

# VENTURE CUP INFO NIGHT

Thursday, 8 September

Presented by: Abs Seth



# Welcome to Country

I would like to respectfully acknowledge the Traditional Owners of the land on which we gather, and pay respects to all Aboriginal and Torres Strait Islander Community Elders, past and present, who have resided in the areas we are currently inhabiting and have been an integral part of the history of this region.

We also pay our respects to any Aboriginal and/or Torres Strait Islander people present.





# Swinburne Venture Cup 2022

- 3 weeks of pitch coaching with Venture Capitalists & Swinburne team
- \$5,000 prize money for best student pitch
- \$5,000 prize money for best staff and alumni pitch
- One founder (10% equity holder) must be Swinburne staff, student or alumni



# Workshops

**01**

## **Introduction & Idea validation**

Presenter: Abs Seth  
Date: 3 Oct  
Duration: 2-3 hours

**02**

## **Venture Capital 101**

Presenter: Werner van der  
Merwe  
Date: 4 Oct  
Duration: 1-2 hours

**03**

## **Journey as an entrepreneur**

Presenter: Kanchana  
Wickremasinghe  
Date: 6 Oct  
Duration: 1-2 hours



# Stage One

- 3 minute video and online application form
- The founder in video application must be the presenter on 10 November
- Applications close on 27 September
- We notify successful applicants by 30 September
- 10 - 12 teams selected will pitch on 10 November







**3 OCT - 21 OCT**

# Stage Two

## Weekly Pitch Coaching

- The presenter must attend all coaching sessions (3-21 October).
- Other team members are welcome to attend as well.
- You may be required to attend more than one session per week.
- We will advise you about the times and sessions once you're accepted into the program.

