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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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We connect founders, researchers, students, and industry partners to support the development and growth of high-potential ventures focused on solving real-world challenges.



How We Deliver Value



Enable founders to build and scale ventures through structured, founder-first programs



Deliver hands-on mentoring, coaching, and founder-first support



Connect startups to Swinburne's research, talent, capital, infrastructure, and industry partners



Champion scalable, sustainable, and impact-driven innovation



Meet the team

Dr Werner van der Merwe

Vice President
Innovation and Enterprise



Abhay Seth

Director
Commercial Innovation



Tom Forbes

Associate Director,
Commercialisation: Space,
Aerospace & Student Ventures



Tathagath Mariswamy

Commercialisation Manager
Space, Aerospace and AI



Rob Scott

Associate Director,
Commercialisation Health &
MedTech



Jeremy Yang

Commercialisation Manager
Health and MedTech



Liya Ma

Commercialisation Manager
Innovative Planet



Heath Evans

Associate Director, Climate
Tech Hub | Commercial
Innovation Programs



Alex Hadley

Manager, Intellectual
Property Commercialisation



Zahra Shahbazian

Expert in Residence



Jasmine Li

Manager, Intellectual Property
Commercialisation



Audrey Jean-Baptiste

Associate Director, Programs
and Operations | Commercial
Innovation Programs



Jenny Bevis

Senior Coordinator
Innovations Program (External)



Sarah Barter

Senior Coordinator
Innovation Programs



Ge Li

Marketing & Communications
Coordinator

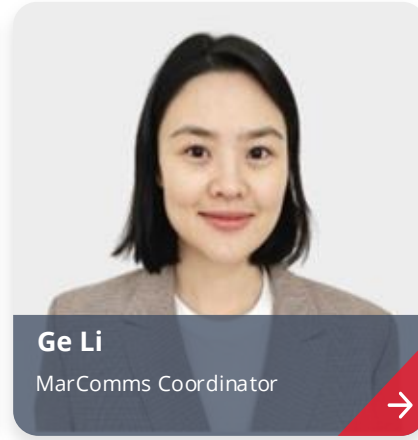
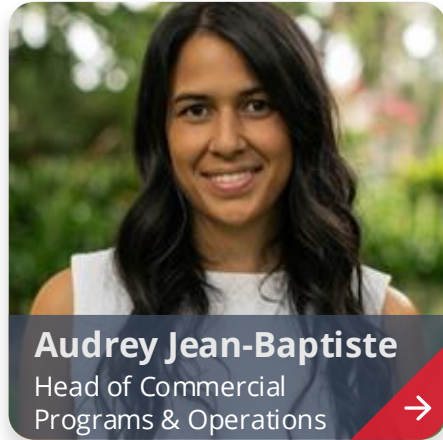


