


# INCUBATE

## Class 8

IN PARTNERSHIP



UNIVERSITY OF  
SYDNEY UNION



THE UNIVERSITY OF  
SYDNEY



Fostering Entrepreneurs and Startups at University

# Incubate

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## Team



**James Alexander**  
Program  
Manager



**Lizette Lee**  
Community  
& Events  
Manager



**Jo Morrison**  
Director for  
Student &  
Community  
Programs



**Mike Nicholls**  
Resident  
Entrepreneur



**Mellisa Ma**  
Student  
Coordinator

INCUBATE is the leading startup accelerator founded by two entrepreneurial students in 2012 with the backing of USU.

Since 2012, the 14 week accelerator program has backed over 60 startups from the University of Sydney. The INCUBATE Team supports our startups with a community of dedicated and experienced mentors, grant funding and co-working space.

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

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



@SydneyIncubate #Class8 #LenovoInnovate

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### In Partnership



### Principal Sponsor



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### Industry Partners




### Venue Partner



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### Industry Supporter



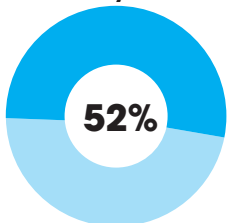


**We back the top  
students and alumni  
with big ambitions  
and innovative ideas  
to build the future.**

INCUBATE is leading the way in supporting  
startup founders from the University of Sydney.

# Achievements

backed 60+ startups  
in 4 years



are still active

over 200

mentors & advisors  
in our network

Mentors volunteered

800+ hours

of time to class 8 startups

class 8 startups are

37%  
male



53%  
female



19% above industry average

our startups have  
raised over

\$7 million

our companies  
are worth over

\$30 million

# Incubate team makeup

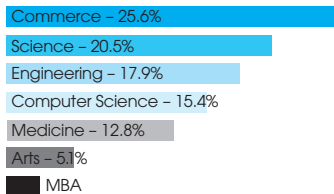
2.7 people per team



with an average age of

# 22

common degrees are



# 1500+

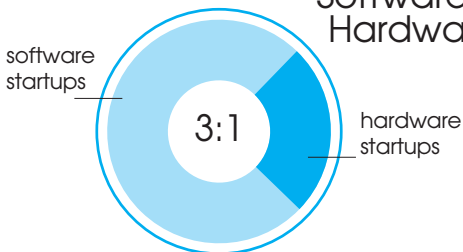
attended Incubate entrepreneur events



## winner

ACUMA best student program award

## Software vs Hardware



# Flobox

## SIMPLIFY ADVANCED ADVERTISING

Our vision is to make social advertising effortless for every business in the world. We allow businesses to create powerful advertising funnels that convert audiences, without the need for a full time professional.

Our drag-and-drop interface provides a simple solution for advanced social advertising campaigns, making it easy for any business.

- 500 subscribers enlisted and waiting for product launch
- Currently working with 15 industry alpha testers trialling Minimum Viable Product (MVP)
- 5 paying unique customers within the first 24 hours of pre-order opening

Contact

**Steve Liu**

steve@flobox.io

www.flobox.io

 @flobox\_io

 Flobox

Notes

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# Genomix

## ENDING AGING ONE GENOME AT A TIME

Genomix provides whole genome sequencing for individuals who care about health and life extension as well as researchers who need genomic data.

Our mission is to democratise genomics and contribute to healthy human longevity. Aging is the biggest risk factor for development of life-threatening diseases in the world including cancer, heart disease and diabetes. However, not enough resources are provided for life and health extension research. A saliva sample is all we need to read and decode a person's genome - that's 21,000 genes in all 23 pairs of chromosomes.

We connect individuals who want to access genome sequencing and researchers who need the data. Together, we can progress life and health extension.

- 60 registrations of interest to do genome sequencing at a later date
- 3 partnerships with sequencing labs and bioinformatics companies
- 7 paid customers

### Contact

**Alyse Sue**

alyse.sue@genomix.co

www.genomix.co



@misstechspec



**Genomix**

### Notes

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# Health Copilot

## A.I. FOR WEIGHT MANAGEMENT

Health Copilot is a personal health and wellness virtual coach using artificial intelligence (AI) for individuals managing their weight and fitness.

