

CLASS

13

INCUBATE

IN PARTNERSHIP



USU



THE UNIVERSITY OF
SYDNEY





foreword

ASHLEA WALLINGTON
Director of Entrepreneurship
& Innovation

What does it take to get here, to participate in INCUBATE, and to get up on that stage? The idea has to be strong but the founder has to be *stronger*.

They have to be strong enough to focus on the opportunity – not the odds. Strong enough to follow the voice of the customer, to sift through the many opinions of our incredible mentors, to make judgements every day about staying, investing a little more, or pivoting. Strong enough as a team to weather the highs and lows of starting a business, and strong enough to still be here 14 weeks later to pitch.

And what are they pitching for? To keep going, to work harder, to continue building. And most importantly, to tap into the strength of the ecosystem to help them reach their goal. Tonight is a celebration of our founders' tenacity and perseverance as much as it is a celebration of ingenuity and entrepreneurialism at the University of Sydney.

With each cohort, the INCUBATE team has to adapt too, sourcing bespoke mentorship for the different businesses coming into the program. This year we are especially proud to boast three medical technology startups, and have benefited from the décor and candour of our furnished goods founders in our brand new accelerator space.



The first semester of 2019 has also seen the expansion of INCUBATE's Proto program, creating more opportunities for the University of Sydney community to experiment and explore startups, with a focus on building our pipeline.

This year the INCUBATE team revisited our vision, setting our course to become a world-leading startup community accelerating founders who innovate for a better future. We do this by empowering entrepreneurs at Sydney University to turn good ideas into great businesses. Our guiding principles support first-time founders and entrepreneurial careers. Tonight's startups are just the tip of the iceberg – the exemplars of what is possible when entrepreneurial talent is nurtured and given the opportunity to experiment and grow.

Many thanks to our super strong team of staff and mentors who helped our founders get here.

May our founders' strength and determination be a guiding light for startups to come.

Ashlea Wallington

our programs



PROTO PRE-ACCELERATOR

Proto takes you from discovering startups all the way to building prototypes

WHO: University of Sydney students, staff and alumni with an interest in startups or an idea they're pursuing.

PROGRAM INCLUDES:

- Free workshops focusing on the early stages of building a lean startup, from customer discovery through to prototyping
- A growing community of future startup founders
- One-on-one mentoring
- Co-working hours in the INCUBATE Hub



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, masterclasses, and guidance from experienced guest entrepreneurs



SPARKX EVENT GRANT

Sparking the entrepreneur community at the University of Sydney

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

PROGRAM INCLUDES:

- Support and advice about running an on-campus event
- Grants to support your events
- 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
\$30⁺ million



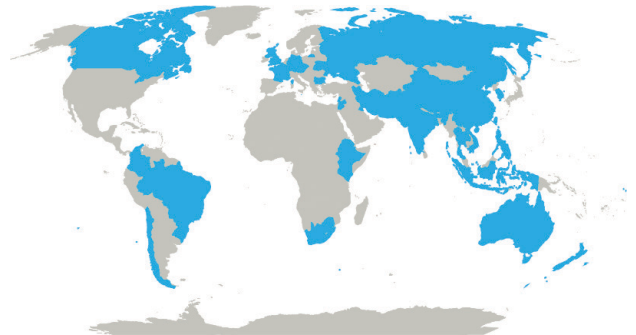
100⁺ volunteer mentors

value created
\$65⁺ million



107 startups supported

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



200⁺
jobs created over
5 years

founders are from
33 countries

class13startups

\$390,000

generated revenue

636

customers gained

9



Undergraduates

7



Postgraduates

5



Researchers

12 nationalities





AusAir

Breathe Australia, breathe AusAir

To help communities in areas experiencing high levels of air pollution and fine dust, AusAir has designed a premium anti-pollution mask. Engineered without compromising comfort, safety, or style, AusAir masks include reusable designer skins and interchangeable filters infused with natural Australian botanicals.

- Awarded a scholarship to attend CKGSB China Start Program
- Product design refined through feedback from over 900 users
- Launching Kickstarter in May

AUSAIR

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Elias Honor

Isaac Honor

Jack Graham

Companion Couch

Beautiful, made convenient

The furniture industry hasn't seen a lot of innovation since the 'flat-pack'. Companion Couch wanted to change that by making furniture more convenient with an easy to assemble design that's even easier to move, and comes with a built-in charger.

Made from quality materials and spring-loaded cushions, Companion Couch's innovative range never compromises on quality or comfort, so their couches feel even better than they look.

Companion Couch has developed a great customer experience around convenience, trust, and a bit of charm, culminating in a 120-day trial where customers can enjoy the Companion Couch in their own homes, risk-free.

- \$300k revenue since September 2018
- 95% of the latest shipment already pre-sold
- 500% revenue growth from January to March 2019



companioncouch

CONTACT

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TEAM

Joe Greathead

Andrew Hambly

Etienne Ancelet

Dom Dwyer-Hutchinson

Dom Dwyer-Hutchinson, Joe Greathead, Andrew Hambly, Etienne Ancelet (L-R)



Corax Medical

Enabling retinal insight

The retina holds a huge amount of medical information about your health and risk of cardiovascular and metabolic disease. Despite this, most doctors have no simple way of using this information to help reduce these risks.

Corax Medical has developed an easy-to-use, inexpensive optical device that gives accurate data to doctors. The device helps diagnose risks of heart disease, stroke, and complications from diabetes, and provides non-invasive, rapid assessment for patients in the emergency department. It enables more efficient and effective assessment, and yields evidence to base accurate dosing of medications.