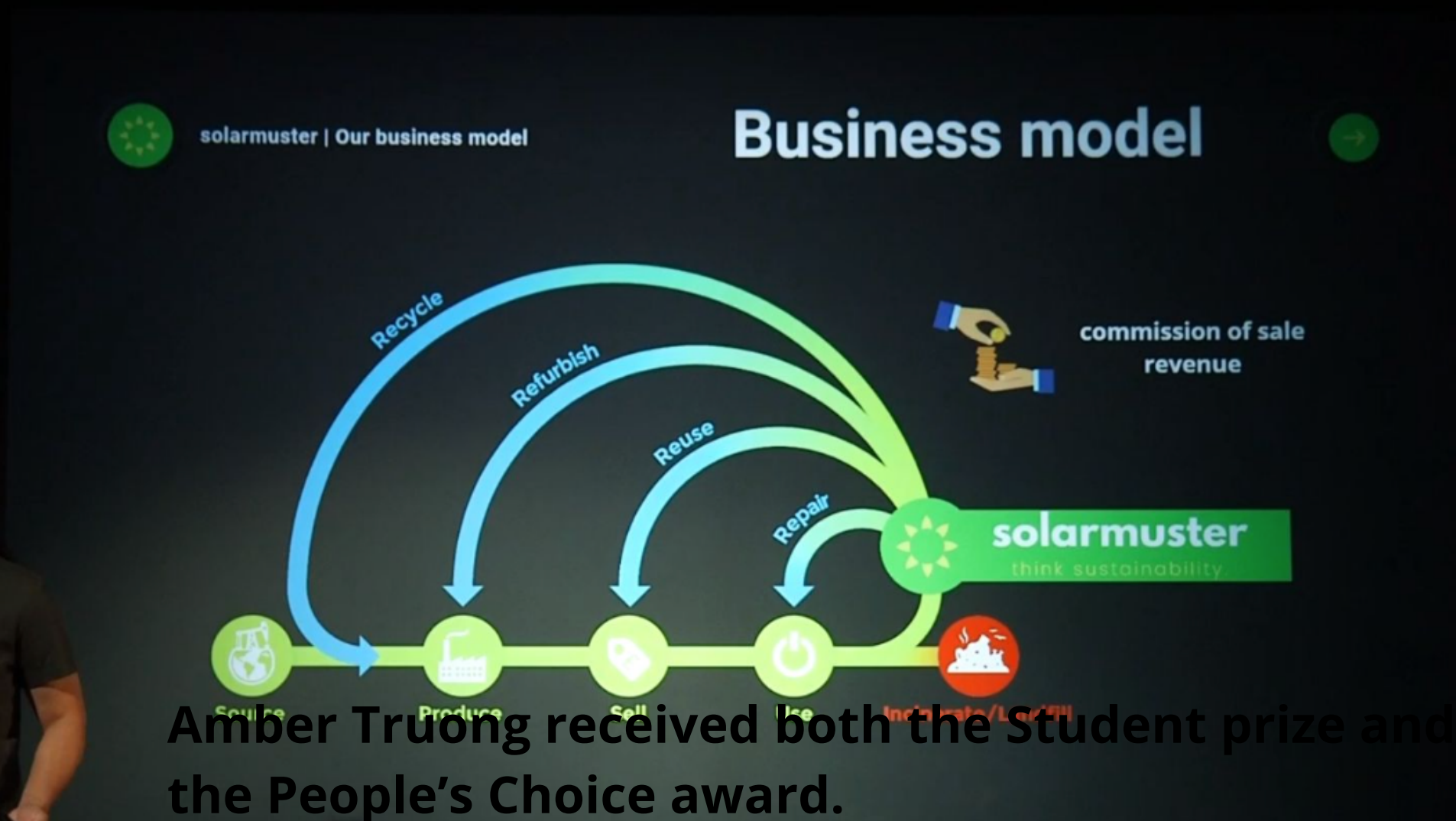


# Winners

## Venture Cup 2021

Swinburne Bachelor of Engineering (Honours) student, Amber Truong's circular economy idea to reduce the environmental impacts of solar panel waste proved a crowd pleaser.

**'I feel extremely honoured and humbled that I have received both the Student prize and the People's Choice award. I want to thank all the people who have given me their valuable support and feedback on my business idea and my pitch.'**



Amber Truong received both the Student prize and the People's Choice award.



1 in 4 Australian children  
experience mental health issues,



Clare (centre) with her Wellbeing IQ team  
members:

The Alumni/Staff category prize  
was awarded to Clare Major for  
her Wellbeing IQ project.

Wellbeing IQ is designed to  
empower school communities to  
manage mental health with a  
digital platform.

**'The Venture Cup is a prime  
example of how this can work  
successfully. When business  
entrepreneurs, digital  
marketers, educators and  
clinicians can work together to  
solve the unsolvable,  
innovation is birthed.'**

# Winners

## Venture Cup 2021



# Flashback to 2018-2021



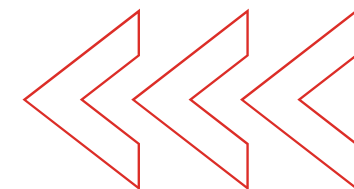
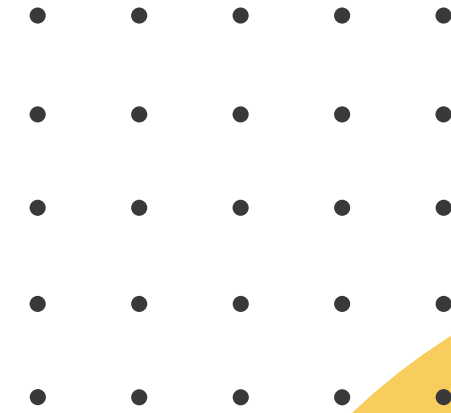


# Question 01

**Describe your startup (150 words)**

What is your startup doing?

No jargon!



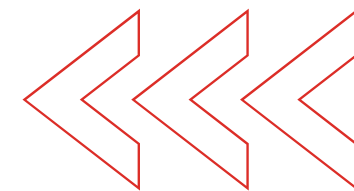
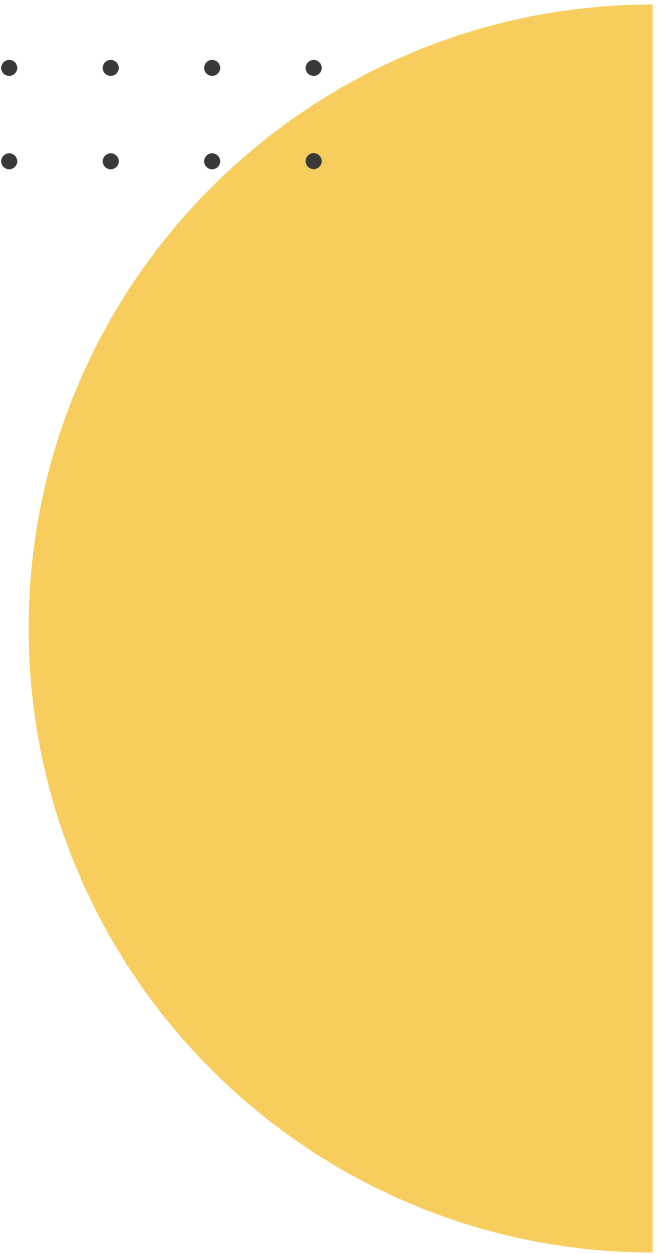
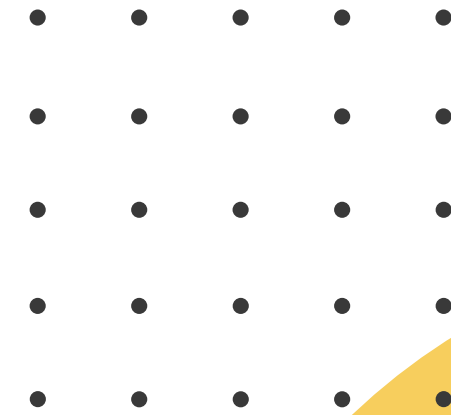


