Twelve 1:1 mentoring and group sessions with technical experts
- Dedicated work space in a modern co-working environment including access to meeting spaces, kitchen and wifi in the Innovation & Collaboration Centre (metro and regional).
- A stipend of up to \$10,000 for eligible **space** startups
- Access to a global pool of expert advisers.

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WHAT IS A STARTUP?

The ICC describes a startup as a company working to solve a problem or disrupt the market in some way. Disruption describes innovations that displace – or dramatically interrupt – how we think, behave, live and do business.

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

- The venture is a 'small business' (e.g. cafes, restaurants, and fee-for-service consultancies)
- The idea is too similar to other products/services in the market and the point of differentiation is not adequately demonstrated
- The venture requires a different level or type of support beyond the scope of Venture Catalyst (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.

INTERNATIONAL APPLICATIONS

We will accept applications from overseas founders who would like to bring their startup idea to South Australia. International applications for Venture Catalyst Space are open until Spring 2020. We may be able to assist with a temporary visa for founders that meet the SISA visa criteria. To find out more about the visa, please **contact us** before submitting an application.



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University of
South Australia



GENERAL*

SUPPORTED BY THE UNIVERSITY OF SOUTH AUSTRALIA

The General category is the place for a scalable idea or startup with a focus on (but not limited to) technology, across all industries.

The program is tailored to each successful applicant based on the stage of their startup and specific needs.

Working with our Entrepreneurs in Residence, Kirk Drage and Richard Turner, as well as a network of global industry experts, the general category is open globally to anyone with an innovative, scalable idea.

WHO CAN APPLY?

Anyone globally.

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

Overseas applicants are also encouraged, and should review the information on our website relating to the Supporting Innovation in South Australia (SISA) Visa.

If you are applying from outside of Australia, we would encourage you to submit your application as early as possible. Your application for the program will need to be approved before you can submit your SISA Visa application.

NUMBER OF PLACES AVAILABLE

3 (up to 10 startups accepted for regional)

*Applications closed on 23 April and are only currently open to regional applicants.



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SPACE

SUPPORTED BY THE SOUTH AUSTRALIAN SPACE INDUSTRY CENTRE

In September 2017, the South Australian Government created the South Australian Space Industry Centre (SASIC) to drive space industry innovation, research and entrepreneurial development.

The Venture Catalyst Space program began shortly after in 2018, supported by the Space Innovation Fund, to give founders the support and tools needed to plan and successfully execute a scalable and investment ready space business.

With over 60+ space companies in South Australia, the space industry has been made more accessible by new technological developments, as well as by global market leaders who have started significant transformation in the industry.

If your startup or idea uses space technology or data, we want to hear from you. Apply now and join the space industry in the home of the Australian Space Agency and a bustling space startup community.

[Visit our website for the definition of a space startup.](#)

WHO CAN APPLY?

Anyone globally.

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

Overseas applicants are also encouraged, and should review the information on our website relating to the [Supporting Innovation in South Australia \(SISA\) Visa](#).

If you are applying from outside of Australia, we would encourage you to submit your application as early as possible. Your application for the program will need to be approved before you can submit your SISA Visa application.

CONSIDERATIONS

- The Space category participants will also have the opportunity to apply for an overseas tour as part of their program to network with relevant space industry experts and other startups
- Space applicants may also have access to relocation grants. See FAQs for more information.

NUMBER OF PLACES AVAILABLE

6

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SOCIAL ENTERPRISE*

SUPPORTED BY THE PANK FAMILY

The Social Enterprise category is supported by Pank Family who support social innovation and enterprises developed by UniSA students or alumni.

Formally known as the Pank Prize for social innovation and enterprise, this category ensures 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.

WHO CAN APPLY?

Students and alumni of the University of South Australia may apply.

ELIGIBILITY

- Application must be an innovative social enterprise
- Social enterprises are businesses that have a social purpose. They may be not-for-profit or for-profit, but their main goal is to service community needs with profit secondary.

NUMBER OF PLACES AVAILABLE

1

*Applications are currently closed for this category.



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WHICH CATEGORY IS RIGHT FOR YOU?

If you are unsure on which category is for you, you can use our [application assistance tool](#), or we will filter you into the right category when we receive your application.

[Application assistance tool](#)

KEY DATES (SPACE CATEGORY)

Applications open	Applications have been extended due to COVID-19.
Applications close	Late 2020. More information to follow.
Application outcome	Early 2021.
Program starts	Summer
Program ends	To be confirmed



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ELIGIBILITY CRITERIA

- Applicants must be proposing an idea for a startup, which Venture Catalyst defines as being an entrepreneurial venture that aims to meet a marketplace need by developing or offering an innovative and potentially globally scalable product, process or technology or service
- Applicants must have an understanding of any intellectual property and either have ownership, rights to acquire it or be able to clearly demonstrate that the idea, product or service has first-mover advantage in the marketplace.

MERIT CRITERIA

Team The Assessment Panel will be looking for a well-balanced team that can demonstrate an understanding of the skills and experience that is required to successfully execute on their idea. While single founders are accepted into Venture Catalyst, the Assessment Panel strongly recommends you seek out people who compliment and round out the skills and experience in your team.

Value proposition The selection panel will be looking for evidence that your solution is solving a real problem that exists in the market. Make sure you identify your market and how this market will use (and pay for) your product to solve a real problem.

Business sustainability and differentiation Demonstrate how the concept is different from others in the market and how that competitive advantage would be sustained.

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

A lead customer Explain how the product, service or process is demand driven, which includes an evidenced willingness from a lead customer to contribute to further development or to purchase the product, service or process.

Business scalability Demonstrate scalability i.e. it has a larger (potentially global) market and distribution channel(s), which provide opportunities for sales growth of the product, process or service.

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APPLICANTS WILL NEED TO COMPLETE THE FOLLOWING

1

Download and fill out the application form at icc.unisa.edu.au. Applicants must also send a link to their two-minute video to complement their application form. (More information about the video is in the Application Form.)

2

If your application is shortlisted, you will be asked to attend an informal discussion with the members of the program potentially on short notice.

3

An assessment panel will review your application, and the outcomes from your discussion with the program members.

4

The Assessment Panel will endeavour to notify you of the outcome of your application as soon as possible. Decisions of the Assessment Panel are final.

5

Program agreements will be signed with successful projects and startups. Planning and work commences.

APPLICATION REQUIREMENTS

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



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FURTHER INFORMATION

For further information, please contact

Web icc.unisa.edu.au/venturecatalyst/

Email Venture.Catalyst@unisa.edu.au

CONFIDENTIALITY

Your application will be treated as confidential .

Some non-confidential information about successful applications will be provided publicly, including, but not limited to, the names of shortlisted or successful applicants and a brief description of the project.

Applicants will have the opportunity to approve this material before publication.

CONFLICTS OF INTEREST

Members of the Assessment Panel will be required to disclose any actual or potential conflicts of interest and remove themselves from the assessment of those applications wherever those conflicts exist.

COVID-19

During this difficult time the world is collectively experiencing, the ICC is committed to continuing to do what we do; support startups. Our Venture Catalyst program has been designed for both face-to-face and online delivery. Due to safety concerns and travel restrictions relating to COVID-19, Venture Catalyst will be delivered online for the foreseeable future. For any questions, please email us at venturecatalyst@unisa.edu.au