



INCUBATE

National Demo Day 2014

Fostering Entrepreneurs and Startups at University



Founded by



UNIVERSITY OF
SYDNEY UNION

Powered by



Google
for Entrepreneurs



We're creating a world-class startup accelerator & entrepreneur program at university.

INCUBATE is an award-winning program that provides grant funding, co-working space and mentoring from some of Australia's most recognised entrepreneurs and business leaders. We're committed to fostering the next generation of entrepreneurs.

Welcome



James Alexander
INCUBATE
Program Manager

In 2012 I co-founded INCUBATE, a startup accelerator program with the backing of the

University of Sydney Union. Today, in little over a year, we've supported over 36 startup ventures from students and alumni across four universities in Australia.

I believe Australia has some of the most talented entrepreneurs in the world, and it's imperative we foster a community of job-creators who will become the next generation of global entrepreneurs.

INCUBATE is an award-winning startup accelerator and entrepreneur program that provides grant seed-funding, co-working space and mentoring from some of Australia's most recognised entrepreneurs and business leaders.

Thank you for supporting Australian entrepreneurs.



Alan Noble
Engineering Director,
Google Australia

Google was founded in a dorm room by two PhD students trying to solve

the challenge of finding relevant information in a world in which the Internet was going through explosive growth. Perhaps better than anyone, we know well that bright young people with big ideas can change the world.

That's why we partnered with INCUBATE to scale nationally. From the on-campus coffee shop to the computer science lab, universities are a hotbed for great business ideas and cutting-edge technology. University incubators help make the shift from idea to actual startup happen—providing desks for

entrepreneurs who are chasing their dreams, as well as mentorship and educational opportunities for talented young people.

We can't wait to see the number of young entrepreneurs and innovators on campus grow through initiatives like INCUBATE. These young companies have tremendous potential to contribute to the future economy of Australia. The PwC Startup Economy report (goo.gl/PKK4OH) estimates that the tech sector has the potential to add over \$109 billion to the Australian economy and over 500,000 jobs. We hope that the new startups in INCUBATE will be a part of that.



Andrew Woodward
CEO
University of
Sydney Union

The University of Sydney Union is proud to be the founder of INCUBATE.

INCUBATE is all about developing young entrepreneurs by providing them with a supported environment in which to develop ideas, push boundaries and launch companies. INCUBATE takes ideas and helps them grow.

After three successful internal seasons, taking the program to a national level, is a logical next step.

I would like to thank our farsighted partners Google for their generous and strategic support of the program.

I would like to welcome aboard new associates at Adelaide, Bond and Curtin. I hope their INCUBATE journey is as rewarding as ours has been.

Finally I would like to congratulate the startups. If your predecessors are anything to go by, you will find this a rich and rewarding experience.



INCUBATE

INCUBATE Mentors



Matt Barrie
CEO
Freelancer.com

I supported INCUBATE from the start because I saw its potential in helping foster student entrepreneurs at University. It has been rewarding to mentor the startups, many of whom are first time founders. Australia needs to encourage more technological innovation and entrepreneurs that want to make a global impact. INCUBATE is helping them on that journey.



Jason Hosking
Program Co-founder
Coca Cola Accelerator

We support INCUBATE because it's a great idea and a great model. The program is driving a greater connection between students, universities, entrepreneurs and innovative corporations - something that is greatly needed in this country. Fostering entrepreneurship and tech startups is of vital importance and I wish INCUBATE existed when I was at Uni!



Bill Simpson-Young
Director of Engineering and Technology
NICTA

Partnering with INCUBATE, NICTA is able to give value back to the startup community by providing mentorship and deep research and engineering expertise to early-stage startups. With INCUBATE, we share a common goal - wealth creation for Australia - and have been impressed with the quality and success of startups coming out of the program.



Hamish Hawthorn
CEO
ATP Innovations

ATP Innovations is a proud supporter of INCUBATE, a student accelerator program that is already making an impact developing successful new entrepreneurs. ATP Innovations offers INCUBATE graduates space and access to its community of technology entrepreneurs as well as business mentoring, building on the foundations around start up methodology provided during the program. We are proud to be part of building a community of top founders from Universities around Australia.

Founding Program Partner



Program Partner



Industry Partners



INCUBATE Snapshot

OUR BIG FIRST YEAR IN NUMBERS.



