

CLASS

11

INCUBATE

IN PARTNERSHIP







Christopher Michaelides, Associate Program Manager | Jo Morrison, Director of Innovation Programs | Rebecca Sedicol, Innovations Project | James Alexander, Program Manager | Lizette Lee, Community & Events Manager (L-R)

INCUBATE has been helping students become startup founders for five years. As one of the earliest programs of its kind in the Asia Pacific, we're proud to have supported hundreds of student entrepreneurs to launch over 80 early-stage companies making a positive impact across the world.

support first time founders, alumni and students at The University of Sydney.

Thank you to our Resident Entrepreneurs for their work with Class 11 startups - a big shout out to Liz Kaelin and Mark Pesce.

The team of five that lead INCUBATE are focused on helping student entrepreneurs at all stages, from education to idea to startup and getting that first customer. Our primary goal is working for better outcomes for founders, what we call 'startup success'.

We are investing in student creativity and believe that our students will create the innovations of the future, for the benefit of all.

**SEE MORE OF OUR IMPACT
OVER THE LAST FIVE YEARS AT
FIVE.INCUBATE.ORG.AU**

Our newest program, proto, reached over 250 students last year, enabling them to take their first steps into entrepreneurship by gaining practical skills in the startup space.

This year we have a number of exciting initiatives to come as we engage with more students, mentors and our community to continue to best

ourprograms

pr^oto

PROTO PRE-ACCELERATOR

Learn about the world of startups and find out how you can pursue your business idea

WHO: University of Sydney students and employees with interest in startups, with or without prior knowledge or experience

PROGRAM INCLUDES

- 5 weekly workshops on Lean Startup; Customer Development; Prototyping; Marketing and Finance; Strategy
- Individual mentoring
- Founder panel discussions

INCUBATE

INCUBATE ACCELERATOR

Our award-winning 14-week intensive startup program

WHO: Early-stage startups with at least one founder who is a student, employee, or alumni of the University of Sydney

PROGRAM INCLUDES

- Extensive mentoring from our Resident Entrepreneurs and introductions to investors
- \$5,000 grant, co-working office space and resources
- Fast paced acceleration plan, workshops and guidance from experienced guest entrepreneurs

spark^x

AN INCUBATE INITIATIVE

SPARKX EVENT GRANT

Sparkling the entrepreneur community at the University of Sydney

WHO: Organisers looking to host an event on campus on technology, innovation or entrepreneurship

PROGRAM INCLUDES

- Support and advice on running an on-campus event
- Grant to support your event
- Assistance in finding the right venue or expert guest(s) for relevant industry topics



ONE-ON-ONE MENTORING

Advice from our resident entrepreneurs on the next steps for your business

WHO: Students, employees and alumni of the University of Sydney seeking advice on startups or ideas

WHAT

- Advice on ideal next steps
- Support for applying for other INCUBATE programs
- No long-term commitment


our achievements

helping students and researchers launch globally competitive early-stage startups

total investment
\$20⁺ million

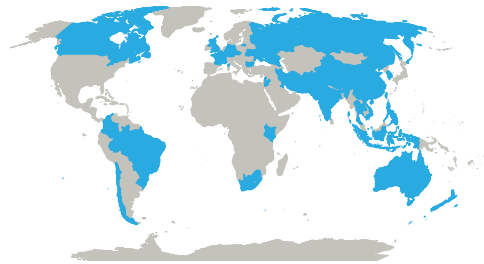

100⁺ volunteer mentors

value created
\$50⁺ million


88 startups supported

mentors volunteered
10,000⁺ hours
of time to our startups

200⁺
jobs created over
5 years



founders are from
31 countries

class11 startups

\$173,892
generated revenue
in 14 weeks

1700⁺
customers
gained

2 
post-graduates

10 
undergraduate
students

2 
researchers

8 nationalities





BIOCHITE

bioplastic for a better future

BioChite is creating biodegradable plastics for agriculture that are beneficial for both plants and soils. Annually, over 5,300 tonnes of plastic mulch are placed over soils to prevent weeds. None of this plastic is recyclable, and up to 50% of it is burned or buried on-site.

BioChite is a biodegradable alternative made from seafood waste that can be tilled straight into the soil when the crop is finished. The best part - it will improve soil health AND provide nutrition to plants as it biodegrades, increasing the quality and profitability of farms.

- 140+ customer and industry interviews
- 9 trials secured, 6 in progress by demo day
- Completed 35 prototype iterations



BIOCHITE

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GOPERSONAL

mail merge for video



gopersonal

GoPersonal helps businesses create exciting experiences for customers, increase engagement and conversion with dynamic personalised videos.

GoPersonal makes it possible to customise text, audio, graphics and graphs on the fly with real-time data or in batches for direct marketing campaigns.

Currently a service, goPersonal is developing a complete self-service video creator that allows users to seamlessly manage all aspects of personalised video campaigns, from video customisation, landing page design to one-click integrations with email delivery software.

