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# Swinburne Innovation Studio Accelerator Program

## Information Session

4 May 2023



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# Acknowledgement of Country

We respectfully acknowledge the Wurundjeri People of the Kulin Nation, who are the Traditional Owners of the land on which Swinburne's Australian campuses are located in Melbourne's east and outer-east, and pay our respect to their Elders past, present and emerging.

We are honoured to recognise our connection to Wurundjeri Country, history, culture, and spirituality through these locations, and strive to ensure that we operate in a manner that respects and honours the Elders and Ancestors of these lands.

We also respectfully acknowledge Swinburne's Aboriginal and Torres Strait Islander staff, students, alumni, partners and visitors.

We also acknowledge and respect the Traditional Owners of lands across Australia, their Elders, Ancestors, cultures, and heritage, and recognise the continuing sovereignties of all Aboriginal and Torres Strait Islander Nations.

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# Swinburne Innovation Studio: Building the Entrepreneurship Life Cycle

- Our aim is to foster an innovation mindset among staff, students and alumni to help solve problems faced by Industry and society
- Serve as a platform to develop and scale your startup through the entrepreneurial journey



Pre Accelerator Program

February - April



Accelerator Program

June - August



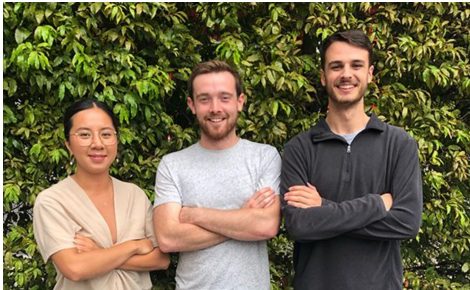
Venture Cup

September - November



Masterclasses

February - December



Student Ambassador Program

August - November

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# Swinburne Innovation Studio

- Building a commercial innovation engine
- Create and drive avenues to commercial impact at scale for Swinburne and its partners



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# Swinburne Ventures Limited

***This is Swinburne's in-house investment fund that invests capital into Swinburne-associated companies in exchange for equity in those companies.***

- Anyone can propose an idea for investment and the list of active ideas are administered by the Commercial Innovation team
- Proposals require Finance and Legal review , and must be submitted to the SVL secretariat via I&E
- Shares issued to Swinburne are held in the Swinburne Intellectual Property Trust, of which SVL is the trustee, and managed by I&E.
- SVL will not seek to retain a shareholding in a company when the purpose for originally taking up a shareholding is no longer current. Accordingly, SVL will seek to sell its shares when the opportunity is available to do so taking a considered view of optimising future risk and reward. Companies in SVL's portfolio is treated at arms-length, but may be incubated at any stage at the Innovation Studio (at I&E's discretion).

# Value Proposition

## What can you expect from the program?

- 12 week Accelerator program- mix of seminars, mentoring and accountability
- 5 startup strong cohort to connect with and leverage on the journey
- \$20K equity-free funding to scale your business across the 12-weeks paid in 3 trenches
- Rent free incubation space at the Fire Station for 3 months
- Access to world leading entrepreneurs, academics, mentors and investors
- Credits to professional services (legal, accounting, app development, cloud computing)
- The opportunity to pitch to mentors and investors at the Demo Day event
- Priority access to the investment committee of the Swinburne Ventures Limited



