

CLASS

14

INCUBATE

IN PARTNERSHIP



USU



THE UNIVERSITY OF
SYDNEY

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Thank You from INCUBATE

Foreword

ASHLEA WALLINGTON
Director of
Entrepreneurship &
Innovation



Welcome to a very special Demo Day for INCUBATE. We are so proud to present the latest founders graduating from the INCUBATE program, showcasing incredible ingenuity, customer insight, and depth of research from the University of Sydney.

We are also celebrating the achievements of INCUBATE co-founder, James Alexander, who will be moving on from the role of Program Manager later this year, after seven years with the University of Sydney Union.

When I first started at INCUBATE it was startling to comprehend the scale of James' impact. The scope of his reach was not only on the 115 startups who have moved through the program or the thousands of students who engaged with INCUBATE events, but his positive impact on the evolution of the university and Sydney's entrepreneur ecosystem as a whole.

On a recent visit to Stockholm, a poster at the Impact Hub said "you don't (always) need investors. You always need a community." We certainly know how desperately the ecosystem needs our valued investors, but I applaud James for his enormous efforts to foster this special community of entrepreneurship at the University of Sydney. Through this community, many aspiring founders and problem solvers

can find support, connect with like-minded people, and at times, receive a bit of tough love. We look forward to James remaining an integral part of this community as a mentor and friend.

The going has been tough for our founders as the accelerator forms just a small yet intensive part of their journey. From the ponderings of pivots, navigating customer crises, or developing a product, Class 14 have shared a tumultuous journey reserved only for those ready to go the distance. As we induct Class 14 into our alumni, they will also form a vital part of our growing INCUBATE community, there to support the next round of founders turning their good ideas into great businesses.

Congratulations to all of Class 14, and please join us in thanking James Alexander for his contribution to INCUBATE and the University of Sydney's entrepreneurship community.

Ashlea Wallington

INCUBATE

INCUBATE is the multi-award winning startup program at the University of Sydney, funding students, alumni, and researchers to launch high-potential startups.

Vision

To be a world-leading startup community accelerating founders who innovate for a better future.

Mission

To empower entrepreneurs at the University of Sydney to turn good ideas into great businesses.

Over seven years, our startups have achieved

total investment

\$35⁺ million

value created

\$67⁺ million

jobs created

400⁺

founders are from

33⁺ countries

Our achievements

115

startups supported

100⁺

industry mentor community

mentors volunteered

12,000⁺

hours to our startups



(L-R) Hunter Jay, Leopold Lucas

Ripe Robotics

Automating fruit harvesting

Every year, over 80 million tons of apples are harvested around the world, most of which are picked by hand. Farmers face ongoing pressure to remain competitive and cut costs, but labour is increasingly difficult to source and if produce is not picked at the right time, it can lead to significant losses.

To reduce financial burdens on farmers and increase farm profitability, Ripe Robotics is developing low-cost robots that can reliably pick fruit. Ripe Robotics is using modern robotics to accurately identify the ripeness of produce and safely harvest it at the optimal time. The robots also gather valuable analytics that provides farmers with insights to help them improve produce quality and yield. Future models will autonomously navigate farms and conduct tasks including spraying, pruning, and thinning.

- Designed, built, and programmed a unique robotic arm in less than 12 months
- Developed a proprietary method of training computer vision systems using virtually generated data
- Conducted 24 customer insight sessions with growers to prepare for trials



Ripe Robotics

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TEAM

Hunter Jay
Leopold Lucas



Moruya

Connecting labs and clients through sample tracking

Currently, life sciences testing labs rely on paper documentation to record and keep track of all analysis information from site to lab. This process is time consuming, unreliable, and costly as it requires dedicated teams to manage. Moruya's end-to-end digital solution replaces lab reliance on paper with a cloud-based mobile and web platform that seamlessly receives sample information and uploads it directly into secure management systems.

Through Moruya's platform, sample metadata is sent directly to a lab where shipments and analysis requests can be processed before samples are delivered. This significantly speeds up time-sensitive analyses, allows labs to operate at a higher capacity, and reduces the amount of time staff need to dedicate to manage paper documents.