Milana Momcilovic

Innovation Services
Manager



Meet the Elevate team



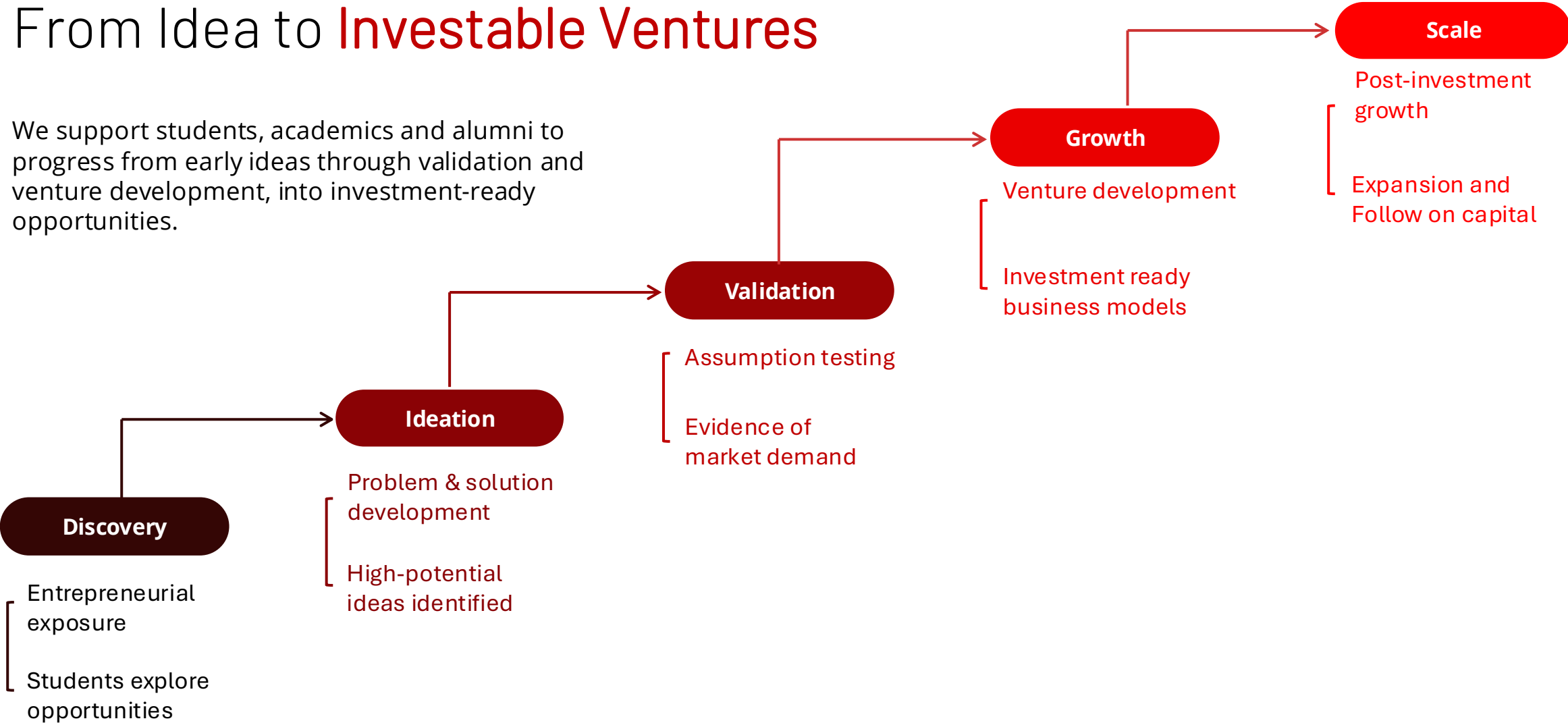
