

# VENTURE CATALYST PROGRAM APPLICATION FORM

LAST UPDATED DECEMBER 2024

1. Please complete the application form below.
2. Create a **two-minute** video for submission. The video should:
  - Introduce your business concept and explain how the idea evolved
  - Introduce your team
  - Explain how Venture Catalyst will benefit your business
3. Create a business plan for submission (2000 words max). The plan should respond to the eligibility and merit criteria outlined in the Venture Catalyst application information pack and must also include:
  - The problem that you are solving
  - Who will be interested in your solution? (i.e. customer/market)
  - The unique benefits your solution offers
  - How your solution differs from others in the market
  - A description of the technology utilised and its relevance to the industry.
4. Submit your completed application form to: [iccadmin@unisa.edu.au](mailto:iccadmin@unisa.edu.au) In your email, include links to your video and business plan on a file download site (eg: Dropbox/WeTransfer).
5. Following a review of applications, shortlisted startups will be asked to attend an interview either at the Innovation & Collaboration Centre, Adelaide or via video conference.

## **Section 1: Primary contact details**

Nominate one team member to be the primary contact person for the application.

**Name (lead applicant)**

**Project or company name**

**Correspondence address**

**Email address**

**Mobile number**

**Are you, or any member of your team:**

A current student of UniSA

A current student of another South Australian university

An alum of UniSA

A staff member of UniSA

**If applicable, please explain your connection to UniSA (eg: course studied, role you/team member worked in, dates of engagement)**

**Where is your business located?**

Metropolitan South Australia

Regional South Australia

Interstate (Australia)

International

**Which category are you applying for?**

**Please see the application information document for eligibility criteria.**

Venture Catalyst

Venture Catalyst Space

## Section 2: Team & office space requirements

Provide a list of all team members (including lead applicant) below.

Name	Email	Role <i>(e.g. advisers, technical founder, board etc?)</i>	% time dedicated to startup	Desk required in the ICC?	Planning to relocate? <i>(Int'l/Interstate applicants)</i>

What additional skills do you believe your team requires?

### **Section 3: Business proposal**

**Project title or company name**

*Please remember to include a link to both your business plan (max 2000 words) and your video in your submission email. See p.1 for details.*

**Describe your startup idea in 100 words or less. Keep it as simple as possible – no jargon, acronyms or anything that a layperson would not understand.**

**Describe, in 150 words or less, how your idea could be applied to other sectors and how you could pivot your business model to meet alternative market needs.**

**Do you have ownership or beneficial use of any intellectual property?**

Yes

No

**If yes, please describe (e.g. has a patent been filed?)**

**If applicable, describe your existing relationship with a lead customer, business mentor or other investor.**

**Are you currently working with any research and development organisations e.g. universities?**

Yes

No

**If yes, please describe your relationship:**

### **Section 4: Activities**

Identify any other programs where this startup idea has previously been submitted, developed, or presented.

If you are currently enrolled in any other programs with this startup idea, please identify them below including:

- Name of the program
- Start/end dates
- Program structure/support being offered

### **Section 5: Funding**

List below the details of any funding or investing this business has already received i.e. grants, friends, family, bank loans, angel investors, personal investment.

Activity	Amount (\$) received	Source of funds
<b>Total amount of money (\$AUD) expended to date</b>		

**Describe in 100 words or less what kind of support you hope to gain from the program.**

**If you are located interstate or overseas, describe in 200 words or less what plans you have to relocate to SA and/or benefit the SA economy.**

## Section 6: References

### Referee 1:

Name	
Job title	
Company	
Email	
Contact number (with area code)	
Nature of relationship	

### Referee 2:

Name	
Job title	
Company	
Email	
Contact number (with area code)	
Nature of relationship	

### Where did you hear about the Venture Catalyst program?

UniSA website

ICC website

LinkedIn

Twitter

Facebook

Google/search engine

ICC newsletter

Media story

Digital ad

Word of mouth

Brochure or printed materials

Referral (please specify):

Other (please specify):