We ingest data from health trackers like the Fitbit, Garmin, Withings and apply machine learning to analyse health data as you make lifestyle changes in real-time.

Our service provides personalised coaching and daily tips to help people achieve their goals with optimal exercise, improved sleep and personalised diet.

- Partnerships secured with Garmin, Bioceuticals, Hit 100, Pana chocolate consumers
- Onboarded over a hundred users using Minimum Viable Product (MVP)
- \$10,000 MVP grant from the Ministry of Industry

### Contact

**Giselle Brand**

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health-copilot.com



@health\_copilot



**HEALTH COPILOT**  
PERSONAL AI-ASSISTED HEALTH & FITNESS COACH

### Notes

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# ProjectHUNI

## MAKING THE TRANSITION FROM HIGH SCHOOL TO UNI A WHOLE LOT EASIER

The transition from high school to university is a dynamic and delicate process often overlooked. Students are disillusioned with their university experience now more than ever before.

We help students eradicate the feelings of learned helplessness, stress, and anxiety that guards us from celebrating our passions and abilities.

We support and connect with Year 12 students whilst providing them with tools and resources to navigate an unfamiliar space such as Uni. Students gain automatic access to a community of students who have walked in their footsteps. Our first tool, Course Resource, tackles a consistent, and arguably the biggest, final year student pain-point of choosing the right course.

- Working with 10 schools in Sydney
- Launched Minimum Viable Product (MVP)
- Helped over 100 students choose a course with the Course Resource

### Contact

**Lucy Hamblin**

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projecthuni.com  @projecthuni



### Notes

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# SeedTree

## START DIFFERENT, GROW SMARTER

SeedTree is an online learning system for mathematics students in Australia. SeedTree aims to make learning maths more comfortable, easy and accessible.

By creating material based on the Australian mathematics curriculum that is then streamlined into manageable sections, students can work at their own pace and improve in areas in which they have difficulty.

SeedTree moves away from traditional text book structures of material separated by year level than actual progress.

- Completed MVP platform with online video tutorials, worksheets and concept checklist
- Over 10,000 exercises and over 300 videos
- Over 10 paid subscribers within first month

### Contact

**Henry Kim**

admin@seedtree.com.au

www.seedtree.com.au

### Notes

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# The Sorting Hat

## STUDENTS HELPING STUDENTS

We help Chinese students by providing information and assistance in gaining entry into the best Australian universities.

We are building the world's most active Chinese university student online community. In the last 3 months, we've built an active multi-platform Chinese student following.

We currently help students process applications and assist them in settling in Australia. Our vision is to support students choose from universities worldwide, relocate and integrate into communities, bridge job and relationship opportunities.

- 5000+ weekly viewers every Weibo Q&A session broadcasted live
- Relationships built with 400 Chinese Universities Student Unions
- Over 200 students joined our WeChat account for study abroad questions and application services consultation

### Contact

#### Qiong Lan

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www.fenyuanmao.com



### Notes

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# WipeHero

## THE CARWASH NOW COMES TO YOU

WipeHero developed an innovative waterless washing technology that is biodegradable and allows us to wash cars, buses, trains and planes without a drop of water.

Founded by PhD Fellows from UNSW, USYD and Harvard, we are revolutionising the carwash industry by providing a convenient and environmentally friendly carwash in scale.

Along with our fleet of friendly washing heroes and waterless washing technology, our sophisticated platform monitors every step of the process to ensure a quality service.

WipeHero is leading the way to a better car care industry.

- 700 recurring customers per month
- Saved over 200000 Litres of water through washes to date
- Current clients include GoGet, Hertz, University of Sydney, University of New South Wales

### Contact

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wipehero.com.au

 @wipehero



**WIPEHERO**

### 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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Thank you to our Principal Sponsor

Lenovo™

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## APPLY FOR THE NEXT INTAKE

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

APPLICATIONS FOR CLASS 8 CLOSE ON  
THURSDAY 3 NOVEMBER 2016

[INCUBATE.ORG.AU/STARTUP101](http://INCUBATE.ORG.AU/STARTUP101)

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