




INCUBATE

Founded by the UNIVERSITY OF SYDNEY UNION

Summer 2015



MONASH University



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 University of Sydney Union (USU).

We are proud to partner with Monash University. The program would not have been possible without the drive, knowledge

and persistence of Director of Commercialisation, Alastair Hick, and the hard work and commitment of Local Program Manager, Fiona Lewis.

The accelerator program has backed the development of over 40 high-potential startups at university from a range of faculties. The Monash Startups access our extensive mentor network and have joined some already notable INCUBATE alumni, who between them have raised over \$3.1 million in seed funding, as they build 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)



Monash University is excited to partner with INCUBATE to help grow and foster an entrepreneurial community on campus and to encourage students, alumni and researchers to develop their startup ventures. Partnering with INCUBATE provided a

well-established program and the support to bring a startup accelerator to Monash.

Throughout the program, teams have demonstrated huge growth, from building social media communities around their products, attracting test users and even obtaining their first sales. Jobbop co-founder Kishan Thurairasa, a Monash alumni, said the 14-week program created an environment for startups to explore and refine business models using a proven methodology, with the support of seasoned mentors.

With the success of the program, which would not have been possible without the dedication of the Sydney team; James, Jo and Shane, we are looking to continue and grow the entrepreneurial opportunities at Monash University.

monash@incubate.org.au | incubate.org.au/monash

(Photo: Alastair Hick/Director Commercialisation, Fiona Lewis/Local Program Manager, James Alexander/Incubate Program Manager)

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



Jobbop

HIRE THE BEST TALENT IN ICT IN UNDER A WEEK

Jobbop is the go to platform for ICT employers looking for the rockstar developers of tomorrow.

We have found organisations are often unable to source quality candidates through typical online methods. Their next option is to outsource the problem for a \$15K recruitment fee.

Jobbop is a talent pipeline for ICT employers allowing them access to the top talent in the industry for a fraction of the cost. We have successfully placed multiple candidates each in under a week of an organisation engaging our services for an open role.

- Successfully placed multiple candidates each within one week of the organisations engaging our services
- One client was so amazed by the quality and fit of the candidate, they hired them in the interview
- We have paying customers and based on our current trajectory we will double our current monthly revenue by June

Contact

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Jobbop.

Notes

The Perfect Date

FINDING UNIQUE EXPERIENCES FOR YOU AND YOUR DATE

Out of inspiration? The Perfect Date finds the best places in the world to take your date to. From restaurants, cafes, bars, activities and beautiful scenery, you name it, we'll tell you where to go and what to do to make your date perfect.

You will have the ability to write your own reviews, or as we'd like to call them, 'date cards' on how your dates went, giving insight into what goes on behind the scenes on your date. Share what works and what doesn't, and spill your secrets to what you think makes The Perfect Date.

- Website Launch @www.thepperfectdate.com.au
- 15 business relationships
- Growth over social media in short period: 500+ Facebook likes and 100+ Instagram followers

Contact

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Notes

RaisedPixels

MAKING GRAPHICS ACCESSIBLE

RaisedPixels is dedicated to making digital content easily accessible and affordable for people who are blind or have vision impairment.

We have a proven technology that is used to create, distribute and read accessible graphics on iOS devices and provide users with a new experience in accessing graphics.

We use apps to reach users worldwide and thus open an opportunity to distribute accessible content in digital form to a worldwide audience.

- iOS app with intuitive user interface for graphics
- Haptic ring (partnership with Monash University) that improves the user experience
- Authoring tools to create accessible graphics
- Marketplace to publish and sell accessible graphics

Contact

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Notes

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

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Notes

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

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Notes

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

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.

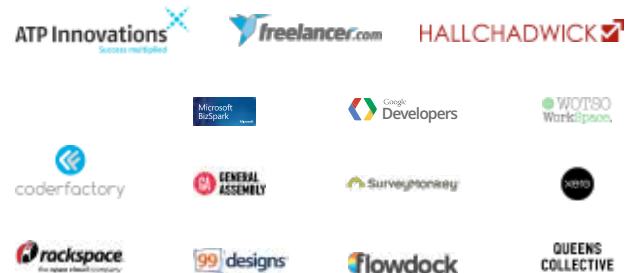
Company Partners: To provide relevant resources to our startups.

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.

Industry Partner



Industry Supporter



Follow Us

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 bit.ly/incubatedemoday

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