# Success Stories

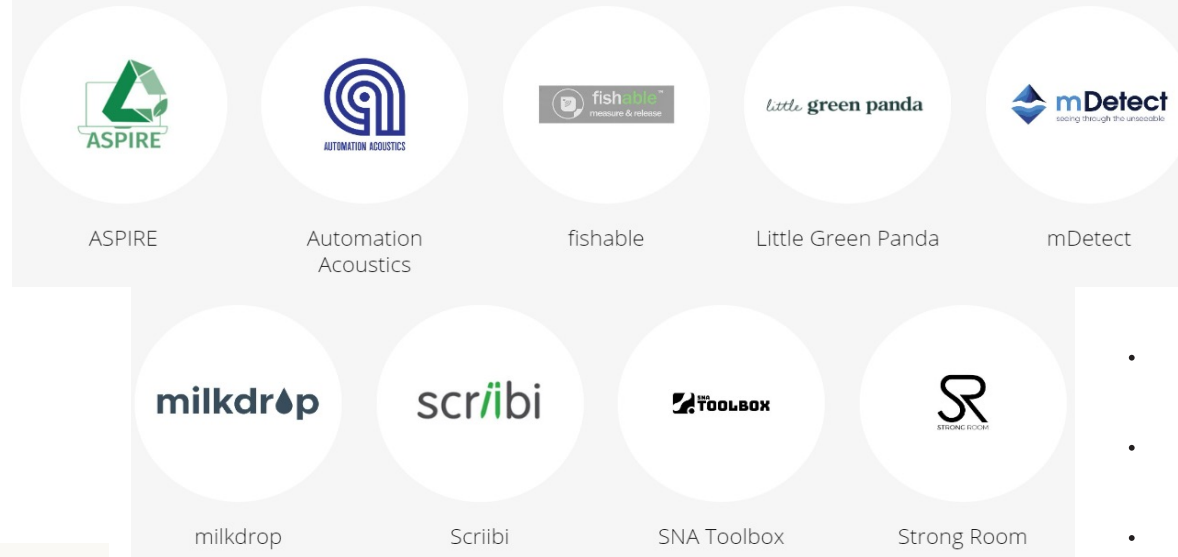
## Some recent Accelerator graduates

Milkdrop- [www.milkdroppumps.com](http://www.milkdroppumps.com)

- 2019 Venture Cup winner and 2020 Accelerator participant
- Leveraged Swinburne researchers to build prototype
- Refined packaging, branding and go to market strategy
- Launched product in Australia

Little Green Panda- [Little Green Panda | Wheat Straws | Sugar Cane Straws](#)

- 2020 Accelerator participant
- 3.1 million straws in over 10 countries
- Launched new coffee cup products



“Being a part of the Swinburne Accelerator Program has changed the way we look at our business. We now have strong structures in place and a clear vision that will ensure continuous success as we continue to grow. We have gained invaluable knowledge and a great network of both industry experts and like-minded start-ups that are experiencing many of the same challenges.”

-Manon Beauchamp-Tardieu, Founder Little Green Panda

# Key Topics

Just some of the topics to be covered by seminars, masterclasses and mentoring sessions

Additional topics to be added that specifically address the needs of the companies in the cohort

Month	Topics
1- Foundation	<ul style="list-style-type: none"><li>• Goal setting and accountability</li><li>• Storytelling for founders</li><li>• Intellectual Property</li><li>• Brand building and marketing</li></ul>
2-Operations & Scaling	<ul style="list-style-type: none"><li>• Media and PR training</li><li>• HR and Team Culture</li><li>• Customer acquisition and pricing</li><li>• Accounting and legal frameworks</li><li>• Founder wellbeing and resilience</li></ul>
3- Investor Readiness	<ul style="list-style-type: none"><li>• Fundraising and negotiation</li><li>• Investor documents- IM and term sheets</li><li>• Government Grants</li><li>• Pitch training</li></ul>





# Schedule

## Planned weekly schedule....

DATE	TIME	DAY	TOPIC
<b>Week</b>			
	9:30am - 11:00am	MONDAY	Group Accountability Session
	11:00am - 1:30pm	MONDAY	Weekly 1:1 check ins
	2:30pm - 4:00pm	MONDAY	Seminar
	9:30am - 11:00am	THURSDAY	Seminar
	2:30pm - 4:00pm	THURSDAY	Seminar

- All Seminars will be held on Level 4 of the Fire Station- at least 1 founder to attend- these will not be recorded
- Storytelling, pitch training and 1:1 pitch mentoring sessions will happen on Fridays
- 1:1 mentoring will be arranged outside of these core times
- Monthly Masterclasses held online (dates TBD)
- Monthly founder connection sessions early AM on a Seminar day (wellbeing sessions TBD and weather dependent)
- Monthly social events for the SIS ecosystem- Thursday evenings

Exact timetable subject to change

# Eligibility

## Who should apply?

- Open to early-mid stage startups who have done extensive market research, developed an MVP or secured early customers, undergoing a POC and looking to scale their business
- Vertical agnostic but have commercialisation expertise in Health/Med Tech, Aerospace and Healthy Planet
- At least one founder has a Swinburne affiliation- student, staff or alumni holding at least 10% equity preferred
- It is expected that at least one founder is working full time on the venture
- It is expected that at least one founder attends all the in-person sessions
- Participants are required to have a valid Working With Children Check (WWCC)
- We welcome companies that have already taken investment
- Solo founders can also apply

# Application Form

What we want to know:

