Venture Cup 2023 Info Night

Swinburne Innovation Studio

September 14 2023
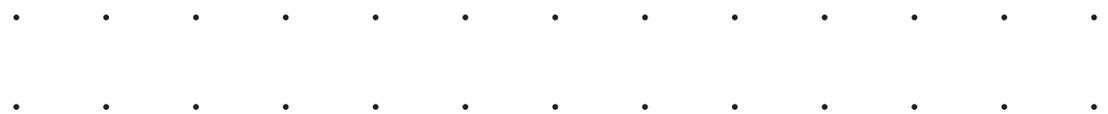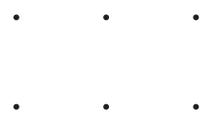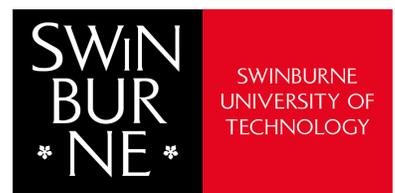
Acknowledgement of Country

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.

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

YOU ARE HERE

Pre-Accelerator Program

Accelerator Program

Venture Cup

Masterclasses

Student Innovation Squad

📅 February – April

📅 June – September

📅 October – November
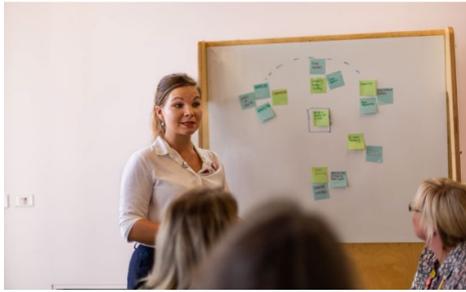
📅 February – December

📅 August – November

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SWINBURNE UNIVERSITY OF TECHNOLOGY

Swinburne Innovation Studio

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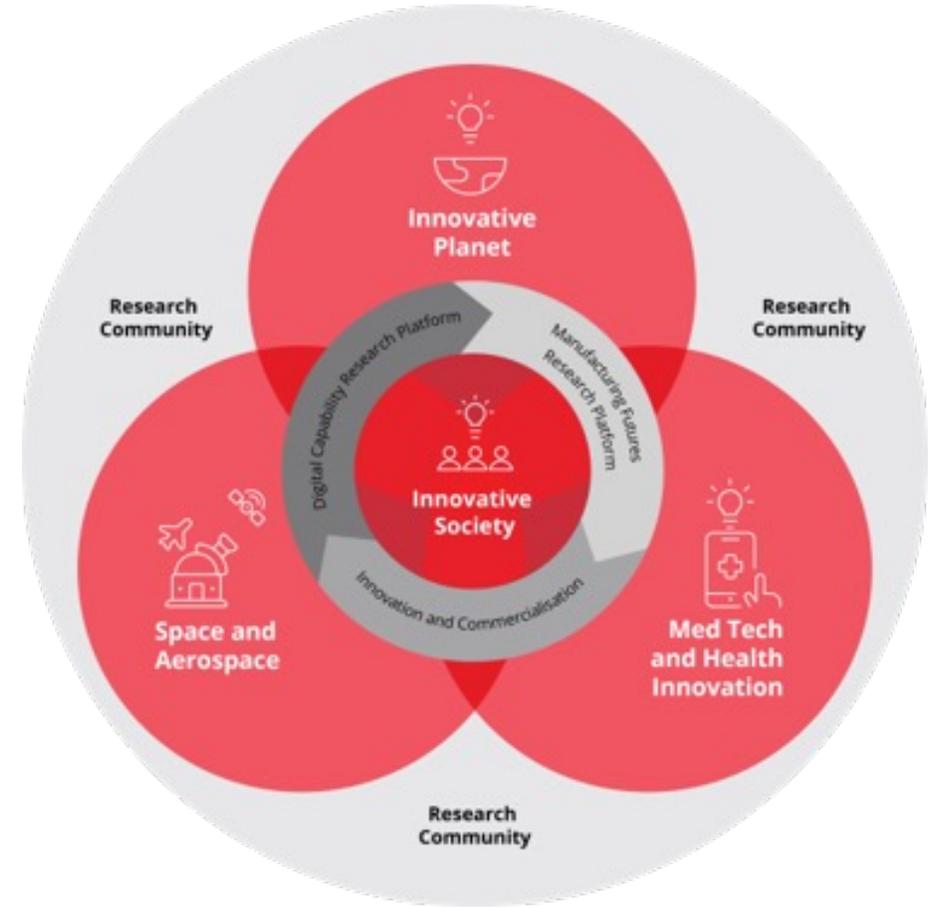
Venture Cup