- Negotiating \$30K+ deal with a superfund, preparing for a trial with a potential channel partner, and securing a trial with a major energy provider in WA
- Generated 15K+ revenue in six months
- 3 successful video campaigns complete to date

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TEAM

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SPONTA

spontaneous adventure community

Sponta is an adventure community where individuals can find unique experiences around them and connect with others looking to do the same.

We are a platform for our members to connect and be part of an adventure. Sponta has adventure-partner-hosted activities and also host our own for members. We are currently expanding our offering to high-value yoga and wellness retreats.

- 1,300+ active users acquired over four months
- 67% monthly revenue growth
- 286 Sponta events hosted

SPONTA

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TEAM

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TRIBEFIRE

ignite your tribe



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Tribefire allows you to build more passionate, loyal tribes by selling team jerseys as merchandise.

Team jerseys are the most effective form of merchandise. You wear them with pride, to show off to the world that you're passionate about a brand and are part of its greater community. Traditionally, they have only been accessible to sports teams. Now, Tribefire empowers any thriving community.

We work with content creators and companies to help strengthen their communities and generate revenue. Without holding stock, managing production or handling customer service, they earn from every sale through their Tribefire Store. Easily, they convert fans, members or employees into passionate tribes with a strong sense of team and identity.

- Over \$30,000 in revenue
- Sold gear into three different continents
- Launched five Tribefire Stores in two weeks during closed-beta

LOCKITUP

temporary storage



Lock It Up provides a temporary storage solution for live events and conventions, generating up to ten times the revenue of manual cloakrooms. We provide a better patron experience and additional revenue streams for organisers and venues.

Our smart locker system is queue-less and keyless for patrons, and fully managed by our team making it a frictionless experience for our business customers.

We have proprietary technology and processes developed over five years, as well as having a first mover advantage into a growing global market.

- 75k revenue in 14 weeks, double of previous year
- Developed and tested a scalable business model
- Successfully built prototype automating current business process, enabling significant cost reduction

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TEAM

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MISSIONSYSTEMS

imaging through motion



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Dr. David Battle

Introducing TinySAR, the world's smallest radar that gives small unmanned drones the same situational awareness as much larger and more expensive platforms.

The Mission Systems team has decades of experience developing and commercialising robotic and sensing systems for air, sea and land domains.

Mission Systems aims to apply the very best and latest in academic research and theory to real-world problems in diverse markets.

- Selected by Australian Government as an inaugural partner for Australia's \$50m Defence Research Centre alongside Thales and BAE
- Awarded contract from Australian Defence for Small Unmanned Air System (SUAS) phase 1
- Further developed tinySAR prototype



VLO

new generation of diagnostic system for lymphoedema

VloConnect is the world's first real time monitoring system for Lymphoedema, a chronic debilitating swelling condition affecting 200M individuals worldwide. In Australia alone, 40 thousand people are diagnosed annually with lymphoedema. Current diagnostics are performed with manual measurements with no opportunity for early intervention.

Introducing a new generation of diagnostic tools for Lymphoedema, vloConnect is a smart sensory device designed for both home and clinical use. Our technology enables faster and more accurate measurements, allows doctors to remotely monitor patients along with data visualisation which improves diagnostics quality and efficiency.

- Successfully completed pre-trial
- Clinical trial secured with Royal Prince Alfred Hospital
- Secured two orders



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TEAM

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Stanley Setiawan

WOOMATES

the perfect student living experience

Finding accommodation in a foreign city is the most stressful task of newly-arriving students. Overpriced rent, illegal living conditions, and incompatible roommates are compromises that students are forced to make.

With the student lifestyle in mind and a focus on compatible roommates, we ensure safe and personalised student-living experiences for 3 to 12 months, at incomparably affordable rates.

Through the WooMates online platform, international students are able to form groups based on preferences such as age, gender, and lifestyle. With their newly formed group of housemates, an all-inclusive house/ apartment can be booked for a hassle-free move-in on arrival.

- 500+ international student sign-ups from Sydney, Melbourne and Tel Aviv
- Waiting list of 20 properties
- Acquired and managing seven student rooms in less than 10 weeks



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TEAM

Michael Basckin



alumnispotlight

Forbes 30 UNDER 30

PERSOLLO Class 6
Olga Oleinikova &
Kyrylo Medvediev



NUMBRAY Class 10
Accepted into Remarkable, the
Disability-Tech Accelerator
Peter Simpson-Young



FOREVER NETWORK Class 6
Alex Sumsky & Jaden Harris



SONDER DESIGN Class 5
Francisco Serra-Martins



EARTH AI Class 9
Raised \$500k round
straight after the program
Roman Teslyuk



guestalumni



MUTU PILLOW BY SOMNIUM LAB **Class 10**
Successfully crowdfunded on
Kickstarter with \$40k+ to-date



somniaulab.com

SONDER DESIGN **Class 5**
Creating the first e-ink keyboard in
collaboration with the largest tech brands



sonderdesign.com

Be the next
success story.

Dr. Jay Spence,
Founder at Uprise.co

APPLY NOW TO LAUNCH YOUR STARTUP
INCUBATE.ORG.AU

INCUBATE



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