

SWINBURNE INNOVATION PRECINCT

ACCELERATOR INFORMATION NIGHT 2021





Welcome to country

TONIGHT'S WORKSHOP



**About the
program**

**Application
process**

Q&A



ABOUT THE PROGRAM

- Up to 5 teams accepted
- Open to all startups (sector agnostic) including social impact startups
- \$25K seed funding no equity taken
- Learn from and be mentored by leading entrepreneurs, investors and professionals
- in-house Entrepreneurs-in-Residence -- Adam Jacoby & Elaine Saunders
- Free legal and accounting support from top-tier law firm Corrs Chambers Westgarth and William Buck

REQUIREMENTS

- At least one founder (10% equity holder) must be Swinburne family (staff, student or alum)
- At least one founder must attend all sessions (mix of online and offline) on Tuesdays and Thursdays
- At least one founder must be full time equivalent (you can spread the hours across co-founders)
- Optional: 20-min meeting with Lisian, Adam or Elaine before submitting application (email: innovationprecinct@swin.edu.au)

Application process and key dates

Applications open -
23 March

...

Applications close - 2
May

...

Round 1 interviews -
12 May

...

Round 2 interviews - 19
May

...

Program commences -
1 June

...

Demo day and program
ends - 19 August

...



Application form





Application form

Question 1

Tell us about your startup - max 150 words



Question 2:

What milestones has your startup reached?
- max 150 words

Example:

1/6/20: launched social media account

5/6/20: 5 users signed up

10/6/20: converted first paying customer

Quantitative data points!



3 - MINUTE VIDEO

PUTTING YOUR BEST FOOT FORWARD

Slide deck

- Title + purpose
- Problem
- Solution + product
- Market opportunity
- Competitors
- Business model
- Impact model (optional)
- Team
- Progress to date
- What the accelerator will help you with

Title and purpose

...

In 1 to 2 sentences what does your business do?

No buzz words please

Examples

Yes

...

- Milkdrop helps mothers benefit from the power of breast pumps without the pain.
- 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 web based platform that will change the world.
- We are a bold team using AI to bring you the future of fintech.



PROBLEM

Start with a painful and recurring problem

Tell us your customer's story of pain:

- How do your customer's currently solve their problems?
Are they actively looking for solutions?
- Why are current solutions failing them?

Demonstrate empathy for your customer and invite us to understand their pain

Problem

Price is a important concern for customers booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a room with a local or become a host.

Problem: Taxi-monopolies reduce quality of service



Medallions are expensive, and drivers underpaid



Medallions cost ~\$500k, drivers make 31k



No incentive/accountability for drivers/clients



SOLUTION

HOW DO YOU SOLVE THE PROBLEM
BETTER THAN ANYONE ELSE?

- Include screenshots or mock ups of your solution
- Provide use case examples
- Benefits to the customers -- not just a list of features
- Do you have a patent or unique proprietary solution?

Solution

3

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

**SAVE
MONEY**

when traveling

**MAKE
MONEY**

when hosting

**SHARE
CULTURE**

local connection to the city

Product

6

SEARCH BY CITY → REVIEW LISTINGS → BOOK IT!