2023

Venture Week and Venture Cup

Early-stage pitch competition for Swinburne students, staff and alumni

Venture Week

- One week of intensive education on what it means to start a startup

- Two weeks of mentoring sessions and pitch training

Venture Cup

- Pitch competition in front of an audience of mentors, investors and potential customers

- Prizes for Students and Staff/Alumni categories

Open Applications

30 Startups in Venture Week

10 Finalists

Venture

Cup

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Venture Week

More like Venture Fortnight and a bit

- Seminars delivered daily at the Fire Station (FS401) AND via Zoom

Monday 16/10	Tuesday 17/10	Wednesday 18/10	Thursday 19/10	Friday 20/10
Entrepreneurial Mindset time TBD	Problem Statement & Product Development 3:00-4:40pm	Introduction to Lean Canvas 3:00-4:30pm	Founder Success Story & Digital Development time TBD	Storytelling and How to Pitch time TBD

Monday 23/10	Tuesday 24/10			Friday 27/10
Mentoring Sessions time TBD evening	Mentoring Sessions time TBD evening			Pitch Training time TBD

Mentoring sessions will be 90-minute group sessions 2-3 startups per mentor to dig into your ideas and get feedback from the mentor and your peers

Monday 30/10	Tuesday 31/10
Mentoring Sessions time TBD evening	Mentoring Sessions time TBD evening

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Who can apply?

Swinburne Students, Staff and Alumni

- Open to startups with at least one founder (>10% shareholder) who is a student, staff member or alumni (no limit on graduation date)

- Early-stage idea that has received no (or minimal) funding

- Idea has not been taken through another incubator/accelerator program
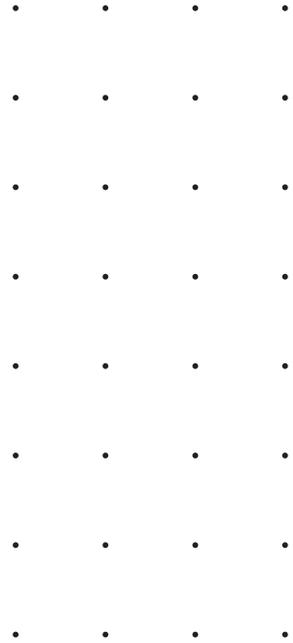
Who Will Get Selected for Venture Week?

The SIS team will evaluate the applications based on 4 main criteria

Problem Statement	Market Potential	Solution Viability	Quality of Pitch
Is the problem significant and does it resonate with the target audience? Do they provide evidence to support the severity of the problem? Have they demonstrated a deep understanding of the problem? Is the problem solvable with the resources and approach presented?	Is the estimated market size and growth rate for the target market sginificant? Have they identified the target customer segment(s)? Are there clear and realistic revenue projections based on market potential? Are there barriers to entry or competitive advantages that can be leveraged in the market?	Does the startup's solution address the problem in an innovative way? Is the solution technically feasible? Has the startup outlined a clear value proposition for customers? Are there potential scalability issues or limitations in the solution?	How well did the delivery and the slide deck engage you in the startup's proposition? How well was it communicated? How confident was the speaker(s)? How was the quality of slides? Did the pitch demand your attention? How well does the team seem capable of executing their vision and navigating challenges?

Who Will Get Selected for Venture Cup?

The mentors and pitch coach will evaluate the applications based on 4 main criteria

Open Applications

30 Startups in Venture Week

10 Finalists Venture Cup

Problem Statement	Market Potential	Solution Viability	Quality of Team
Is the problem significant and does it resonate with the target audience? Do they provide evidence to support the severity of the problem? Have they demonstrated a deep understanding of the problem? Is the problem solvable with the resources and approach presented?	Is the estimated market size and growth rate for the target market sginificant? Have they identified the target customer segment(s)? Are there clear and realistic revenue projections based on market potential? Are there barriers to entry or competitive advantages that can be leveraged in the market?	Does the startup's solution address the problem in an innovative way? Is the solution technically feasible? Has the startup outlined a clear value proposition for customers? Are there potential scalability issues or limitations in the solution?	Are team members effective communicators who can convey their ideas clearly and persuasively? Are they engaging and maintain a strong and confident presence during discussions? How well does the team seem capable of executing their vision and navigating challenges?

Mentors

Quality of Pitch

How well did the delivery and the slide deck engage you in the startup's proposition?
How well was it communicated? How confident was the speaker(s)? How was the quality of slides?
Did the pitch demand your attention?
How well does the team seem capable of executing their vision and navigating challenges?