- Developed a unique optical solution
- Conducted clinical research with Australia's busiest emergency department
- Secured a contract with an established optical provider with distribution throughout Australia and New Zealand



CORAX MEDICAL

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DetectED-X

Perfecting cancer detection

DetectED-X

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TEAM

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Prof. Mary Rickard

Dr Moe Suleiman

One in two Australians will be diagnosed with cancer by the age of 85*. Early detection and diagnosis is key to a patient's survival; unfortunately, radiologists miss 30% or more of cancers. DetectED-X is reshaping the future of cancer diagnosis through education test sets for doctors around the world.

Using interactive web-based test sets developed by DetectED-X's industry-leading founders, cancer detection improves by 34%. DetectED-X's test set products are now commercially available to the 200,000 radiologists who work in Australia, New Zealand, North America, China, Middle East, Europe, and SE Asia.

- Negotiating strategic partnership with Siemens US
- Established agreements with key suppliers of medical images
- Organised trial with 14+ hospitals in USA of version 2.0

Lux

Autonomous atmospheric satellites

Lux is designing an autonomous stratospheric balloon equipped with a camera as an alternative to satellites, drones, and planes.

Using imaging from their satellite over Latin America and Oceania, Lux is creating a digital twin of the Earth. The real-time spatial information and geospatial analytics will introduce a search engine that can support queries about anything happening on the surface of the planet.

With Lux's unique live-imaging data set, the startup is launching a collaborative marketplace across the mining, agriculture, forestry, and oil and gas industries helping state agencies, corporations, and multinationals make smarter, faster, and more informed decisions.

- Secured a dedicated launch from the Canadian Space Agency
- Initiated collaboration with a world-leading balloon company for the integration of a stratospheric navigation algorithm with Lux's system
- Developing partnerships with aerospace conglomerates and global corporations



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Vincent Lachance, Katrina Albert (L-R)





METASENSE

Proactive management of UV risk and skin cancer



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TEAM

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Motasam Majedy

Megan Nguyen

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METASENSE has developed a portable device and software platform which helps minimise the likelihood of skin cancer.

As melanoma rates continue to rise, iMETASENSE's wearable device and e-health platform can help organisations better manage occupational health risks.

Using personalised and automatic monitoring of UV exposure, METASENSE is collaborating with a Harvard medical doctor to upgrade the METASENSE platform to a digital diagnostic tool for early detection of skin cancer.

- Secured a six-month trial with a global construction company
- Developed second prototype
- Secured a provisional patent



Piocaro

Empowering investors to make the right choices

Piocaro is an automated portfolio optimisation platform that harnesses intelligent analytics across broad asset classes so investors and financial advisors are empowered to make the right investment choices. Choosing the right investment is no longer a pain in the asset.

Piocaro's platform analyses and ranks tens of thousands of exchange-traded funds, mutual funds, and stocks using a Nobel Prize-winning theory and a proven method in operations research and economics. The results are then presented in intuitive and easy-to-understand charts.

- Signed up 30+ beta customers
- Secured a paid pilot client
- Seed investors prepared to participate in angel round funding



CONTACT

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TEAM

Budianto Bong

Plannero

Intelligent resource optimisation

Plannero uses artificial intelligence to dynamically schedule and reschedule your diary or work plan.

Uncontrollable or unpredicted events are always going to come up, so Plannero's platform optimises the work day to meet a customer's needs and deadlines.

Uncontrollable or unpredicted events are always going to come up, so Plannero's platform optimises the work day to meet a customer's needs and deadlines.

Plannero's proprietary software can be adapted to any business or personal situation, from your personal diary to complex project management.

- Developing an enterprise product with trials lined up with a Big Four bank and a major management consulting firm
- Conducted testing with 60 employees across several multinational corporations
- Received \$35K seed investment



plannero

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TEAM

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Aninda Mukhopadhyay

Jenny Lin

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Crystal Cao, Jenny Lin, Chathumini Hapugoda, Aninda Mukhopadhyay (L-R)



alumnispotlight

BioScout **Class 12**

Secured a competitive spot in the 2019 Startmate accelerator and received grant funding from the Grains Research and Development Corporation (GRDC) as the 2019 Young Scientific Innovators in grains research.



AMSL Aero **Class 10**

Received investment from IP Group to build the future of aviation with flying taxis, and secured a contract with the Department of Defence.



Green Atlas Class 12

Doubled revenue since October 2018, having worked with Australian farmers to scan over 320ha of agricultural crops.



Equalution Body Transformations Class 7

Expanded to a multi-million dollar company with 23 staff and a worldwide client base.





Colette Smith, Content Coordinator | Nina Juhl, Community & Events Manager | Lucas Hakewill, Associate Program Manager | Lizette Lee, Innovation Projects Manager | Ben Lindsay, Resident Entrepreneur | Ashlea Wallington, Director of Entrepreneurship & Innovation | James Alexander, Program Manager (L-R) (not present: Serena Fernandez, Persis Irani)

thank you from the team

INCUBATE is a division of the University of Sydney Union, dedicated to providing the best startup support to students and alumni 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 special thanks to our event and program partners for their generous support for the INCUBATE program.

And finally, a huge thank you to our valued mentors, our current Entrepreneurs In Residence Martin Wells, Shane Cox and Ben Lindsay, as well as our 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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USU



THE UNIVERSITY OF
SYDNEY

INDUSTRY SUPPORTERS

HALLCHADWICK 

 **ALLEN LEGAL**



**Be the next
success story.**


Jacob Horne
Alumnus now at Coinbase

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

INCUBATE

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