- Developed an industry-first prototype in six months
- Secured a contract with one of the world's largest life science testing services
- First-to-market independent cloud-based solution



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TEAM

Michael Zavattaro
Hayden Bleasel

ActiveStats

The next generation of workout technology

Almost half* of gym membership holders will abandon their programs within 12 months. While fitness and sporting facilities are great at signing people up, they are not so great at retaining members. For users, the biggest challenge is motivation, particularly in maintaining long-term commitment.

To combat this, ActiveStats is developing AI technology for gyms that adds a new level of user engagement without the high costs of personal trainers. ActiveStats' computer vision models recognise a user's exercises, measures output, and provides real-time feedback.

ActiveStats' mission is to use data and technology to motivate people to live more active lives and aims to provide the same motivation to gym goers that the Fitbit has for walkers and runners.

- Working with a leading sporting institution to convert their Centre of Excellence into Australian sports' first smart gym
- Secured trials with six gyms of the product
- Developed a working prototype application



CONTACT

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TEAM

Tyson McCarthy
Bastien Cabirou

*Data sourced from Australasian Leisure Management, April 29, 2017

(L-R) Tyson McCarthy, Bastien Cabirou



Upskill EQ

Empowering your personal & leadership development

Traditionally, education has focussed on measuring and developing hard skills. Yet, many overlook the development of important soft skills like emotional intelligence and effective communication, which are vital for personal effectiveness in the workplace and all aspects of life. Upskill EQ is changing that by helping people understand more about themselves and to invest in their continuous personal development.

Designed by leading educators, Upskill EQ has created a platform that allows individuals and teams to capture, measure, and develop soft skills through engaging activities and psychometric assessments. The platform covers competencies including wellbeing, positive psychology, leadership, motivation, and personal effectiveness.

Upskill EQ allows program directors, teachers, coaches and mentors to track and measure the effectiveness of their programs at the individual and team level.

- Secured \$40,000 funding through the University of Sydney Innovation Grant
- Over 200 educators and mentors and 4,500 students using the platform
- Pilot trials underway across national and international secondary and tertiary institutions, corporations, and elite sporting associations



CONTACT

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TEAM

Dr. Ehssan Sakhaee
Phil Henville

(L-R) Phil Henville, Ehssan Sakhaee





Kitchko

Experience the world's cuisines, locally

Despite living in a convenience-driven world, nine out of 10 Australians* still prefer the joys of a good home-cooked meal. With the increase of online food delivery services and the market growth in share economies, Kitchko is bringing traditional home-cooked cuisines to Australian homes.

Kitchko is an online marketplace that connects hungry Australians with local and diverse home cooks who sell authentic meals. Customers nostalgic for the flavours of home or those who want to try new food experiences can purchase these meals for delivery or pick-up.

- Built and launched the marketplace platform in under six weeks
- Secured 13 home cooks who represent nine unique cultures serving 100+ customers
- Expanded the service areas to include Sydney's West, South West, and Inner West regions

kitchko

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TEAM

Richie Shah

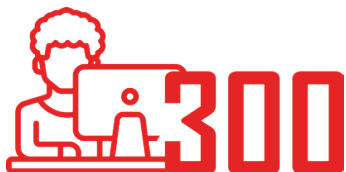
Dat Le

Jenifer Nguyen



300 Selective

Automated & adaptive learning software



CONTACT

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TEAM

Chris Song
Aryan Ajdari

Preparing for standardised tests like the NSW selective school assessment for Year 6 students and NAPLAN, requires much more than just memorising content. Often, teachers and students get bogged down in completing the same practice questions again and again, creating less effective study and results which don't fully reflect a student's capabilities.

300 Selective has designed an intelligent, adaptive quizzing engine that allows students to work through practice questions at their own pace. The program detects a student's strengths and weaknesses, and automatically adjusts the content to customise it according to the areas that need the most improvement. 300 Selective aims to revolutionise the way teachers and students approach test preparation and education.

- Built and launched a successful prototype of the adaptive quizzing engine
- Acquired 400+ users of the platform
- Developed a custom analytics dashboard which allows users to track progress

MAG

Ergonomic dental optics



CONTACT

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TEAM

Clark Eom

Up to 90% of dentists report experiencing back and neck pain*. Currently, conventional magnifying glasses, or dental loupes, force dentists to work in a slouched position, causing these sustained muscular problems. MAG's vision is to provide dentists with ergonomic and intuitive dental optics to reduce back and neck pain experienced as a result of working conditions.