Pitch Coach

Startups **MUST** attend **ALL** Venture Week seminars and **ALL** mentor sessions and pitch training to qualify for Venture Cup

Scores from the initial judging selection will be combine with the scores from the mentors and pitch training to select the top 10.

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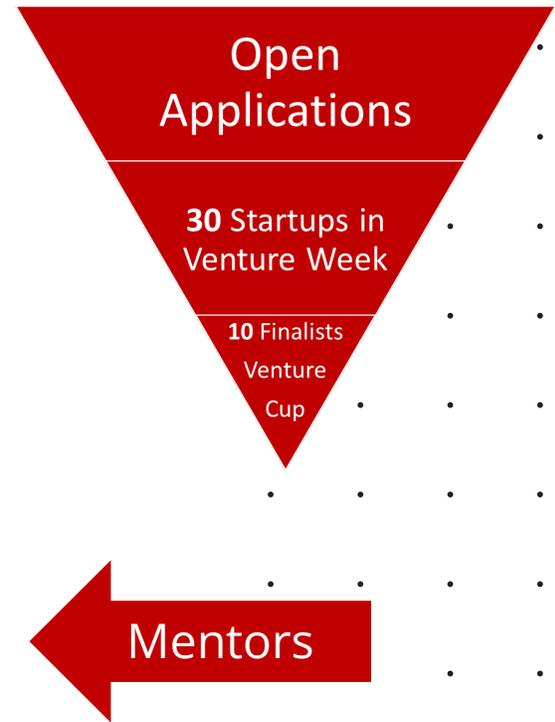
The Application Process

Online Application Open until 29 September

Section 1: Tell us about yourself

- First and Last Name

- Gender

- Contact details (email and mobile)

- Relationship with Swinburne (student staff or alumni)

- What school or research institute are you associated with?

- Full details of any other founders (name, email and Swinburne association)

- Do you or any of your co-founders identify as Aboriginal or Torres Strait Islander?

- Do you or any of your co-founders have a disability that may need to be accounted for when delivering the program?

- Do you have any employees (outside of the co-founders)?

- Please confirm that you will be able to attend the Venture Cup workshops and seminar (on Swinburne's Hawthorn campus) and the coaching sessions (in person or online).

- How did you hear about the program?
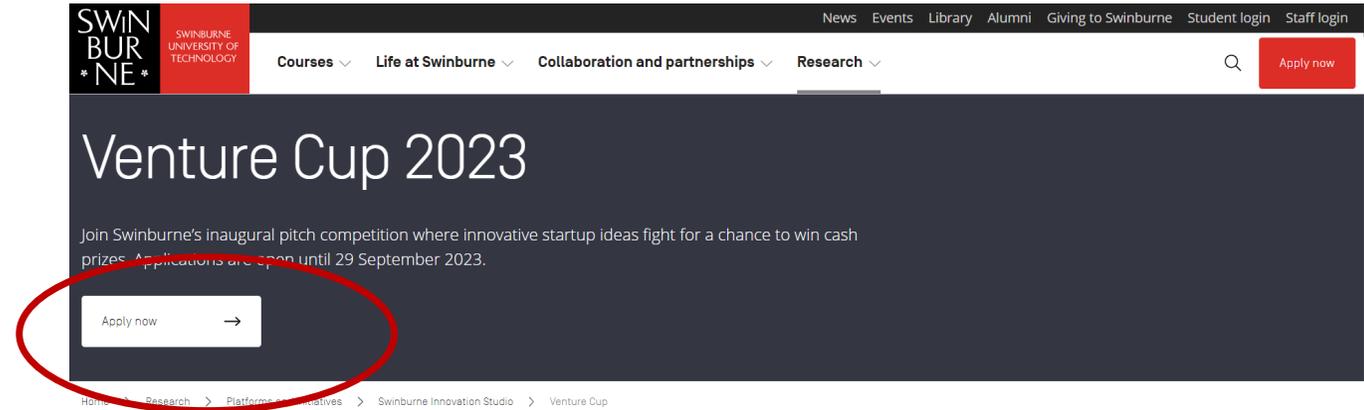
These sessions also available live-online