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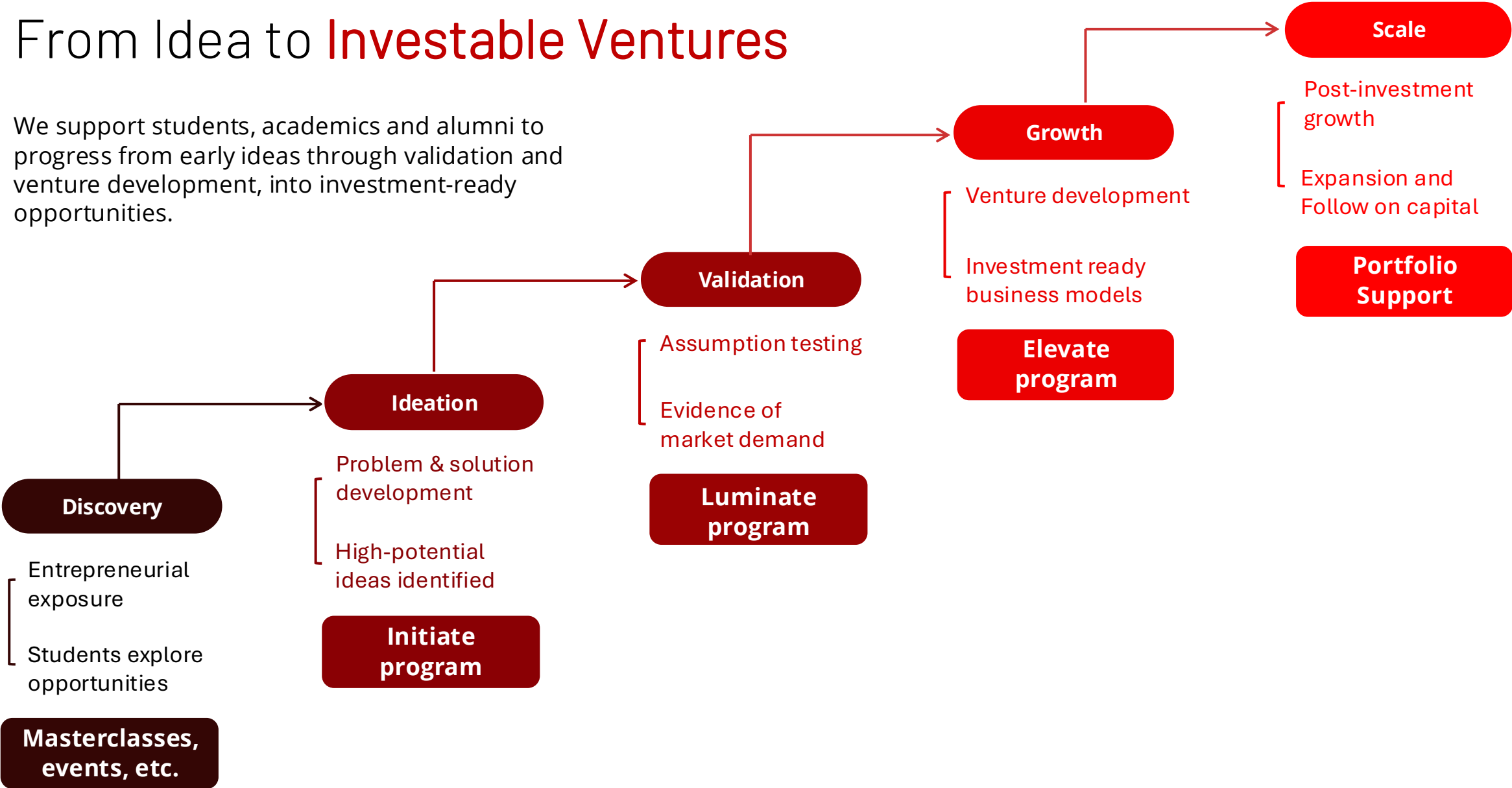
From Idea to Investable Ventures