Market opportunity - a story of growth & ambition

Top down

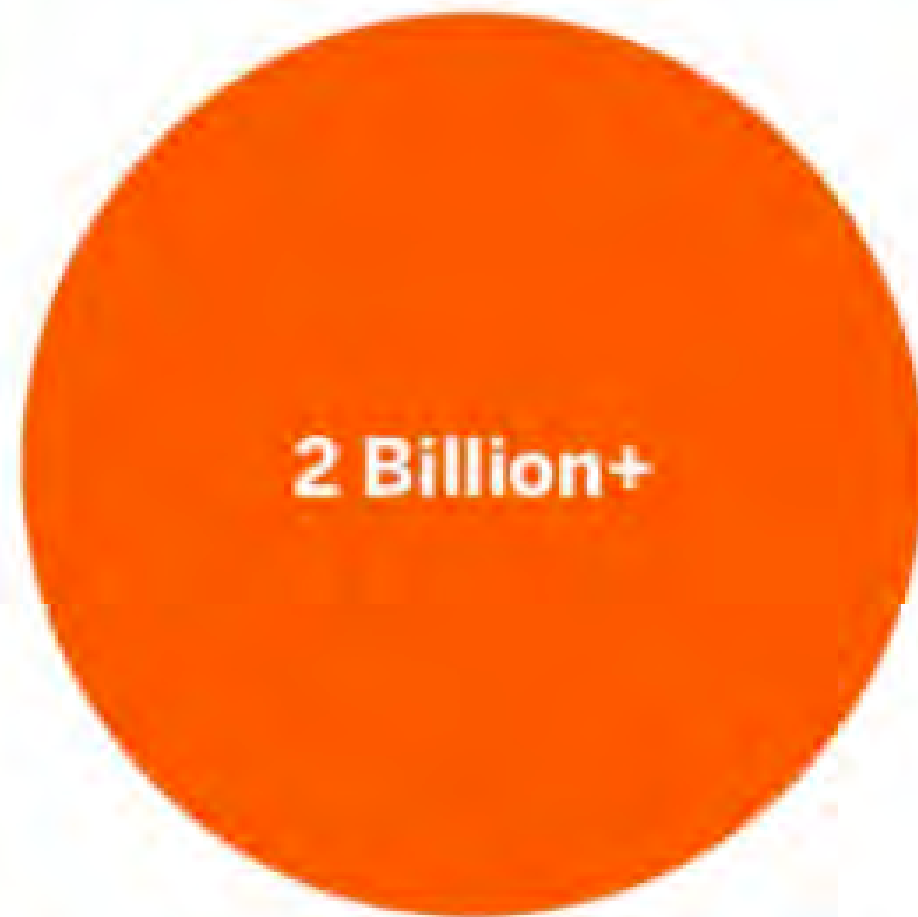


...

Bottom Up
(Preferred)

Market Size

5



TRIPS BOOKED (WORLDWIDE)

Total Available Market

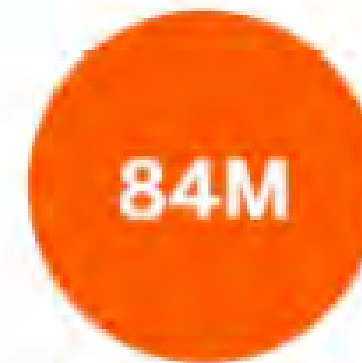
Source: Travel Industry Association of America &
World Tourism Organization



BUDGET&ONLINE

Serviceable Available Market

Source: comScore



TRIPS W/AB&B

Share of Market

15% of Available Market



COMPETITORS

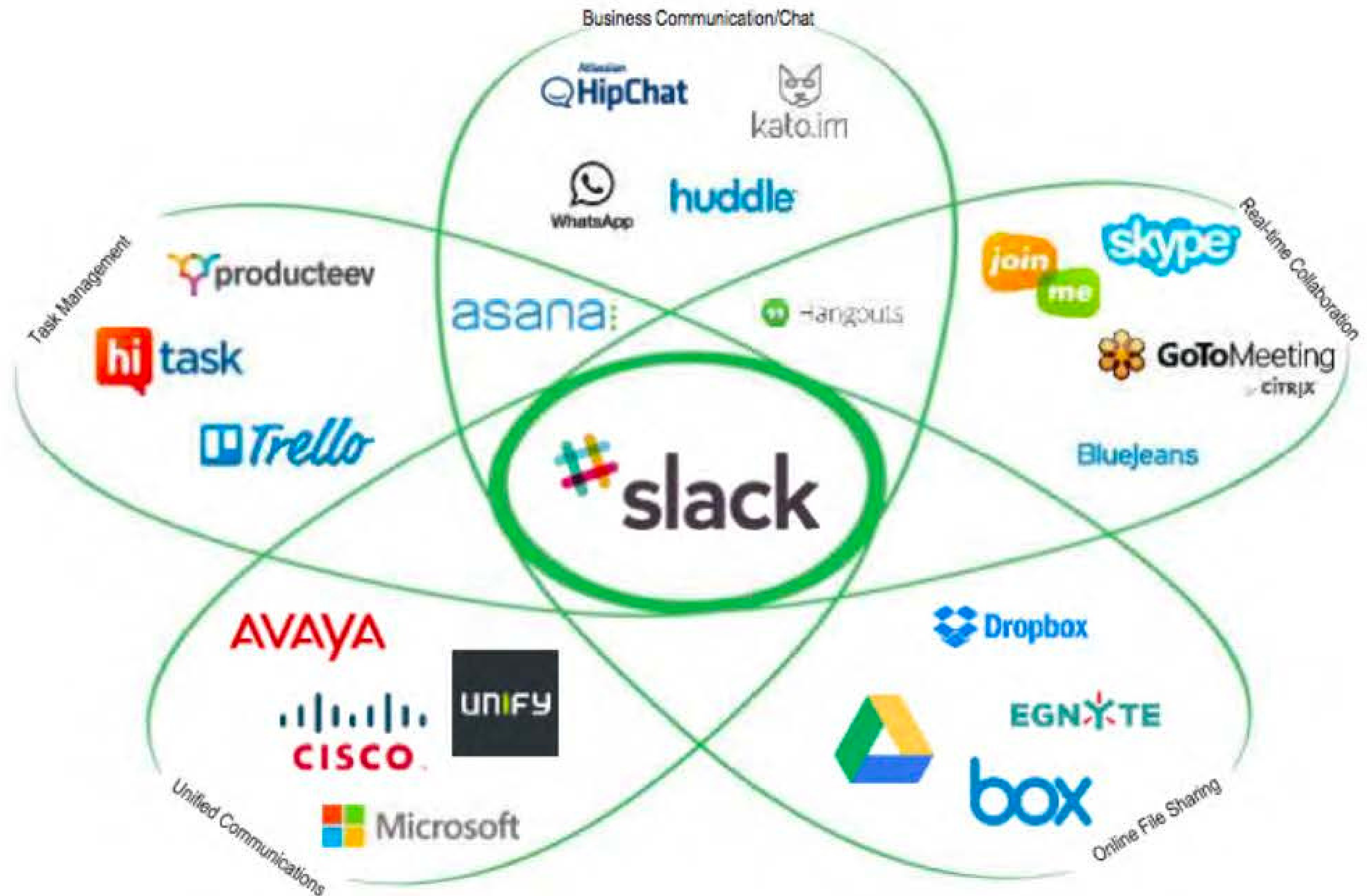
- You have them! (Please don't 'bad mouth' your competitors)
- If you're struggling to think of them, consider what are the substitutes for your offering?
- What is your competitive advantage? efficiency? price? customer experience? ease of use? brand? IP?



