

CLASS

12

INCUBATE

IN PARTNERSHIP



USU



THE UNIVERSITY OF
SYDNEY





INCUBATE Class 12

foreword

ASHLEA WALLINGTON Director of Entrepreneurship & Innovation

Ashlea Wallington is the new Director of Entrepreneurship, leading the next phase of growth for Australia's largest student accelerator.



Welcome to our celebration of the newest class of founders and 99 startups to graduate from the INCUBATE accelerator program.

As the incoming Director of Entrepreneurship and Innovation for University of Sydney Union and INCUBATE, it has been a thrill to share my first months in the role alongside Class 12 beginning their journey with our accelerator.

At a recent presentation with the Warren Centre, Australian entrepreneur James Chin Moody stated that "Innovation is not a thing. It is a process. It starts with the creation of the thing, but it is everything after that."

INCUBATE plays but just one part in that process of change, providing our startups with the environment to challenge their assumptions, understand the voice of the customer and navigate the complex landscape where their businesses will compete.

The benefits of being the University's accelerator, are that in addition to new

developments in science and technology, our program attracts students and alumni across diverse ages, backgrounds and disciplines. Through the process of building their startups, they collaborate and problem solve with one another to enrich the learning experience, and ultimately product.

Being a founder is so much more than having a novel idea. It is hard. It means being every part of the business: technician, marketer, accountant, negotiator, human resources, presenter. Our startups have juggled these roles marvellously. What you will see demonstrated tonight is just a part of the process that our founders have undertaken to put something new into the world, and how they got here was through resourcefulness and determination.

With the conclusion of Class 12, we have graduated 99 startups through our accelerator, along with hundreds having taken part in our pre-accelerator, Proto. INCUBATE is now gearing up for its own phase of growth. 2019 will see us expanding our program further and exploring the broader role of entrepreneurship in imagining our future.

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

Sparking 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
\$25⁺ million



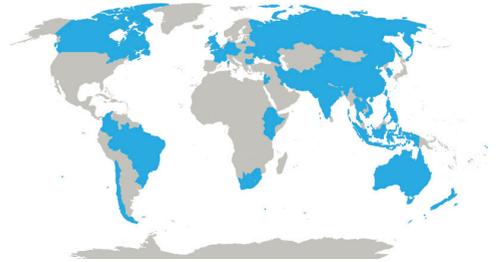
100⁺ volunteer mentors

value created
\$60⁺ million



99 startups supported

mentors volunteered
10000⁺ hours
of time to our startups



200⁺
jobs created over
5 years

founders are from
33 countries

class12startups

\$348,740

generated revenue
in 14 weeks

356

customers
gained

11



post-graduates

5



undergraduate
students

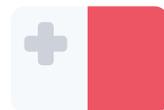
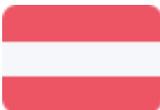
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researchers

9

nationalities





ARDAL

home loans rethought

We are a community of young people, and engaging with the concept of investment through a managed fractional investment fund. The Ardal Student Fund is invested into housing for students to access cheaply.

Young Australians are the most in-debited portion of the community. This goes in-parallel with a the rental crisis in Sydney, where the cost of housing is rising tenfold against wages.

We are setting up today's young adults for financial success through a combined solution of investment, education and affordable housing.

- Completed legal framework
- Built MVP and automated back end
- Validated with over 150 customer interviews



ARDAL

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Gabrielle Durney

BACPOC

frictionless lost and found

Our mission is to reunite more owners with their lost belongings.

Lost property is a long and frustrating process for everyone involved. For businesses, each found property costs an average of 1.33 hours in labour. Traditional methods are made of rigid databases and staff of large areas are uninformed of logs in other sites.

We've developed a centralised lost and found platform for high-traffic organisations. Our intuitive system makes searching, tracking and returning lost property effortless for everyone involved. Not only do we save resources for organisations, BacPoc helps improve staff experience and customer satisfaction.

- Four large organisations acquired the BacPoc platform
- 1189 Items registered collectively in less than three months
- Three late-stage discussions collectively worth \$96k annually



BacPoc.

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BIOSCOUT

revolutionising airborne disease tracking

BioScout has created the world's first AI-based airborne disease tracking platform for agriculture which comprises of an airborne sampler, analyser and disease precision dashboard.

Diseases in wheat farms alone annually cost Australia \$2.6 billion. Current monitoring practices rely on inefficient manual inspection or IT solutions which provide no information on disease factors and crop quality.

BioScout's system is a proactive solution that better informs intervention. It allows for optimised prediction of infection routes and spread patterns to maximise crop yield and quality.

- Mobile hardware sampler and software built and developed over 1.5 years
- 10+ customer trials secured
- Provisional patent acquired



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BRILLUP

level up your brilliance to own your career



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BrillUp helps individuals take control of their talent development to have more opportunities, impact and joy in their careers.