# Question 02

**What milestones has your startup reached?**

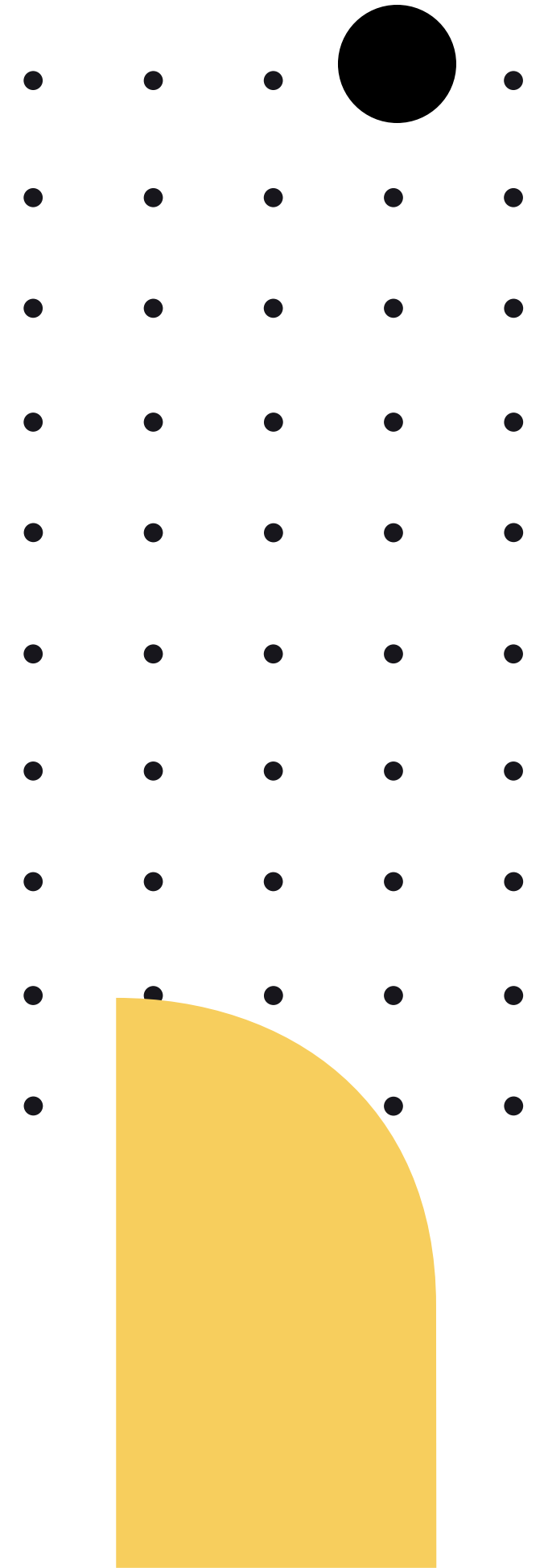
**Example:**

6/02/21: Launch website  
10/03/21: First customer



# Your Deck

- Purpose
- Problem
- Solution
- Market size or opportunity
- Competition
- Product
- Business model
- Impact model (optional)
- Team
- Progress to date
- The Ask





# Title & Purpose

- In 1 to 2 sentences what does your business do?
- Not just buzz words and marketing promises!



# Yes

Milkdrop helps mothers benefit from the power of breast pumps without the pain.

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Little Green Panda is combatting the single use plastic crisis by mixing innovation and sustainability to create better products.