Competition

9





Competitive Landscape

Them	Other	The Startup	Else Co.	By The By
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Marketing & Distribution



Online Store Creator



Full Service Art Dealing



Open Platform



Avg. Price Range

\$1,000
(\$140 - \$2,000)

\$1,000
(\$200 - \$2,000)

\$50
(\$25 - \$1,000)

\$2,000
(\$1,000 - \$10,000)

\$3,000
(\$200 - \$500 for variable)

Commission

3%

30%

5.6%

Based on cost of service delivery

Based on cost of service & delivery

Incredible Us



Under \$750

10%

Competitors :(



Business Model

7

We take a 10% commission on each transaction.



TRIPS W/AB&B

Share of Market

(15% of Airport Market)



\$25

AVG FEE

\$80/night @ 3 nights

(average \$70 is the norm) source: AB&B



\$2.1B

REVENUE

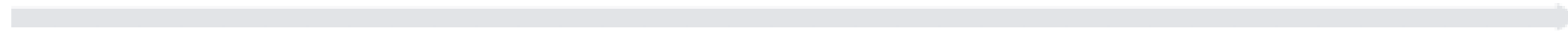
Projected by 2011

Direct to mums

\$80 price

~50-85% margin

Channels



partner w lactation
consultants



maternity ward /
hospital pharmacy



white label



wholesale



retail



SOCIAL IMPACT

- Is impact at the heart of your business e.g. Who Gives a Crap or Thank You Water?
- Are you interested in supporting social impact as part of your business e.g. 1% pledge, partnership with other organisations etc.

TEAM

- Why are you the team to solve this problem?
- Experience?
- Unique insight and understanding of the problem?
- Have you worked together for a long time?
- Worked together before?
- Do you have an eminent advisory board?



TEAM

15+ years experience working as independent creative professionals.



MIKAEL

Neuroscience degree; built ooomf blog to 40,000+ in 3 months



STEPH

Actuary; Started first profitable online business at 16



ANGUS

Founded 2 previous startups; graduated University at 19



LUKE

Designer; built product to 25,000+ downloads a month



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?

5 / 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

Our early traction has been exciting.

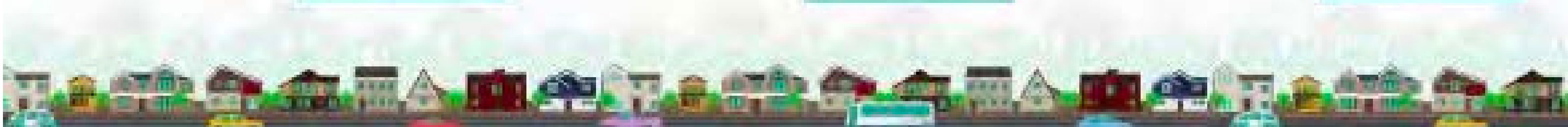
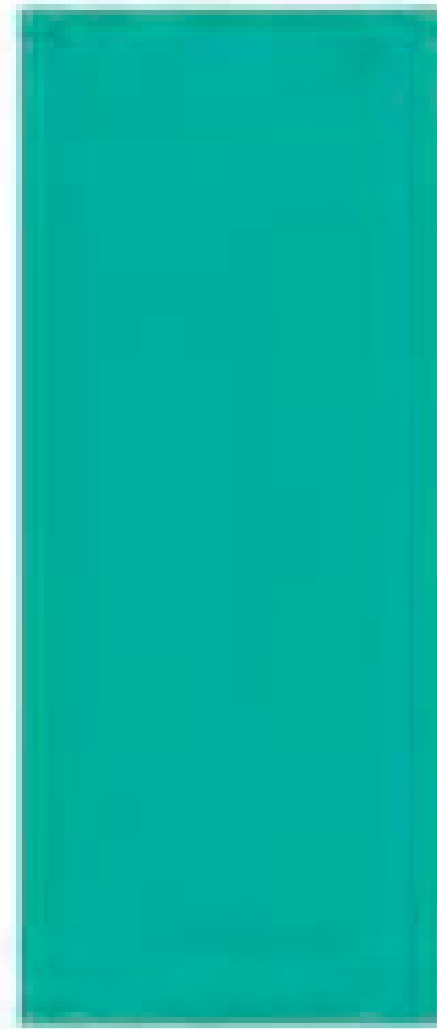
January 1
soft launch in metro
Detroit; 4 units



February 1
20 units



Today
49 units





HOW CAN WE HELP YOU?



General pitching advice

- 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
- 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
- Show us your passion. Tell your story with energy and authenticity.