


# INCUBATE

## Summer 2015

Founded by



UNIVERSITY OF  
SYDNEY UNION



**Fostering Entrepreneurs and Startups at University**

# Incubate



INCUBATE is the award-winning startup program founded by two entrepreneurial students in 2012 with the backing of the USU.

Since 2012 the accelerator program has backed the development of over 30 high-potential student startups at University. The accelerator is open to Sydney University students, alumni and researchers and partner universities.

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 proud to have the backing of the USU, our innovative industry partners and leading mentors – developing talent within our community to build innovative businesses for Australia's future.

[hello@incubate.org.au](mailto:hello@incubate.org.au) | [incubate.org.au](http://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)

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## Venue Partner

HOST<sup>CO</sup>

## Program Partner



## Industry Partner



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## Industry Supporter

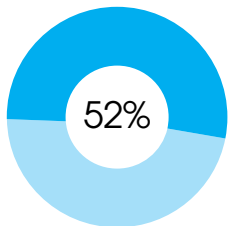




**We are leading the way,  
supporting student  
entrepreneurship  
with our world-class  
program, backing new  
innovators to turn their  
ideas into reality.**

# Achievements

backed 40 startups  
in 2 years



are still active

our startups are made of

78%  
male

22%  
female



this is 3% above the industry  
average and growing

**over 100**

mentors  
&

**15**

industry partners  
and supporters



**winner**

ACUMA best student  
program award

our companies  
are worth over

**\$10** million

# Incubate team makeup

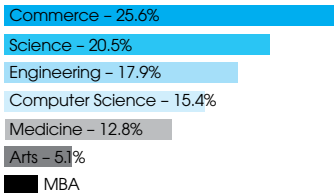
2.7 people per team



with an average age of

# 22

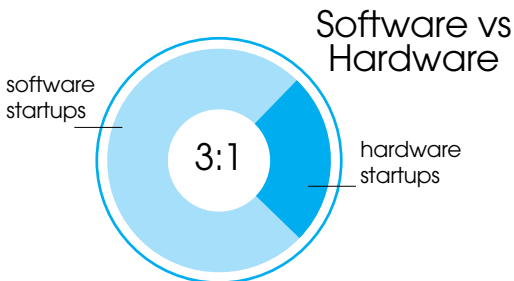
common degrees are



**1500+**  
attended Incubate  
entrepreneur events

our startups have  
raised over

**\$3.1** million



# Docit

## FIND, BOOK, REMIND & GROW

At Docit we want to make booking easy for our users and client management easy for small businesses. Currently, small business professionals (like hairdressers) are spending too much time doing administration tasks, and not enough time servicing their clients. We want to help them put the focus back on the customer by providing them with an online solution that is equipped with smart notifications, online booking, customer management tools and an innovative analytical package. We want to give the competitive edge back to small businesses.

- MVP has been built and validated by the market
- Over 15 sales already
- We expect over \$300,000 worth of appointments to be booked through Docit in April

### Contact

**Andrew Nada**

anada@getdocit.com

getdocit.com



### Notes

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# Sonder Design

## INFINITE POSSIBILITIES AT YOUR FINGERPRINTS

Sonder Design seeks to create beautiful products that connect with our customers. Sonder's E-ink keyboard adapts intuitively to you. Seamlessly switch between any language, shortcuts or custom icons on your keys. Now you can work faster and smarter, empowered by infinite possibilities at your fingertips. With Sonder, you're only limited by your imagination.

- Provisional patents, design registration and trademark filed
- Partnered with a world-class Taiwanese manufacturer
- Raised \$20,000 on the first day of pre-order sale

### Contact

**Felipe Serra-Martins**

Felipe@sonderdesign.com

sonderdesign.com

S O N D E R

### Notes

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# CUE

## MORE PATIENTS. LESS WAITING

Cue is a mobile app that prevents patients from waiting a long time to see the doctor. Patients receive an on-time or delayed status notification for their appointment and can join a virtual queue after check-in.

Cue seamlessly integrates with existing practice software. It empowers clinics to create administrative savings, optimise physician schedules and improves the patient experience making it easier for patients to consistently see their preferred doctor, irrelevant of wait time.

- Negotiating pilot programs in over 15 clinics
- Fully integrated with Best Practice software
- Complete app for Android and iOS platforms

### Contact

**Emily Carrigan**

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[gocue.com.au](http://gocue.com.au)



### Notes

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# STEMN

## SHOW & TELL FOR ENGINEERS AND SCIENTISTS

What if scientists and engineers around the world could share their findings as they occur? How would this change the pace of scientific development? How would it impact our economy, our climate, and our species?

STEMN is a network built for knowledge sharing in the science and engineering community. It connects researchers around the world through their research projects to accelerate scientific discovery.