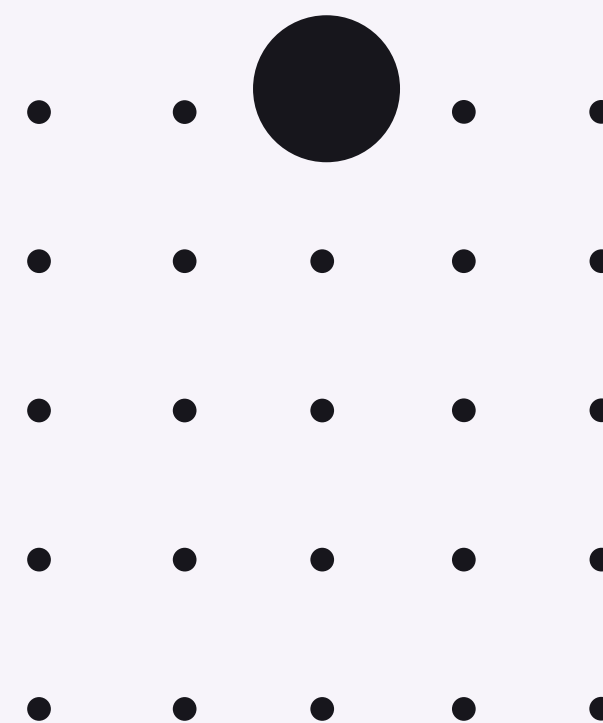


# No

We are an edutech startup building a platform that will change the world.

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We are a bold team using AI to bring you the future of fintech.





# Problem

Start with a painful and recurring problem - people are actively looking for solutions.

Tell us your customer's pain point:

- How does your customer solve problem currently?
- Why are current solutions failing?



# Problem: Taxi-monopolies reduce quality of service

- 01 Medallions are expensive, and drivers underpaid
- 02 Medallions cost \$500k, drivers make 31k
- 03 No incentive/accountability for drivers/clients

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\*Digital Hail can now make street hail unnecessary





# Problem



## Price

It s an important concern for customers to book travel online.



## Hotel

It leaves you disconnected from the city and its culture.

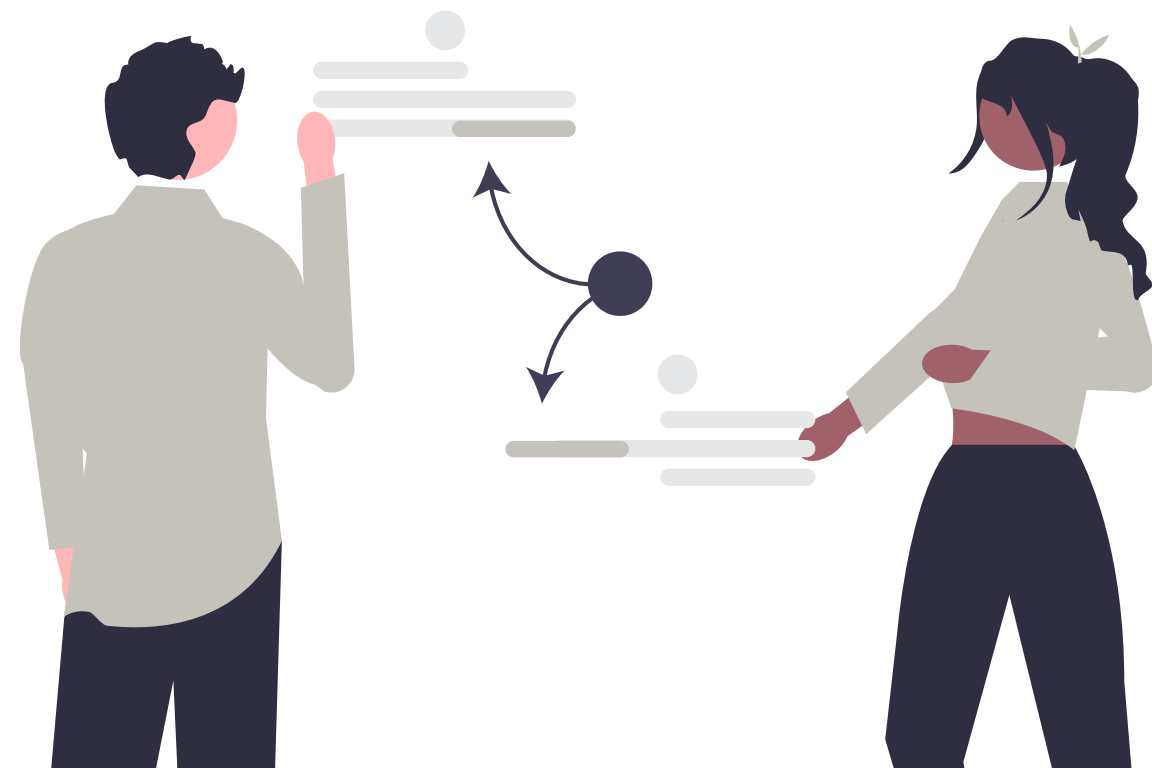


## No easy way exists

It is hard to book a room with local or become a host.