WINNER
ACUMA BEST STUDENT
PROGRAM AWARD



**OVER
\$1 MILLION**
INVESTED & GRANTS
AWARDED TO THE STARTUPS



30+
STARTUPS
SUPPORTED



10,000+
VIEWS ON YOUTUBE

4 UNIVERSITY
LOCATIONS



SEPT 2012 PROGRAM LAUNCHED

80% FIRST TIME FOUNDERS IN SUMMER 2014

1,500+
ATTENDED INCUBATE
ENTREPRENEUR EVENTS

2,500+
ONLINE
SUBSCRIBERS

20+
ONLINE AND PRINT
MEDIA MENTIONS



INCUBATE

THE UNIVERSITY OF SYDNEY



UNIVERSITY OF
SYDNEY UNION

Beak

GREAT REWARDS. NO QR CODES.



Beak instantly connects shops with customers on the device they use most. Our easy to use phone wave and proximity detection technology helps to retain existing customers and acquire new customers. Beak seamlessly tracks purchases and enables relevant localised offers. Unlike existing loyalty programs, our loyalty and specials platform allows shops to build meaningful relationships that increase foot traffic and revenue.

Contact

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Infrasis

COMMUNICATION IN CONSTRUCTION



Infrasis provides a status reporting system for building projects and aims to enable effective communication on-site. It enables quality management procedures to be co-ordinated and executed, ensuring compliance of works to specifications and early detection of defective works.

Contact

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Notes



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OneIntern



CONNECTING STUDENTS AND EMPLOYERS THROUGH INTERNSHIP OPPORTUNITIES

OneIntern is a centralised recruitment platform that connects students with employers through exciting internship opportunities. OneIntern is different to other job advertising platforms. Our university student focus and our powerful skills matching system makes screening and recruiting candidates easy. OneIntern will also offer innovative recruitment tools such as video interviewing and questionnaires. OneIntern allows employers to find the right intern quickly, cheaply and hassle-free.

Contact

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Triumph

REVOLUTIONISING MEDICINE THROUGH BIOMATERIALS



TriumphGel is developing revolutionary injectable biomaterials that will ultimately replace unnecessary open surgery. TriumphGel has currently developed, characterised and tested multiple products for dental, orthopaedics and cosmetic applications with all products developed from components that are approved by Food and Drug Administration for human applications. TriumphGel aims to radically decrease the public health cost, diminish patients' morbidity and reduce the recovery period. TriumphGel will be a leader in the future of regenerative medicine with inventions originating from the founder and University of Sydney researchers.

Contact

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Tzukuri

BEAUTIFUL WEARABLE TECHNOLOGY

Tzukuri is focused on developing the world's best products in the emerging wearable technology market. Our products aim to be the perfect fusion of beauty, function and technology.

Our first product line is the perfect pair of glasses you can never lose. They were created with a revolutionary approach to design, using the latest Bluetooth Low Energy (BLE) technology and custom designed solar assembly, all inside the world's most finely handcrafted Japanese frames.

Contact

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Notes



UNIVERSITY OF
SYDNEY UNION



Online software that tracks, forecasts and improves small business cash flows. Vistr is an add-on to Xero accounting software that turns boring accounting data into an easy to understand dashboard and actionable insights.

Business owners get a view of how much cash they will have in the bank in the next 3 months via our cash flow forecast and how to go about improving it, when our algorithm compares their business' key operating metrics vs industry benchmarks to provide relevant alerts and recommendations.

Vistr is here to reduce small business failure rate and empower owners to build thriving businesses