- Successfully launched our closed beta with over 300 users
- Partnerships with major international aerospace organisations including United Nations Space Generation Advisory Council (SGAC)
- Finalising partnerships with three university aerospace programs

### Contact

**Jack Yeh**

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stemn.com



**STEMN**

### Notes

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# Jumpcut

## EMPOWER YOUR AUDIENCE

Jumpcut provides online video creators with a suite of tools to make their videos easier to watch. Videos can be broken into chapters and highlights so viewers can “cut to the chase”, and analytics let creators understand their audiences like never before.

- Launching the product: The product has been released publicly and has been met with widespread praise and adoption
- Proving the use case: Next semester, a UNSW university course which reaches over 10,000 people will be delivered online using our technology
- Diverse early adoption: We have seen a wide variety of early adopters in different fields; online tutorials, cooking videos, academic lecture content, and independent training organisations

### Contact

**Joel Snyder**  
**William Archinal**

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will@jumpcut.io  
jumpcut.io

JUMP▶CUT

### Notes

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# CricSci

## A POWERFUL TRACKING TOOL FOR TRACKING AND PREDICTION OF INJURIES IN CRICKET

CricketPredict mobile app records bowling counts & injuries for fast bowlers and gives them recommendations on their workloads in real time and on the go.

- Financial: The University of Sydney have agreed to contribute around \$200 per player as a support for our trial testing services
- Hardware: We are developing hardware (sensors) to automatically detect bowling counts
- Prototype: We have the prototype mobile APP ready for Android market

### Contact

**Naj Soomro**

naj.soomro@sydney.edu.au

cricsci.com



### Notes

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# Food Pod

## **BUILDING A FRESHER, CLEANER AND FAIRER FOOD SYSTEM.**

Food Pod connects farmers directly with families in the local community to access locally grown, sustainable and freshly 'picked the day before' fruit and vegetables.

Our platform enables families connected to a geographical centre e.g.schools and offices, to form and operate Pods. A Pod activates these connections and allows a farmer to supply fresh produce to multiple families efficiently. Our technology automates the processes of the Pod and the farmer, thereby enabling Pods to support more families and farmers to serve more Pods.

- Completed several test cycles of prototype system with a Pod of 20 families; successfully processed a total of \$6000 worth of orders
- Beginning trial with a school Pod in NSW consisting of 70+ families
- Facilitating trials with two new school Pods

Contact  
**Waiho Wong**

w@foodpod.me  
foodpod.me



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# ATOMOLOGY

## THINK SMALL TO THINK BIG.

Engineering new materials is unpredictable. Trial-and-error design is time-consuming and expensive. ATOMOLOGY designs new materials cheaper and faster. From steel to superconductors, the new Atom Microscope provides the world's first imaging of every atom: 3D position and element ID. This 3D atom data is the 'DNA' of materials. Decoding a material's DNA reveals how to control properties. Property control information enables computational design of new materials.

ATOMOLOGY provides an engineering paradigm change: sequence-decode-design instead of trial-and-error.

- Atom Microscope prototypes built and tested
- Data quality validated
- Negotiating hardware development partners and computational design partners

### Contact

**Peter Liddicoat**

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[atomology.org](http://atomology.org)



### Notes

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## Support and partnership opportunities

We are seeking passionate people to help with the INCUBATE Program. If you are interested in becoming involved please email [hello@incubate.org.au](mailto:hello@incubate.org.au)

We are looking for:

**Program Partners:** Innovative companies to partner with INCUBATE, providing sponsorship for our events as well as funding for program growth and development.

**Program Mentors:** The skill set of Mentors we are looking for varies depending on the product/service/innovation of the startups in each intake. But we're always interested to speak with business leaders and experienced entrepreneurs.

**Company Partners:** To provide relevant resources to our startups.

**Seed & Angel Investors:** We look for experienced investors, with industry or entrepreneurial backgrounds, who believe in supporting new entrepreneurs to join the investment rounds in our companies. Our startups will often look to raise their first seed-investment round after the accelerator program, which typically ranges from 100k to 500k.

e: [hello@incubate.org.au](mailto:hello@incubate.org.au)



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[@sydneyincubate](https://twitter.com/sydneyincubate)



[bit.ly/incubatedemoday](https://bit.ly/incubatedemoday)

**APPLY FOR THE WINTER INTAKE**

YOU COULD RECEIVE \$5000 TO BECOME THE NEXT  
INCUBATE STARTUP SUCCESS STORY.

WINTER APPLICATIONS CLOSE SUNDAY 7 JUNE 2015.

**[INCUBATE.ORG.AU/APPLY](http://INCUBATE.ORG.AU/APPLY)**

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