# Solution

**How do you solve the problem better than anyone else?**



Include screenshots or mock ups of your solution

Provide case examples

Benefits to the customers instead of a list of features

Do you have a patent or unique proprietary solution?



# Solution

A web platform where users can rent out their space to:



## Save Money

When traveling



## Make Money

When hosting



## Share Culture

local connection to the city

# Market Size

VS



## TOP DOWN

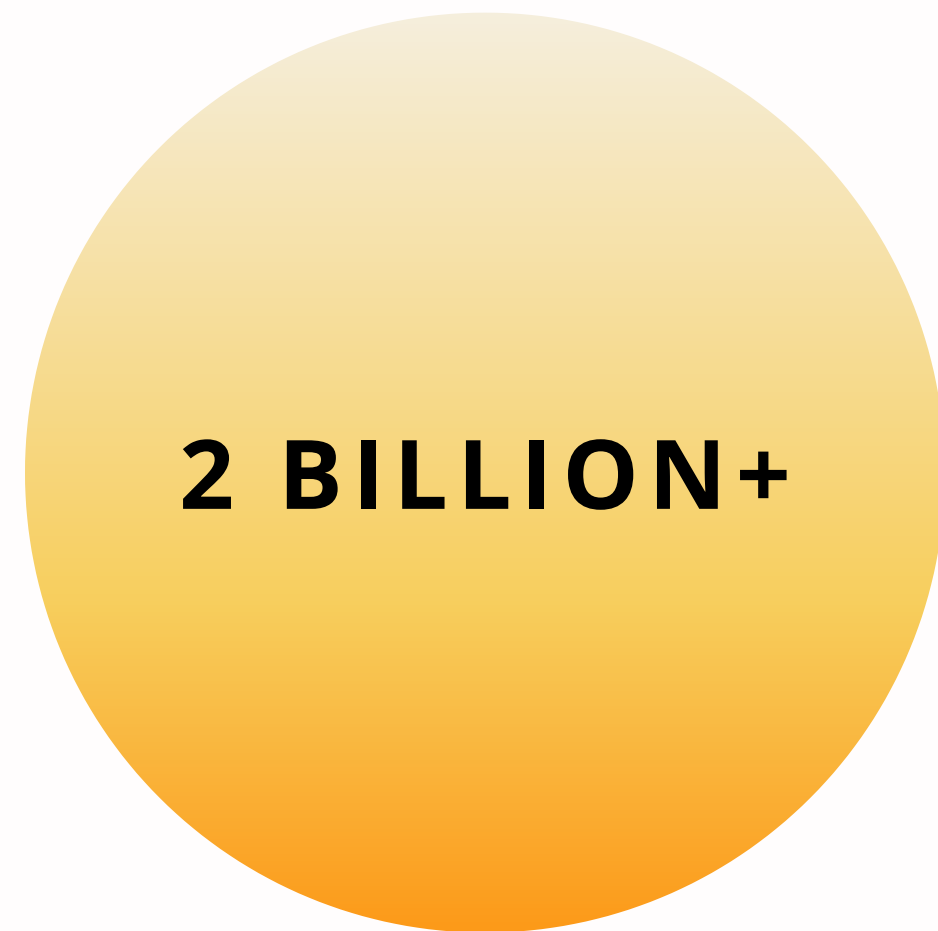
Not just an IBIS World Report

## BOTTOM UP

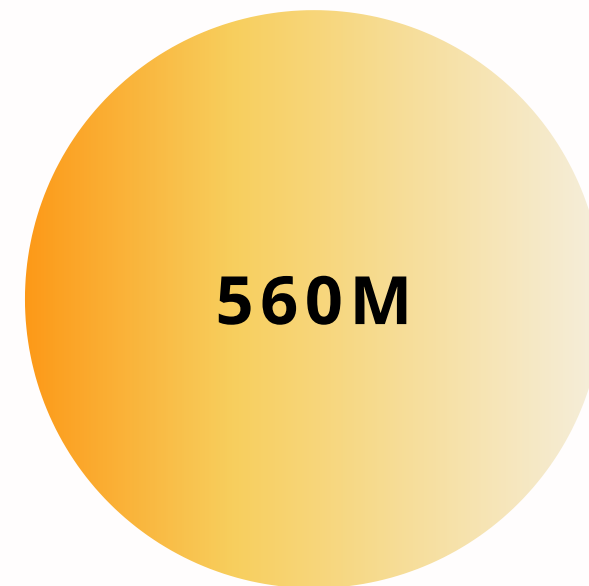
Have a look online - lots of resources available to step you through the process