Contact

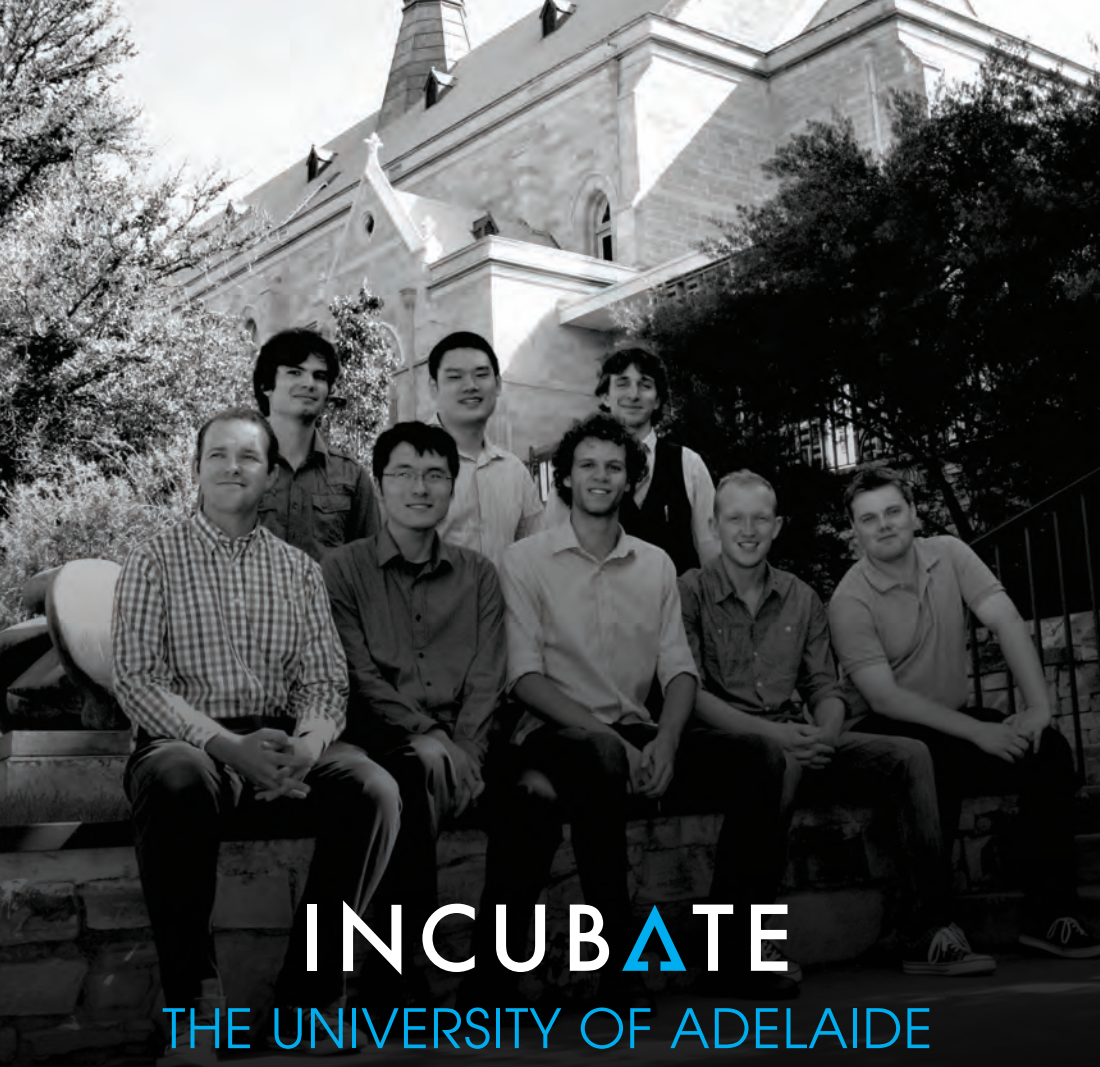
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Notes





INCUBATE

THE UNIVERSITY OF ADELAIDE



THE UNIVERSITY
of ADELAIDE



**CRYPTO CURRENCY EXCHANGE
SPECIALISING IN BITCOIN-BASED CURRENCIES.**

We aim to harness this market through several factors; reliability, transparent security and homogeneity.

Reliability - as is obvious due to recent events, many exchanges are run haphazardly or with shady business practices. AltSee will avoid this via high level auditing and accountability.

Transparent security - users want to know that their investments are secure; AltSee will provide not only security but also proof of security so users may rest at ease.

Homogeneity - supporting transactions between all crypto currencies means that user's investments will be as versatile and portable as possible

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Notes

Envio

IMPROVING INDOOR HEALTH



Envio reinvent the way air quality is measured indoors. Our Bluetooth enabled device and connected mobile app give people insight into the unknowns of their indoor environment and suggests corrective actions they can take to optimise their health and productivity.

Contact

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Groupify

LET YOUR GROUPS FALL INTO PLACE



Groupify makes it easy to form small groups from large cohorts online. Initially targetting lecturers in universities who want to produce custom class groups optimised for learning outcomes. By using our tool in just a few clicks, lecturers can save time and produce better results than forming groups manually, randomly, or letting students select their own groups.

Contact

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Notes

INCUBATE

BOND UNIVERSITY



ExAureus

ANY CURRENCY, ANYWHERE.



ExAureus is a multi-currency trading and transfer system which allows for easy transfer between currencies, users and businesses highly efficiently and at an extremely low cost.

ExAureus will integrate all the currencies of nations in which we operate, as well as expansive crypto-currency and conventional banking and online system integration.

