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PROVIDED BY  
UNIVERSITY OF  
SYDNEY UNION

## Winter 2014

  


Fostering Entrepreneurs and Startups at University

# Incubate



INCUBATE is the award-winning startup accelerator and entrepreneur program founded by the USU and open to University of Sydney students, alumni and researchers.

Since 2012 the program has fostered the development of over 40 high-potential startup projects at University. We are

proud to have the backing of the USU, our innovative industry partners and leading mentors.

The INCUBATE Team supports a proactive community of dedicated entrepreneurs and innovators, providing funding, co-working space and mentoring from local and international mentors. We are developing talent within our community to build high-potential technology-based businesses for Australia's future.

hello@incubate.org.au  
incubate.org.au

WINNER 2013: ACUMA AWARDS Best Student Development Program

(Photo: The INCUBATE Team: James Alexander/Program Manager, Shane Herft/In-House Mentor, Jo Morrison/Project Manager)

Venue Partner

HQST<sup>CO</sup>

National Partner

Google

Industry Partner



Industry Supporter

ATP Innovations  
Success multiplied

freelancer.com

HALLCHADWICK



coderfactory



GENERAL ASSEMBLY



Google Developers



SurveyMonkey

rackspace  
the open cloud company

99 designs

flowdock

## We're creating a worldclass startup accelerator and entrepreneur program at university.

We want to partner with innovative and bold individuals and companies that recognise INCUBATE's potential and are committed to fostering Australia's next generation of entrepreneurs through industry expertise and funding.



# Promise or Pay

## MAKE GOOD ON YOUR GOALS

Promise or Pay helps individuals stick to their goals by donating money to charity if they fail, and encouraging others to donate if they succeed. It is the win-win way to set and achieve personal goals and drive real, wide-scale social change. One promise can make a huge difference.

- Over 230 promises made, over \$5000 donated, and over \$10000 in donations promised
- Received seed funding for development work
- New Australian charity partners

### Contact

**Jay Boolkin**

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promiseorpay.com



### Notes

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# Breathe Well

## IMPROVING CANCER TREATMENT BY HELPING PATIENTS BREATHE WELL

A common problem in medical imaging and cancer radiation therapy is that patient breathing is unstable, leading to unstable tumour motion, compromising the quality of their imaging and treatment. At Breathe Well we have developed a breathing guide to help patients improve their own cancer treatment. By following the Breathe Well guide, patients can produce stable tumour motion thereby improving the accuracy of their cancer radiation treatment, while empowering patients to play an active role in the eradication of their cancer.

- Founded Respiratory Innovations
- IP transfer in progress
- Clinical trials in progress

### Contact

**Sean Pollock**

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breathewell.co



### Notes

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# Meerkat

## VERSATILE SOLUTIONS TO HELP PARENTS COMBAT INFANT FLATHEAD AND REFLUX

Meerkat Gear is a modular baby carrier and stroller created by clinicians and industrial designers, to help parents adhere to guidelines in preventing infant flathead and reflux, two common conditions that affect 1 in 5 children.

Ensuring the child is in an upright position with no pressure on the head can prevent and treat both conditions. We developed Meerkat Gear, a carrier and stroller that holds the child in a supported position when the child is awake, in combination with the versatility to switch to a sleeping or sitting position whenever desired.

- Partnership with the University of Sydney and CDIP
- Patent Co-operation Treaty (PCT) filed
- Connected with over 150 interested customers

### Contact

**Alexandra Martiniuk**

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meerkatgear.co



### Notes

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# PicPac

## INSTAGRAM FOR STOP MOTION

PicPac is an Android application that helps people easily create stop motion videos right from their phones, without the need of a digital camera and a computer. It is designed to be very user friendly, so even a ten-year-old child can create a short Lego movie under 10 minutes. It has many advanced features that other stop motion apps do not provide, such as picture extraction from video, adding music or voiceover, 1080p output, etc. PicPac will become the leading platform for stop motion video creation and sharing.

- 120,000 users in 7 months, 3,000+ daily active users, 1,000+ daily new users
- 200,000+ videos created, 10,000,000 pictures processed
- Building our own ecosystem with user profiles, likes and comments. Also planning to build the iOS version

### Contact

**Ron Guan**

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picpac.tv



### Notes

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# Ureferjobs

**UREFERJOBS - REFER JOBS. HELP YOUR PEERS.  
EARN REWARDS. CROWDSOURCE RECRUITMENT.**

Ureferjobs is a job referral platform which connects employers with top talent.

On Ureferjobs, you can browse jobs posted by companies, help peers by referring jobs to peers, and earn a cash reward when a peer lands the job. Everyone wins. It's how we get jobs - through our networks.

Employers can use Ureferjobs as both an internal and external referral system, leveraging the reach of their employees as well as external professionals.

Our vision is a world where finding talent is effortless. Ureferjobs - making recruitment, cheaper, faster, better. It's about who you know.

- Building an awesome team of 6
- Revenue of \$10,000
- 7 candidates placed, referrers have received rewards

Contact  
**Mahesh Muralidhar**

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ureferjobs.com



## Notes

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# Top Drawer Supply Co

**MEN'S ESSENTIALS ON AUTOPILOT**

TD is on a mission to bring simplicity back to men. We are testing a subscription service to provide male students with everyday mens essentials in a timely and convenient manner.

Products like razors, toiletries, condoms, socks and underwear all need to be replaced regularly throughout the year. But buying them sucks.

No more one-off trips just to pick up razor blades, no more awkward encounters buying condoms, no more relying on your mum or girlfriend to shop for you. We find the best, and ship it to you on a regular basis.

TD Supply Co. Designed by Men for Men.

- Extensive validation and customer development: 50+ combined interviews and surveys
- Launched trial in mid-September to first 20 users
- Diverse mentor group

Contact  
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## Notes

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# Covet

## GET THE BEST PRICE WHEREVER YOU SHOP ONLINE.

Currently Covet allows you to save content from anywhere online to your personal account. As soon as the item goes on sale, or is low in stock you'll receive an email so that you never miss out on something you want.

Our vision is for Covet to become a part of every online shopping experience from browsing to purchasing. We will do this by giving real time information on alternative stock-listers of that particular product. This will be done based on pricing and shipping times so that you know the best place to buy what you want. From there our next step is to give you smart suggestions based on content you have already saved to Covet.

- Soft launching our MVP in 6 weeks
- Developing an all stores solution, which allows users to save products from any store online regardless of whether it follows industry standards
- Finding the Covet team. We have a CTO, a back end developer and a front-end developer who also does our UX/UI

### Contact

**Jacqueline Ariston**

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getcovet.com

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## Support and partner with INCUBATE

We are seeking passionate people to help with the INCUBATE Program. If you are interested in becoming involved please submit tick the relevant box(es) with your details on the form below and we will be in contact shortly.

- I would like to become a mentor
- I would like to donate company resources to INCUBATE teams
- I would like to discuss becoming a sponsor

### Contact Details

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## Can you introduce us?

Know someone who would be interested in learning more about the INCUBATE Program? Add their details below.

### Contact Details

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