We support students, academics and alumni to progress from early ideas through validation and venture development, into investment-ready opportunities.



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Swinburne Ventures Limited

Backing high potential ventures through research, capability and capital

Fund size	Investment stage	Min / Max Cheque	Portfolio	Focus
SVL fund + \$18m SVL and Breakthrough Victoria fund	PoCs Pre-seed to Series A	\$100k - \$1m	20+ investments (incl IP licensing and IP Spinouts)	Student, staff, Alumni & Research collaborations. Sector agnostic



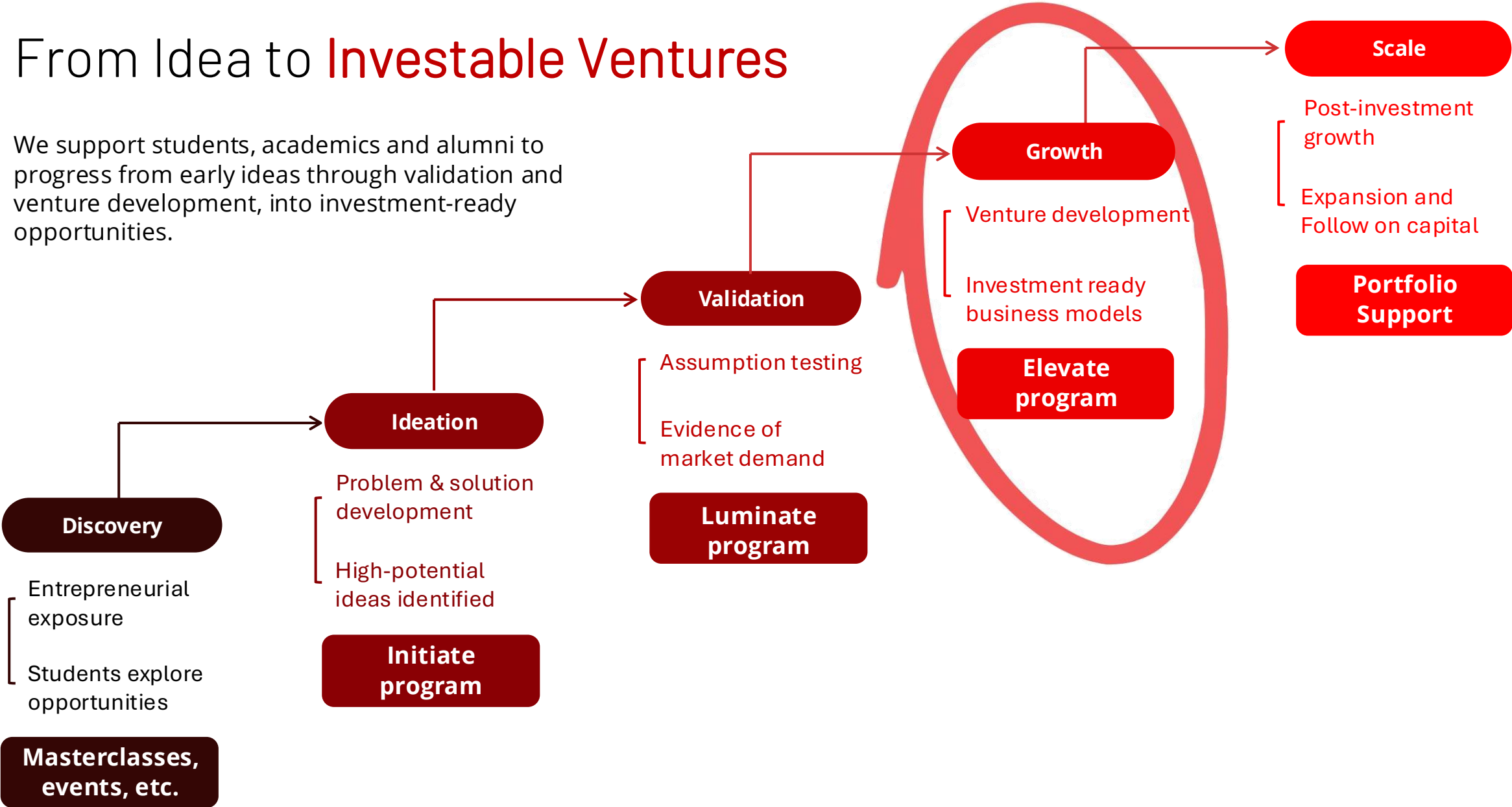
A Snapshot of our Portfolio **Fund Investments**



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From Idea to Investable Ventures

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Elevate Program Eligibility

Who the program is built for

We're looking for ambitious, early-stage ventures with market-ready solutions that are ready to grow.

- **Stage of venture**
Pre-seed or Seed stage with a MVP, validated problem and early customer traction
- **Venture focus**
Technology-based and innovation-driven
- **Business model**
Scalable with commercial potential
- **Incorporation**
Need to be an Australian registered business
- **Connection to Swinburne**
Students, staff, alumni, ventures aligned to research strengths
- **Purpose & impact**
Focussed on solving a real validated problem

Other considerations:

- We welcome companies that have already taken investment.
- We understand that deep tech and hardware-based ventures often have longer commercialisation timelines – we still encourage you to apply!
- We welcome founding teams and solo founders.



Swinburne Strengths

Driving research and innovation across key strategic domains

1. Space and Aerospace

Our global reputation in astrophysics, supercomputing and space aligns with expertise in space technology, aerospace, advanced materials, optical and quantum communications, engineering and instrumentation, visualisation and satellite data analysis, and future air mobility.