Our platform helps people identify their sources of brilliance, create a strategic development plan to move to the next level of their career and provide resources to help them close that gap.

- Secured \$20,000 funding
- Completed over 100 customer interviews
- Built and validated prototype

EASYWHEEL

easy mountable motor for your wheelchair

EasyWheel is making the convenience of motorised wheelchairs accessible for everyone.

The manual wheelchair, a traditional mobility device for disabled people, is still widely used due to its affordability and convenience compared to electric models. Battery-powered wheelchairs on the market are not only significantly more expensive, but are typically large, heavy, and non-foldable, making it inconvenient for transport.

EasyWheel is a new, affordable device that can be easily attached to manual wheelchairs making them convertible motorised wheelchair. It is light, easily mountable and transportable.

- Completed reiterations of two working prototypes
- Acquired provisional patent in Australia
- Completed trials with seven disabled persons



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GREENATLAS

cater to the needs of every tree



GREEN ATLAS

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Our vision is to manage the life-cycle of every fruit on the planet!

We assist growers in making every tree 'a Goldilocks tree' – one that has just the right amount of fruit to maximise profitability.

Our solution gathers and analyses data from every tree. The system automatically acts on the data to optimise every tree. We also help predict yield much more accurately than ever possible before, helping to prime the entire supply chain, from labour, to box orders, to freight requirements, and stock market reporting.

- Generated \$15k revenue in a two week period
- Created the world's largest data-set of high-resolution tree-scale apple flowering with machine vision
- Currently servicing 6 farms, which in total accounts for more than 10% of Australia's apple production



MEARTHTECHNOLOGY

faster, easier and in style

Mearth is the first Australia-based personal transportation company to produce electric scooter and bikes. As engineers, we've reviewed the pros and cons of models available in the market and crafted our superior design.

Mearth scooters and bikes are designed to be smaller and lighter for mobility whilst performing at a powerful capacity.

- Generated over \$115k revenue
- Successfully developed and manufactured bespoke design
- Shipped 210 units in less than three months

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PETITEBEAT

connected from the start

PetiteBeat is a non-invasive bonding device consisting of a foetal heartbeat monitor and a pillow which amplifies the baby's heartbeat through, light, sound and vibration.

Interviews with over 800 pregnant women discovered that over 40% of surveyed mothers said that they had trouble connecting to their baby during pregnancy. The interviews showed that forging an emotional connection with their unborn child is more powerful than tracking physical health for parents' peace of mind.

PetiteBeat helps mothers to enjoy their pregnancy as a natural experience and share it with their loved ones.

- Interviewed over 800 pregnant women
- Completed and tested two reiterations of product prototypes
- Secured 300 women on our pre-order waitlist



petitebeat

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POCKET.GRAPHICS

a cinema in your pocket

We've packed a whole HD projector into a pocketable device, weighing only 100g. It connects to any mobile or laptop device in under five seconds. No power wasted, colours are vibrant, blacks are actually black and it's always in focus.

Traditional projectors require a lot of power and lack mobility. Our new-generation projector uses multiple coloured lasers, and an intelligent mirroring scanner that moves faster than the naked eye can see. Combined with our unique algorithm, it automatically knows which lights are needed, when and where every single moment. The scanner also autodetects target surfaces and corrects the projection so you can place it anywhere without worrying about positioning.

- Over 150 customers signed up to pre-order
- Product performs with highest brightness and contrast amongst projectors three times their size
- Performed 50+ trials with five reiterations of working prototype



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SHOPGROK

smarter price and range analytics for retail



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ShopGrok helps retail decision makers get to insights faster so that they can make informed decisions about product range and strategic pricing.

We gather product, price and promotion data from over 40 retailers and use it to derive insights for category and brand teams at major retailers and consumer product manufacturers. This includes building price indices to track competitiveness, alerts for new or deleted products at competitors, product range visualisations to aid category management, and content compliance to help brands ensure their stockists are using the correct copy and imagery on their e-commerce sites.

- Serving three of Australia's largest retailers, plus trials with two others
- On track to reach \$300k annual recurring revenue after Year One of operation
- Over seven million price points collected per week from over 40 retailers



VISOSPACE

the full potential of virtual reality

Visospace is building the future of interfaces for spatial computing platforms, VR and AR.

Alto, our first product, is a patent-pending interaction platform which users stand on, providing a 'hoverboard' experience. The Alto allows you to explore virtual worlds in an immersive and engaging way in a practical and compact form.

The Alto increases revenue for location-based entertainment (VR arcades), improves 3D visualisation and exploration for architects, and provides advanced clinical opportunities for rehabilitation clinics.

Visospace is shaping the way people will interact with technology and experiences.