MAG has created CurvOptics, the world's first dental loupes that give dentists an individually tailored declination angle of between 45° to 90°. Customising the angle of the dental loupes allows dentists to perform their job with improved ergonomic support.

MAG is also developing a unique dental microscope that attaches to the overhead light that eliminates installation and increases convenience.

- Sold loupes to 23 dentists
- Completed 70 demonstrations to dentists and dental students
- Developing a prototype of a flexible dental microscope that attaches to existing overhead lighting structures

*According to the *BMJ Open* journal (2016)

Clark Eom





Interval Weight Loss

Scientifically preventing weight regain

Despite a booming diet industry, for the last 40 years* obesity has tripled around the world. So, leading obesity expert and researcher, Dr Nick Fuller, developed the Interval Weight Loss Program. The system uses scientific methods to help people achieve weight loss goals in a way that prevents weight regain. Through two best-selling books, Interval Weight Loss has developed an active community of more than 3,000 people over the last two years.

To make the program more accessible to its highly engaged community and to support new audiences, Interval Weight Loss has created an online platform and app. Through the platform's weight tracker, interactive video tutorials, recipes, and community functions, users are empowered to apply the program's framework from the book and integrate it into their daily lives.

- Over 100 paying users on first release, with over 500 on the waitlist
- Chinese translation of the program to be released in 2020
- The third book of the program launching globally in January 2020

I|I interval weight loss

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TEAM

Dr. Nick Fuller

Thank you to our mentors

Entrepreneurs-in-Residence

Thank you to our Entrepreneurs-in-Residence who have dedicated their time, knowledge, and expertise to guide our founders over the last 14 weeks.

Ben Lindsay

Elyse Daniels

Matthew Childs

Mentors for Class 14

Mark Allen

Brad Deveson

Rob McInnes

Madeleine Boothe

Guy Ford

Mike Nicholls

Matt Byrne

David Kenney

Dr. Olga Oleinikova

Shane Cox

Alistair Macleod

Natasha Rawlings

Andrew Dent

Elicia McDonald

James Stewart

Accelerator Guest Speakers

Rockson Chan

James Hutchinson

Fraser Orford

Christina Gvozdkova

Lucas Mara

Amy Skinner

Andrew Hambly

Sandra Nolan

Aaron Williams



A message from James Alexander



'In the blink of an eye' refers to things that happen extremely quickly, literally the 100th milliseconds it takes to move your eyelid. You might not use that phrase to describe the 365 days in a year but that is what it feels like to me with INCUBATE. Seven blinks, seven years.

At the end of 2012, I was sitting in a small converted meeting room inside Manning House as a volunteer with our first cohort of startups wondering "is this going to work?" I was a recent graduate looking to make a mark and 'Program Manager' was not a role that existed yet.

In what feels like the blink of an eye, I was recently sitting in pitch practice and I just looked around. I was in our newly-built INCUBATE Hub (one of the nicest startup coworking spaces on any campus) and founders were busy working on pitches, our startup-alumni were closing customer deals, our long-time legal mentor was advising startups, investor-mentors were on the phone negotiating a company sale and their next investment, and our Community Manager was hustling on upcoming events. This is a thriving startup community.

There was no dedicated startup community in Sydney when I started, let alone one on a university campus. We have come a long

way in building recognition and support for the ecosystem and technology industry. It's important to celebrate this achievement, not only at the University of Sydney but also across the entire Asia Pacific region where all universities have taken up the challenge to better support student entrepreneurs on their campuses.

I tell our startup founders to celebrate the little wins along the way, as it's easy to get caught up in the day-to-day hustle. Today, I think we can celebrate the achievement of the best on-campus startup program this side of the world, and I don't say that lightly.

Thank you to the USU, University of Sydney, founders, mentors, and supporters over the years. And a special thank you to the amazing Team INCUBATE who make it all possible.

I can't wait to see what happens in the next blink of an eye.