2. Medical Technology and Health Innovation

Our skills in mental health and brain science, combined with our expertise in co-design and clinical translation of medical technologies (MedTech) contributes to impactful outcomes in digital health, mental health, assistive technology, medical devices, biomedical science and engineering, clinical and allied health, and MedTech manufacturing.

3. Innovative Planet

We have a passion for sustainability and are dedicated to achieving a carbon neutral world by 2050 or earlier. Our research brings together sustainable materials, clean energy and hydrogen, the circular economy, and smart energy management, with social sciences and humanities, contributing to the creation of a sustainable future.

4. Innovative Society

We lead social innovation in the digital economy by combining the wealth of social sciences and behavioural sciences with our expertise in cutting-edge design, technology development, data analytics, business and communications. We drive innovative social practice through novel methods, data, and people networks. We work at the intersection of social challenges and technological potential, striving for greater social equity and digital inclusion.

5. Manufacturing Futures

We position ourselves at the junction of design, business, engineering and information systems. By integrating advanced manufacturing and design into the global value chain to capture the benefits of advanced manufacturing, Industry 4.0 and digital twins, we are securing Australia's industrial future.

6. Digital Capability

We develop and utilise digital research technologies that push above and beyond traditional business and industry boundaries – secure communications, artificial intelligence, data science and analytics, and quantum computing. We aim to be an international leader in digital research technology solutions with a focus on significant partnerships that have strong social and economic impact.



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Elevate Program Structure

What to expect, and why it works

In person commitment

High-impact, in-person Tuesdays from August 5 to October 28 (9:30 am – 4:30 pm) at Swinburne's Hawthorn campus. Each Tuesday blends interactive expert-led sessions, 1:1 mentoring, focused cohort collaboration, and dedicated time to work on your venture, designed to maximise traction and build a strong founder community.

Milestone-Driven Progress

Each week is designed to keep you accountable and on track. You'll work toward clearly defined milestones tied to key "trajectory changing moments", unlocking connections, capital, and real growth. This is a working accelerator, not a classroom.

Founder presence

At least one founder is expected to attend each week to stay aligned and maintain program momentum.

Tailored support

1:1 mentoring and deep dives with our mentors and team to address your startup's specific challenges and opportunities.

Networking

Connect with mentors, investors, industry partners and fellow founders through curated introductions, events and cohort interactions.

Final showcase

Participation in Swinburne's Venture Cup on 27 October, where you'll pitch your venture and gain exposure to further investors, mentors and industry partners.



Elevate Program Focus Areas

What we'll tackle, and how it drives growth

Weeks 1-6 | Commercial Model & Customer Focus

Focus: sharpen your value proposition, deepen customer understanding & strengthen your market position

- Refining value proposition and commercial model
- Deepening customer insights and segmentation
- Strengthening revenue model/s and pricing
- Brand positioning and strategic marketing
- Competitive advantage and differentiation
- Solidifying traction and market delivery

Weeks 7-12 | Operationalising & Investor Readiness

Focus: Build operational capability, prepare investor materials, and develop a strategy for capital and growth

- Legal, IP and governance readiness
- Accounting system, budgeting, financial operations
- Team and culture building
- Investor documents: pitch deck, IM, term sheets
- Fundraising strategy, negotiation, capital planning

Note: Subject to change. Additional topics to be added that specifically address the needs of the companies in the cohort.



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Swinburne Venture Cup 2026

Your stage to pitch to investors, partners and the community

The Swinburne Venture Cup is Elevate's pitch night event and end of year celebration. It is your opportunity to pitch your venture live to an audience of investors, industry leaders, ecosystem partners and the broader Swinburne innovation community.

It is more than just a pitch. It's a platform to:

- Showcase your progress and potential
- Build traction through visibility and momentum
- Share your story with purpose, clarity and confidence
- Gain exposure to active investors and potential collaborators
- Practice pitching in a high impact, real-world setting
- Win prizes awarded to the best startups and pitches
- Position your venture for future opportunities beyond the program
- Network, network, network!



27 October 2026 + More to be announced!



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2025 Cohort



Accuracy-first, customisable, 24/7 support system for unions and member organisations.



Platform that lets anyone create motion graphics in one click, revolutionizing the video creation process.



