VENTURE CATALYST

2024 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

2. **SPACE**
   supported by the South Australian Space Industry Centre (SASIC)

3. **SOCIAL ENTERPRISE**
   supported by the Pank Family.

Detailed information on each category below.

PROGRAM BENEFITS

All categories receive:

- A series of capability leadership workshops designed for founders (two per month)

- 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 startups

- Access to a global pool of industry experts.

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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

The Venture Catalyst Space category is open to overseas founders who would like to bring their startup idea to South Australia. Please see page 4 for more information.

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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 the ICC team, former Head of Entrepreneurship and Venture Capital Relations at Microsoft, Kirk Drage and a network of global industry experts, the general category is open globally to anyone with an innovative, scalable idea.

WHO CAN APPLY?

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

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

Overseas applicants are also encouraged.

If you are applying from outside of Australia, we would encourage you to submit your application as early as possible.

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SOUTH AUSTRALIAN SPACE INDUSTRY CENTRE

SPACE
SUPPORTED BY THE SOUTH AUSTRALIAN SPACE INDUSTRY CENTRE

Delivered by the University of South Australia's Innovation & Collaboration Centre (ICC), and supported by the State Government, the program has a strong history of connecting founders with a global pool of industry experts, including stakeholders from NASA, the Australian Space Agency, Defence SA, Airbus and the Smart SatCRC.

Since its inception in 2018, Venture Catalyst Space has supported 36 space startups. The program has helped fast-track the cohort's market entry, accelerate their commercialisation journeys, and strengthen their connections to investors and researchers.

The program is delivered in Adelaide, South Australia. Adelaide is Australia's space capital, and is home to the stakeholders mentioned above as well as the the Australian Space Discovery Centre and key commercial entities like Fleet Space Technologies, Southern Launch, and Myriota. The space ecosystem in Adelaide is thriving, and there is huge commercial benefit in establishing your space venture in Adelaide. We recommend that founders and startups from overseas and interstate take this into consideration when applying for the program.

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.

If you are applying from outside of Australia, we would encourage you to submit your application as early as possible.

CONSIDERATIONS

- The Space category participants will also have the opportunity to apply for an overseas tour as party 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.

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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, staff 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

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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

Applications open	Monday 29 January 2024
Applications close	11.59pm (ACDT) Sunday 17 March 2024
60-minute online workshop*	April 2024
Application outcome	Monday 29 April 2024
Program starts	Monday 27 May 2024
Program ends	Friday 29 November 2024

* This session is compulsory for shortlisted applicants. Dates will be supplied.

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ELIGIBILITY CRITERIA

- Applicants must propose an idea for a startup, which Venture Catalyst defines as an entrepreneurial venture aiming to meet a marketplace need by developing or offering an innovative and potentially globally scalable product, process, technology, or service.

- Applicants must have an understanding of any intellectual property and either have ownership, rights to acquire it or be able to demonstrate that the idea, product, or service has first-mover advantage in the marketplace.

- For the general and social enterprise categories, applicants must be a student, staff member or alumni of the University of South Australia, or demonstrate alignment with the university's research teams, academic goals, or sectors of key interest with the potential for collaboration between the startup and university academic units.

MERIT CRITERIA

Commercial viability
The Panel will assess startups on their scalability and potential for sustainable growth. The financial needs of the business as well as the potential for the business to pivot will also be considered.

Value proposition
Applicants should show evidence that their solution addresses a well-recognised problem that the market will pay for and use.

Differentiation
Applicants should demonstrate that their idea is disruptive and how this innovation is novel from existing solutions in the market.

Team
The Assessment Panel will look for a well-balanced team, open to advice and coaching, that can demonstrate the relevant skills and experience required to successfully execute their idea. While single founders are accepted into the program, we recommend that you identify the additional expertise required in the team.

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

Business alignment
Is your startup aligned with the university's research teams, academic goals, and sectors of key interest? This may also include alignment with program sponsors, and/ or state government key economic development areas.

Maturity
It is possible for startups at any stage of their business development to be accepted into the Program. The assessment panel look for demonstrated commitment to the business idea and the progress made to date.

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APPLICATION PROCESS
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 participate in a 60-minute online workshop session with program coordinators*. You will also be asked to join an informal discussion with members of the program, potentially at 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.

* Session dates will be supplied to shortlisted applicants.

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/vc/

Email   iccadmin@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.

EQUITY AND DIVERSITY

The University of South Australia values equity and diversity, and as such aims to provide opportunity to startups with great potential, who might not otherwise succeed. We also recognise that diverse teams are stronger, more innovative, and more resilient, and as such welcome teams of all kinds into our programs.

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