James Alexander

The Class 1 cohort in Manning House



Class 9 crowded into the first INCUBATE office



Celebrating 5 years of the program at the Class 10 Demo Day

The Accelerator Program

What's included in our accelerator program?



15 Startups

After an intensive application process, our panel of industry judges select **up to 15** promising startups to join our 14-week accelerator.



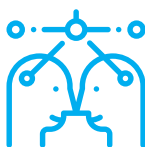
Seed Grant

Startups accepted into the accelerator receive a **\$5,000 equity-free** seed grant.



Industry Mentors

Our dedicated team of **seasoned industry mentors** are matched with founders to provide insight, business advice, and open up network opportunities.



Weekly Masterclasses

World-leading experts lead weekly masterclasses that underpin the growth of each startup and broaden individual skill sets.



Dedicated Program Team

Our **dedicated staff** bring their diverse experience from a wide range of industries to support startups and founders in achieving their goals.



Dynamic Program Content

We **continuously innovate our program** with every cohort, tailoring content to ensure startups can acquire paying customers and are prepared for investors.



Community

As Australia's **oldest student-based accelerator program**, we've built a deep network of entrepreneurs, investors, and industry insiders.



Demo Day + Investors

The intensive 14-week program culminates in a **premiere industry event** where startups pitch to the ecosystem, media, and more.



Beyond the Accelerator

Once graduated, startups **continue to receive support** with ongoing mentorship, coworking space, exclusive alumni offers, and resources from partners within the ecosystem.



**Be the
Risk Taker**

Dr Olga Oleinikova
Co-Founder, Persollo

**APPLY NOW FOR INCUBATE'S
NEXT ACCELERATOR PROGRAM
[INCUBATE.ORG.AU](https://incubate.org.au)**

Alumni spotlight



EarthAI
Class 9
Roman Teslyuk, Founder

Mineral exploration technology startup, EarthAI, was accepted into San Francisco's competitive Y Combinator accelerator. The company also successfully closed a financing round of \$US2.5 million.



Companion Couch
Class 13

Joe Greathead & Andrew Hambly, Founders

Companion Couch's customisable modular furniture has generated over \$1 million in revenue in less than 12 months.



ShopGrok
Class 12

Aaron Cowper, Founder

In the last six months, ShopGrok, a retail pricing intelligence platform, has quadrupled revenue. With an expanded team, ShopGrok is now serving retailer clients who have over \$60 billion in combined sales.

METASENSE
Class 13

Reza Behi, Founder

Metasense, which developed a wearable device that measures UV exposure, is now running a pilot program with one of the largest global construction companies in Australia.



proto workshops

Proto workshops support students, employees, and alumni of the University of Sydney to develop their innovative ideas into startups.

Discover Startups

Discover startup concepts, explore your ideas, and find out how Proto can help you get started.

Design a Business

Explore the elements that make a great business model.

Find your Market

Discover your first customers and how to reach them.

Understand your Customers

Find out how to build something your customers really need.

Create a Product

Unlock your ability to develop creative solutions to customer problems.

Prototype your Ideas

Practise prototyping a product in minutes.

Build your Product

Explore how founders test their early product with real customers.

Communicate your Ideas

Learn how founders effectively communicate and pitch their ideas.

Find out more and sign up for 2020 at INCUBATE.ORG.AU/PROTO





(L-R) James Alexander, Program Manager | Colette Smith, Content Coordinator | Nina Juhl, Community & Events Manager
 Lucas Hakewill, Associate Program Manager | Ben Lindsay, Resident Entrepreneur | Matthew Childs, Resident Entrepreneur
 Lizette Lee, Innovation Projects Manager | Cynthia Feng, Marketing Assistant | Ashlea Wallington, Director of Entrepreneurship
 & Innovation | Persis Inari, Operations Coordinator | Elyse Daniels, Resident Entrepreneur | Rebecca Sedicol, Programs Specialist

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 programs to a growing group of students, alumni, and staff. We give a special thanks to our event and program partners for their generous support of INCUBATE.

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.

IN PARTNERSHIP



USU



THE UNIVERSITY OF
SYDNEY

INDUSTRY SUPPORTERS

BEER SPONSOR

HALLCHADWICK 



APERION LAW

MALT SHOVEL
BREWERS
CAMPERDOWN






INCUBATE

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