The Application Process

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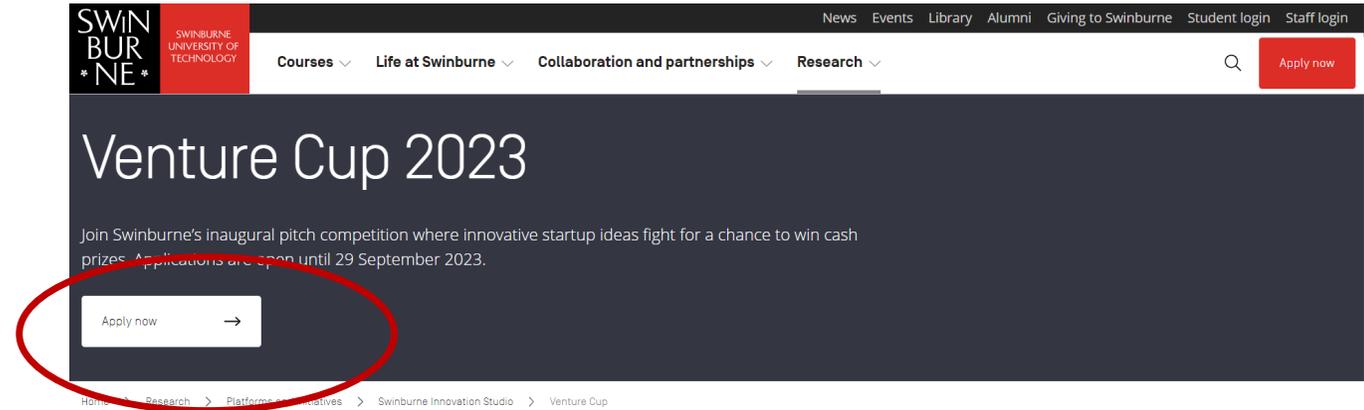
Section 2: Tell us about your idea!

- Startup Name

- Link to your website (if applicable, it's OK if you don't have a website yet)

- Please describe your business idea in 150 words or less.

- What stage is your startup at (e.g. ideation, growth, etc.)?

- Please list any key milestones you have achieved to date (e.g. customer validation, prototyping, research outcomes).

- Have you received any equity funding, grant funding or R&D tax incentives to date?

- Is your business established and operating as a legal entity? It's OK if it's not – Venture Cup is made for early-stage ideas.

- Is your business a not-for-profit or social enterprise?

- Have you completed any innovation programs before either with this idea or a different one? Please elaborate.

The Application Process

Online Application Open until 29 September
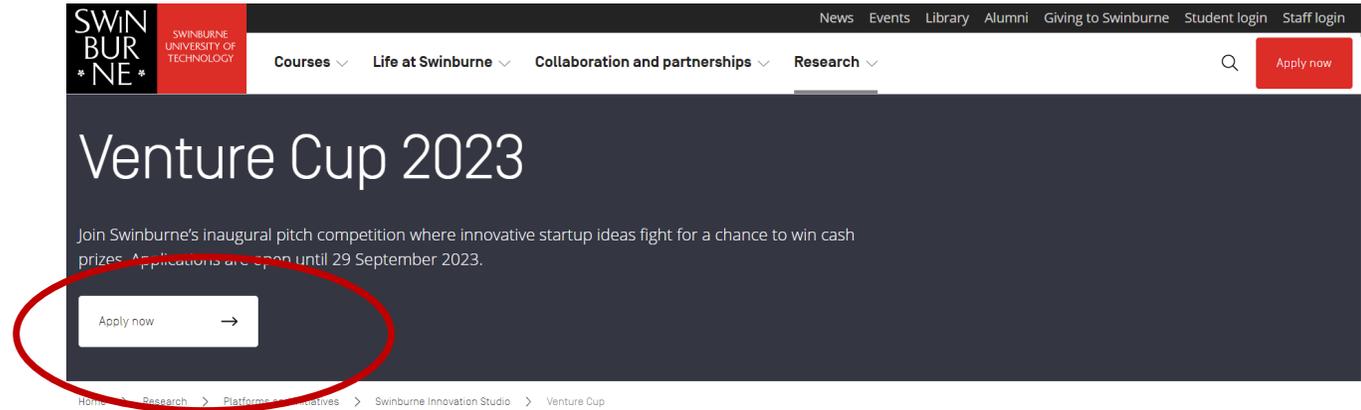
Section 3: The Good Stuff!

- A link to your pitch deck

Problem Statement

Target Market (size)

Solution

Business Model

Competition

Progress to date

Team

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- A link to your **3-minute** video

We want to see that you can put on a show! This is, after all, a pitch competition...

Should be a presentation of the above slide deck

Ideal if we can see you (at least your face) while you are delivering the pitch

Next Steps

Date	Event
8 September	Applications open
14 September	Info Night
29 September	Applications close
9 October	Finalists' notification
16–20 October	Venture Week
9 November	Pitch Night

Questions?

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