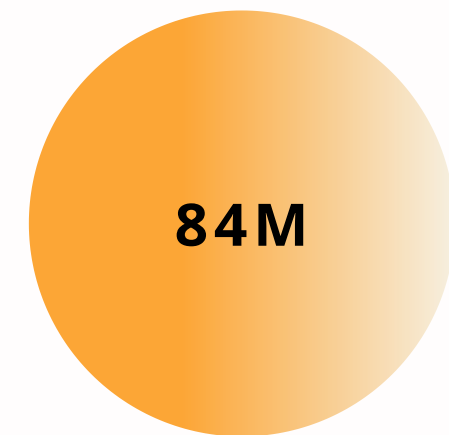
# Market Size



**Trips Booked (worldwide)**  
Total Available Market



**Budget & Online**  
Serviceable Available Market



**Trips W/AB&B**  
Share of Market

# Competitors

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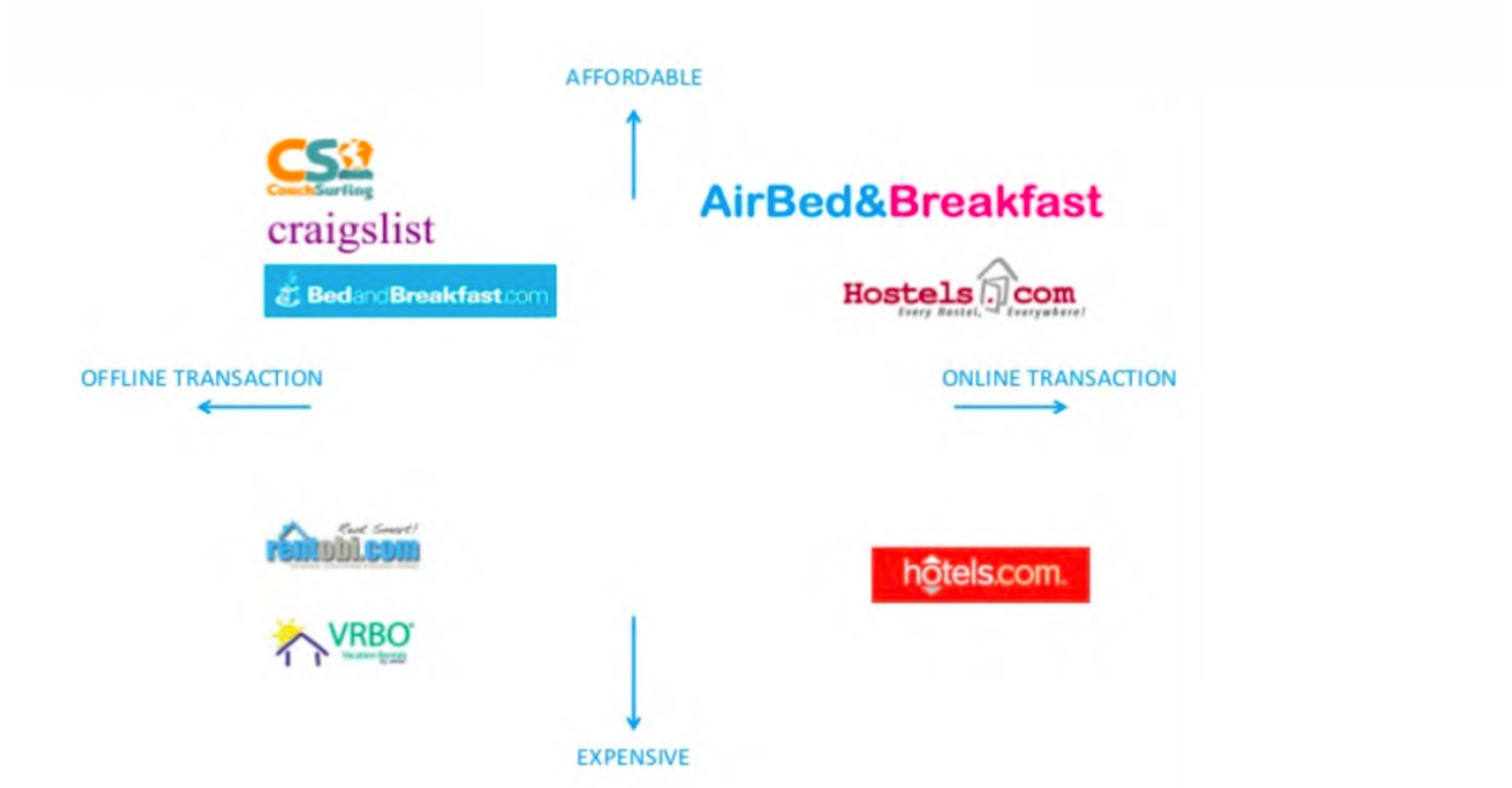
You have them!

If you're struggling to think of them,  
consider what are the substitutes for your  
offering?