- Completed three reiterations of working prototypes
- Closed 10 sales worth \$7900
- Closed one partnership with a VR studio plus seven ongoing partnership discussions



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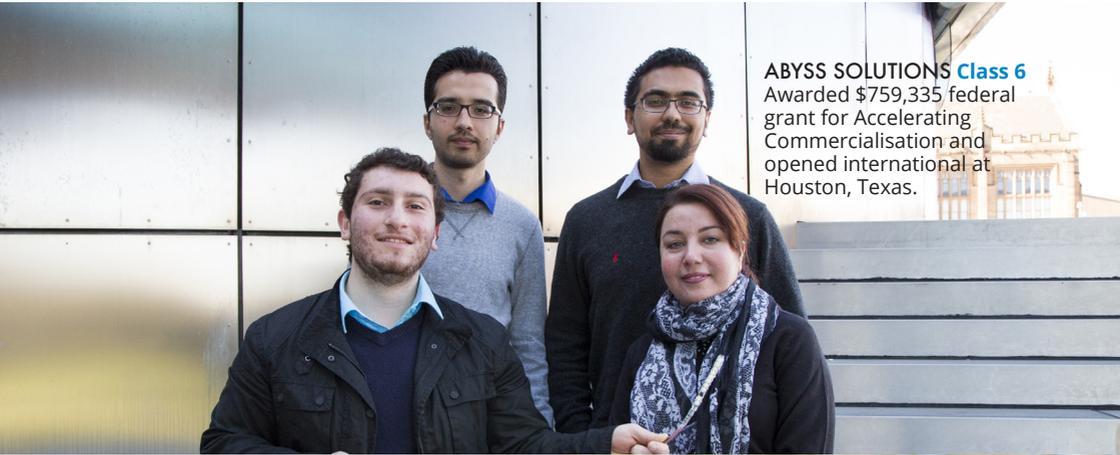


**Be the next
success story.**

**Jacob Horne
Product Lead, Coinbase**

**APPLY NOW TO LAUNCH YOUR STARTUP
INCUBATE.ORG.AU**

alumnispotlight



ABYSS SOLUTIONS Class 6
Awarded \$759,335 federal grant for Accelerating Commercialisation and opened international at Houston, Texas.



AMSL AERO Class 10
MISSION SYSTEMS Class 11
Collaboratively secured a contract with the Commonwealth of Australia, Department of Defence.



SpaceOps Class 9
Secured collaboration with NextAero(VIC), Southern Launch(SA) and ResearchSat(SA).

CARAPAC (formerly BioChite) Class 11
Accepted into Grow Lab, Australia's
Agrifood Deep Tech Accelerator.



TRIBEFIRE Class 11
Accepted into QUT's
Creative Enterprise
Australia straight
out of INCUBATE.



awesomeevents

Find our events at incubate.org.au/events



INTRO TO AGILE SOFTWARE DEVELOPMENT

in partnership with Microsoft

30TH OF OCTOBER, 11AM - 3PM

Got ideas but don't know where to get started? Do coding and building apps seem like magic? INCUBATE invites you to a day of learning how to build things quickly!

VISITING ENTREPRENEUR PROGRAM: MASTERCLASS WITH MATTHEW BRIMER

in partnership with City of Sydney

29TH OF NOVEMBER

Matthew Brimer, co-founder of General Assembly and co-founder of Daybreaker, leads a masterclass on how to build strong communities as a core part of your brand. Tickets available soon at cityofsydney.nsw.gov.au/VEP

STARTCON: AUSTRALIA'S LARGEST STARTUP CONFERENCE

30TH OF NOVEMBER - 1ST OF DECEMBER

Get actionable insights from the world's best to help accelerate your company through highly-measurable growth and marketing tactics. The 2-day conference will feature world-famous keynote speakers from some of the largest companies in the world, 600+ startups, 150+ expo floor, networking events.

Want to run events with us?

INCUBATE is dedicated to creating value for budding entrepreneurs and the startup community.

The bespoke events we run and support are designed to provide curated content that gives the most value to students industry and entrepreneurs.

Get in touch to run an event at the newly built INCUBATE Hub.



Liz Kaelin, Resident Entrepreneur | Lizette Lee, Community & Events Manager | Serena Fernandez, Program Coordinator | Lachlan Springfield, Content Coordinator | Ashlea Wallington, Director of Entrepreneurship & Innovation | Rebecca Sedicol, Innovations Project Manager | James Alexander, Program Manager (L-R)

thank you from the team

in Australia. Our special partnership with the University of Sydney enables INCUBATE to deliver our program to a growing group of students, alumni and staff.

We give a special thanks to our event and program partners for their generous support for the INCUBATE program.

INCUBATE is a division of the University of Sydney Union, dedicated to providing the best startup support to students and alumni

And finally, a huge thank you to our valued mentors and industry partners who continue to give INCUBATE their time, mentorship, and support. Our program is stronger for it.

ACKNOWLEDGEMENT

We acknowledge the Gadigal People of the Eora Nation as the traditional custodians of this place we now call Sydney. We pay respect to all Aboriginal Elders, past, present and future with a spiritual connection to these lands.

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THE UNIVERSITY OF SYDNEY

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