Contact

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Milaana

**EMPOWERING YOUTH THROUGH
CAUSE-DRIVEN PROJECTS.**



Milaana connects students and job seekers with the projects of community organisations. Milaana is creating a new supply of internship opportunities that combine the causes students care about with the skills they wish to develop, whilst also helping organisations connect with the next generation of skilled and big hearted students. Milaana helps people and organizations who only have social currency to offer (time, energy, goodwill), to transform it into tangible hard currency outcomes – job readiness for students and cost savings for community organisations.

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Notes



Moon Mama

MAKING LIFE SIMPLER FOR THE MODERN FAMILY



Moon Mama's mission to make life simpler for the modern family. Our flagship product is the patented Take-Off Tote, an All-In-One Diaper Bag, Feeding Pillow & Play Mat - perfect for busy parents! Our goal is to become the 'go-to' website for products that simplify the lives of young families around the globe.

Contact

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Where's Woody

**A NATURAL PRODUCT, MODERN WITH
STYLE THAT WON'T KILL YOUR POCKET**



Where's Woody grew from the desire to design, produce and develop everyday eco friendly products with a distinctive and quirky style, whilst also raising awareness about social justice and green campaigns across the globe.

Stocking handcrafted wooden eyewear and accessories (phone cases, watches and beats), you can be sure when you make a purchase you are buying a sustainable and ethical product, owing to the portion of profits being donated back into the GOODwood Move.

Contact

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Notes



WE MATCH PEOPLE TO BUSINESS RECRUITMENT AND DEVELOPMENT NEEDS AND INCREASE PRODUCTIVITY.

WOTTEVA™ is designed as an exciting online recruitment experience that transcends borders and provides a unique global set of intercultural personal attributes that can be used for finding employment. Finding the right people that are able to communicate the values and culture of any organization is critical. Getting to these people quickly is essential.

We provide recruitment tools that measure character, work ethics, competency, personality and a variety of psychometric tools that puts you directly in touch with the candidates that would be great for the culture of your business.

Contact

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Notes



INCUBATE

CURTIN UNIVERSITY



Curtin University

BuildingApproval.com



CUT TIME TAKEN FOR BUILDING APPROVALS DOWN FROM 3 WEEKS TO 30 MINUTES, WITH A FEW ADDED BONUSES.

Consider yourself a home owner wanting to build an additional structure to your house. This could be a pool, patio, carport, shed etc, but in this case we will consider a pool.

You call up your pool builder who brings a tablet device, on that using a satellite mapping service zooms in on your property. Draws in the locations and shape of the pool. This will check the planning requirements from council.

A 3D model of that structure then opens up and some parameters can be changed including where the deep end is, location of the steps, is there a ledge etc.and give a real time price read out on the screen, based on material take off.

Once you are happy with the structure then the builder can take you out to the back yard and show you the pool to scale in the location you have requested.

Once the price is agreed, the information submitted is used to generate the plans for submission to council within 30 minutes. The system will even be able to submit orders if required for the materials to be delivered to site.

Contact

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Notes

Common Room

**THE PERSONAL DIGITAL NOTICEBOARD,
CONNECTING STUDENTS.**



Keeping up with everything that's going on with university life is hard. Common Room solves this by giving students a personalised feed with all the information they want to make student life fun, and easier.

Contact

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Rippa Products

**CATCH THAT FISH... ANYWHERE
PROTECT YOUR GEAR... EVERYTIME**



Rippa Products is about creating innovative products for people with a fishing obsession. The Rippa Rod Holder was developed to fill a gap in the market for a device that keeps the rod out of the sand and stops it from getting damaged. The patented quick release system makes it easier to grab your rod fast if you do get a big fish strike. It also works across all fishing situations, from the boat to the beach, rocks, jetty or grass, which is a unique advantage. Made from strong, but lightweight aluminium the holder fits into any tackle box, and unlike other boat rod holders, this system is not fixed so can stow away when not in use. Retailing for \$29.95 online, the Rippa Rod Holder is an essential addition to the kit of any fisherman.

Contact

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Notes

Vine Collective



LET'S WINE TOGETHER

Vine Collective is Trip Advisor meets online market place for Australian wine that integrates social connectivity between wine producers, consumers and bloggers.

The website gives all Australian wine producers a profile to promote their cellar door facilities as well as list their wines and sell via a direct sales channel straight from their cellar door. The website is free for producers and consumers to use, with revenue generated via commissions taken on any sales facilitated through the website.

Contact

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Website Access Code: VCproducer

Notes



Become a Mentor or Program Partner

hello@incubate.org.au



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