Platform that supports personalised product discovery for consumers while unlocking shopper persona insights for retailers.



Drone fleets for targeted cleaning of complex and hard-to-reach infrastructure.



Platform helping SMBs and charities resell second-hand, returned, and damaged products across marketplaces - streamlining resale and reducing landfill waste.



A mobile app that supports binge eating recovery using evidence-based strategies like CBT, DBT, mindfulness, and self-compassion.



Important dates

Event	Date
Applications open	Tuesday 2 June 2026
Applications close	11.59pm, Weds 8 July 2026
Interviews	Monday 13 July- Friday 17 July 2026
Application outcome	Tuesday 21 July 2026
Program starts	Tuesday 4 August 2025
Last session	Tuesday 21 October 2026
Pitch night	Tuesday 27 October 2026



How to apply

1. Apply via the online application form by scanning the QR code
2. Please ensure to read the questions carefully and **provide responses to all questions**. Do not leave boxes blank. Incomplete applications will not be considered.
3. You will need to record a **3-minute** pitch video introducing your startup and provide us with your pitch deck.
4. If you have any questions regarding your application, please don't hesitate to contact the team via email:
at innovationstudio@swin.edu.au

Applications close 11.59pm (AEST) Weds 8 July 2025.

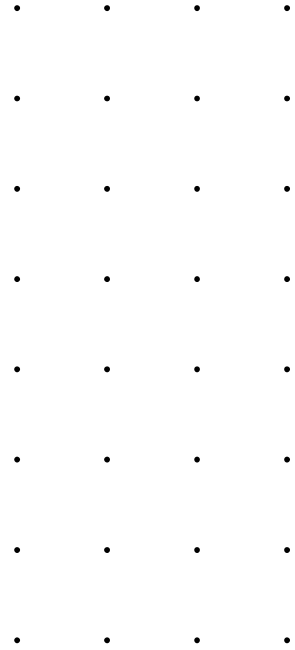


What to include in your pitch video

Your video should feature your face, ensuring clarity and good audio quality throughout. If there are multiple founders, one representative can present on behalf of the team, or you can feature multiple speakers. The video does not need to be a presentation of the pitch deck. It does not need to follow the same format and does not need to include slides or visual aids

Please cover the following points:

1. Introduce yourself and your **team**.
2. Describe the **problem** your startup is addressing.
3. Present your **solution** and explain how it works.
4. Highlight the **impact** your solution will have on the market.
5. Explain **why** you want to participate in our program.



What to include in your pitch deck

Problem

- Clearly define the problem your startup is addressing.
- Provide context and any relevant data to highlight the significance of the problem.

Target Market and Market Analysis

- Identify your target market
- Include market size, growth potential, key trends.
- Provide insights from your market research.

Solution

- Explain your product or service and how it works.
- Highlight the unique value proposition and how it solves the problem.
- Indicate current tech readiness level (If applicable) and projected TRL milestones.

Business Model

- Describe your business model and how you plan to generate revenue.
- Include any key partnerships, channels, and go to market strategy.

Traction to Date

- Showcase any progress or milestones achieved so far.
- Include metrics like user growth, proof of concept trials, sales, partnerships, or any other achievements.

Team

- Introduce your team members and their roles.
- Highlight relevant experience and expertise.

Plan

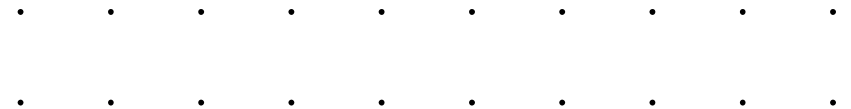
- Provide next steps in your business plan, including product development and go-to-market strategy.

Utilisation of Funds

- Outline how you will use the \$10k equity-free funding, and up to \$10K service provider funding provided as part of the program.
- Provide your plans for future fundraising rounds, including the amount and anticipated valuation (if known), and high-level use of funds.

Stay up to date

Follow us on LinkedIn



Website: swi.nu/innovation

Contact us via email: innovationstudio@swin.edu.au



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