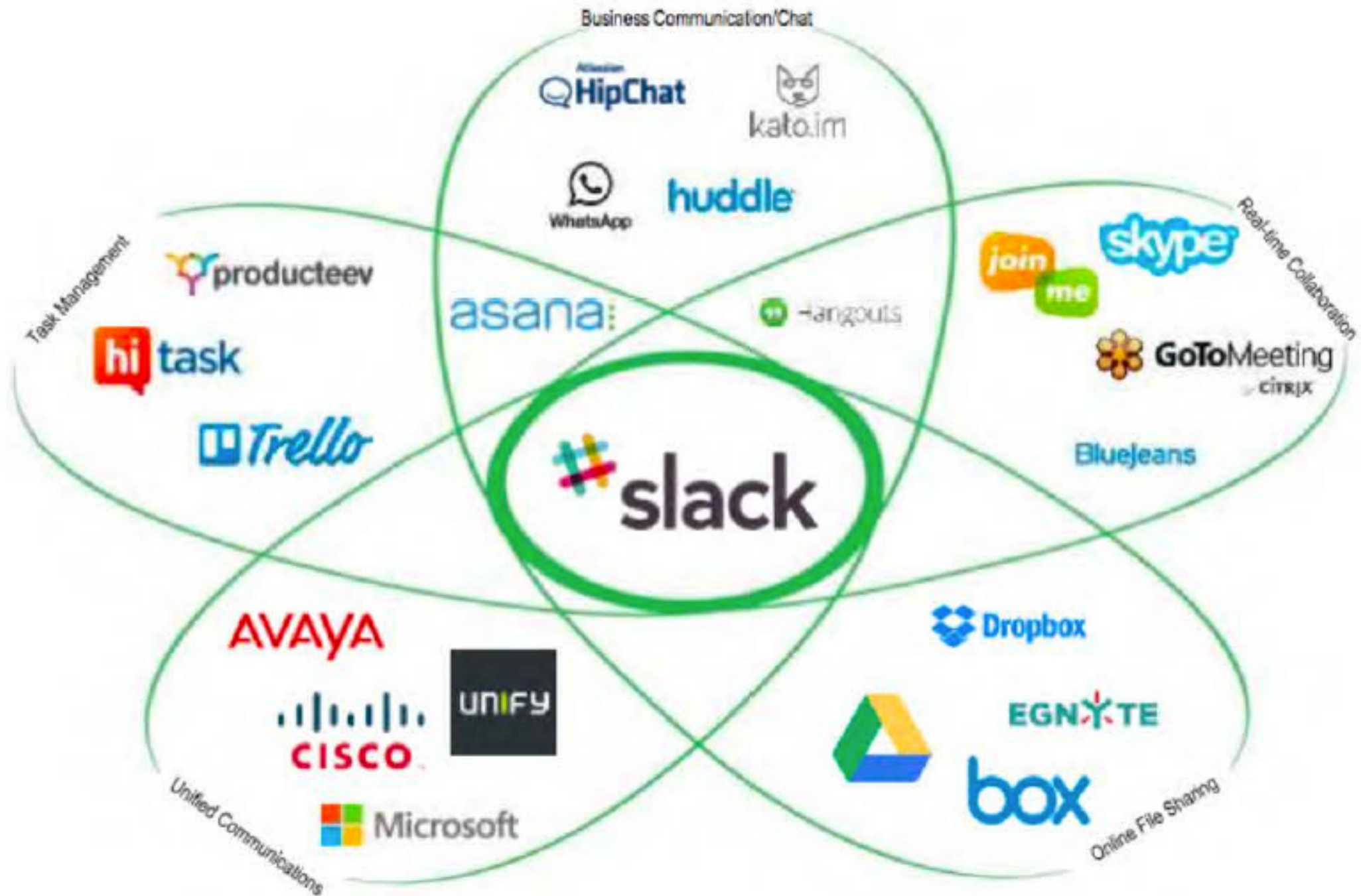
What is your competitive advantage?  
efficiency? price? customer experience?  
ease of use? brand? IP?



# Competitor – Option 1



# Competitor – Option 2





# Competitive Landscape

ITEMS	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3	INCREDIBLE US
Marketing & Distribution	✓	✓	✗	✓
Online Store Creator	✓	✓	✓	✓
Full Service Art Dealing	✗	✗	✗	✓
Open Platform	✓	✗	✗	✓
Avg. Price Range	\$1,000	\$1,000	\$2,000	Under \$750
Commission	3%	30%	—	10%

# Business Model 01

We take a 10% commission on each transaction.