## Founder Information:

- Demographics
- Relationship to Swinburne
- Commitment to program

## Startup Information:

- Name, website, details of incorporation
- Short written description
- Stage, funding, founding team
- Key milestones

## Documents:

- Pitch Deck
- 3 minute pitch video

Application form will be available online tomorrow:

<https://www.swinburne.edu.au/research/platforms-initiatives/innovation-studio/accelerator-program>

If you have general questions about the program or the application or want to set up a time for a short chat with one of our team please email:

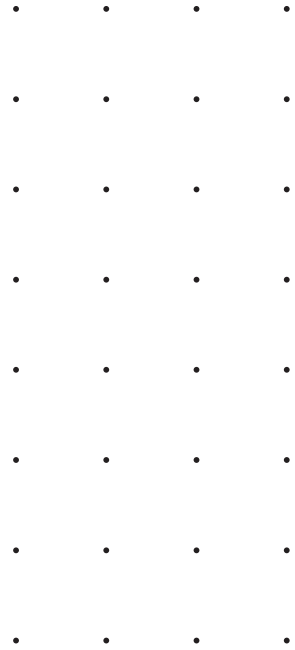
[innovationstudio@swin.edu.au](mailto:innovationstudio@swin.edu.au)

Sign up for the Newsletter to get notifications about application deadlines and future programs



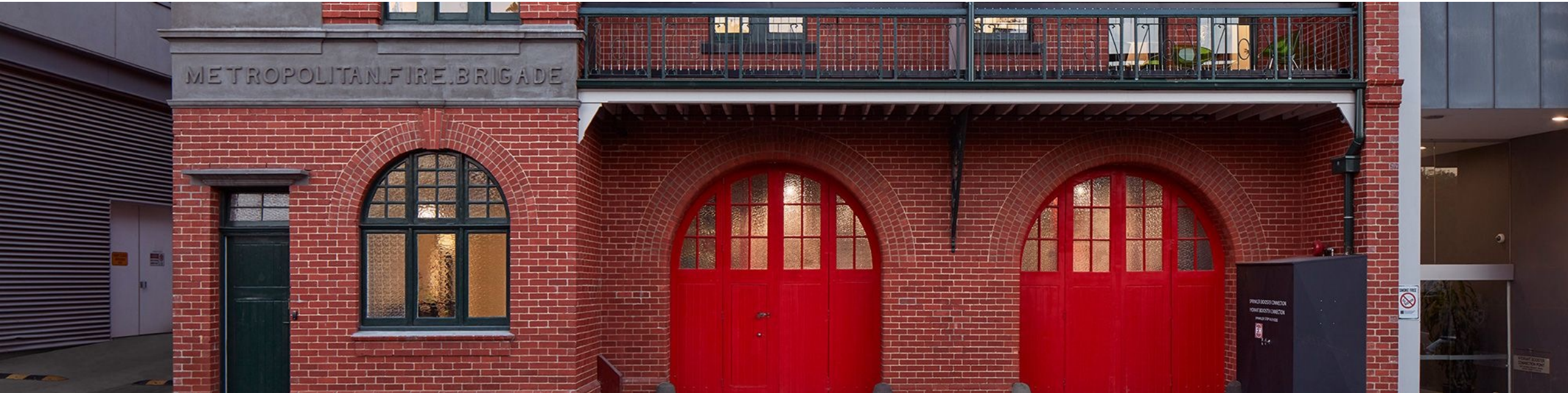
# Key Dates

Info Session	4 May
Applications Open	5 May
Applications Close	1 June
Interviews	w/c 5 May
Acceptance	13 June
Program Starts	19 June
Demo Day	7 September





# Swinburne Innovation Studio

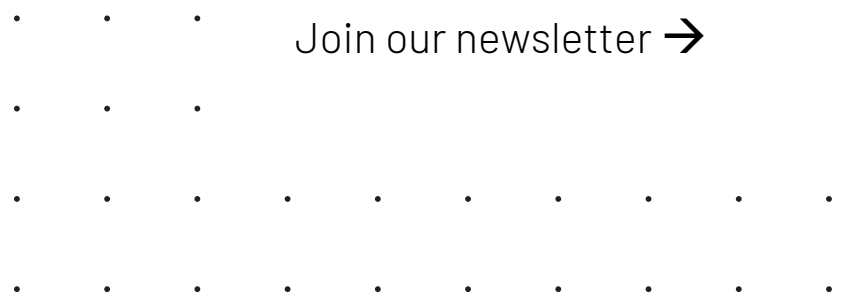


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