# Business Model 02

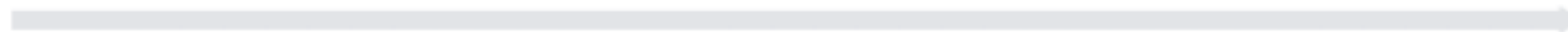
## Milkdrop

Direct to mums

**\$80** price

**~50-85%** margin

Channels



partner w lactation  
consultants



maternity ward /  
hospital pharmacy



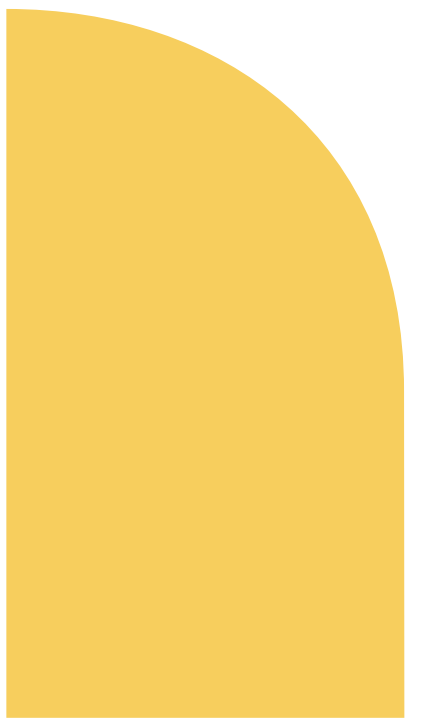
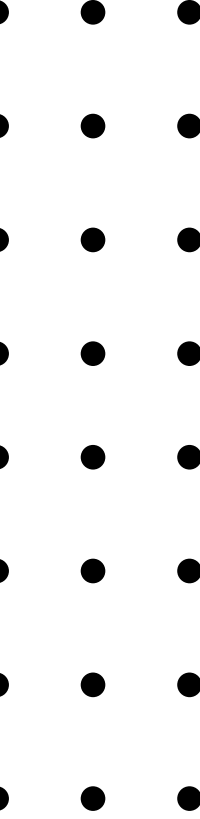
white label



wholesale



retail



# Social Impact



Is social impact at the heart of your business?

Are you interested in supporting social impact as part of your business?  
e.g. 1%  
pledge, partnership with other organisations etc.



# Team



01

Team problem solver?

02

Work experience?

03

Unique insight and understanding of the problem?

04

Have you worked together for a long time?

05

Worked together before?

06

Do you have an eminent advisory board?

# Our Team



**Megan Rollins**

Founder/CEO



**Terrence Barkley**

Finance Head



**Christina Lightly**

Creative Director



**Kim Chun Hei**

Operations Head





# Our Team

milkdrop



**Alex Sinickas**

CPEng / MSc / BCom

Commercial



**Dr Andrew Mason**

MD / BKin

Health



**Ravi Bessabava**

MArch / BEnv

Manufacturing



**Daniel Prohasky**

BEng

Design



# Progress To Date

- What milestones has your startup hit
- Completed # of customer interviews
- Have you launched a website
- Built your minimum viable product
- Started selling in market
- Generated customer and revenue in trials of your product
- Saved dollars / time / resources for customers
- User testimonials or net promoter scores
- User metrics
- Secured partnership
- Won prizes or awards
- Mentioned in the media or trade press

# Traction

## Milkdrop

① Market demand



100+ mums



Lactation consultant, midwife, nurse

② Product

Prototypes  
x 20



early user  
testing x 3



lab to  
factory



first run  
for pilot

③ **Business model**

IP protected  
Cost / production analysis  
Marketing strategy  
Incorporation



# The Ask

How can the audience help you?

1

●  
Introductions to  
potential board  
members, experts  
etc.

2

●  
New team  
members

3

●  
Mentoring

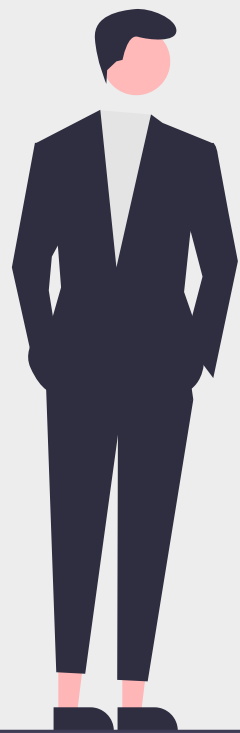
4

●  
Are you  
fundraising?

5

●  
Help getting into  
different  
markets

# General guidance on pitching



1

## KNOW YOUR AUDIENCE

Tell a story to help you stand out from the crowd.  
Test: pitch your startup to someone and see what they pitch back to you.

2

## YOUR PITCH IS A CONSTANT WORK IN PRACTICE

You'll have to revise it tens of times with us. Also, watch as many pitches online as you can.

3

## SHOW US YOUR PASSION

Tell your story with energy and authenticity.

# Key Dates



**8 September**

**Info Night &  
Application open**



**30 September**

**Notification**

**27 September**

**Application close**



**3 Oct - 21 Oct**

**Pitch Coaching  
Venture Week  
Start**



**10 Nov**



**Pitch Night**



Thanks to  
SENATH Ltd  
for supporting  
our program.



SENATH Limited is startup friendly company that focuses on providing funding and other resources to get startups going.

# Questions?

