

CLASS

16

INCUBATE



THE UNIVERSITY OF
SYDNEY

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Foreword

BEN LINDSAY

Program Manager
INCUBATE Accelerator



Welcome to a very special in-person Demo Day in the history of INCUBATE.

No doubt all of you here tonight have overcome adversity in the face of COVID-19; however, we are so proud of the latest founders graduating from the program. Some of whom overcame tremendous personal obstacles to be here, presenting to you tonight.

While most forewords finish with one or two thank yous, I would like to open with a few. The times may have forced certain things to change, but the core philosophy here at INCUBATE has not. As much as we deeply care about the support we give to our founders as individuals and as startups, we could not have done it without our mentors.

The growth across Class 16 has been phenomenal, and it is in great part due to all of the mentors and the overarching community who have stuck with us through the pandemic. To all involved, even in the smallest capacity, thank you.

The past two years at INCUBATE have been an unexpected rollercoaster ride. Thank you for the tireless efforts

of my colleague, Nina Juhl, and to the entire team at The University of Sydney Innovation Hub, led by Professor Martin Tomitsch. It has been great to get to know and work with every one of you.

Congratulations to the startups of Class 16. I have enjoyed being a part of your journey. You challenged me as much as I challenged you, and you all deserve to be here tonight. Remember to continue to implement all the systems, processes and strategies you have learnt during the accelerator. INCUBATE will always be here to support our alumni. We hope as graduates, you remain an integral part of the INCUBATE community.

New challenges lie ahead for INCUBATE, and I look forward to sharing with you the new pathway for students, staff, alumni and researchers of The University of Sydney tonight.

INCUBATE

INCUBATE is the award-winning startup program supporting the University of Sydney community to launch high-potential startups.

Vision

To be a world-leading startup community accelerating founders who innovate for a better future.

Mission

To empower entrepreneurs at the University of Sydney to turn good ideas into great businesses.

Over nine years, our startups have achieved

total investment

\$40⁺ million

value created

\$70⁺ million

jobs created

500⁺

founders are from

34 countries

Our achievements

135

startups supported

100⁺

industry mentor community

mentors volunteered

13,000⁺

hours to our startups



(L-R) Dean Tavener, Nina Tavener

Pixii

Australia's Most Eco-friendly Period Products

86% of women have been caught out without a period product. Most will leave wherever they are immediately. Pixii provides these essential sanitary items, freely accessible and in-cubicle for complete privacy.

Pixii supplies buildings with custom-made dispensers to distribute eco-friendly pads and tampons freely. Every school and workplace in Australia has toilet paper and soap. Period products should be treated exactly the same. Pixii is the first of its kind in Australia and has already prevented over 14,000 moments of #PeriodPanic.

A certified social enterprise, Pixii donates 50% of profits to help change the fact that 130 million girls around the world are denied an education. Pixii products are also produced with renewable energy, are 100% organic cotton and are wrapped in recyclable and biodegradable material.



CONTACT

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TEAM

Dean Tavener
Nina Tavener

- Available in over 13 sites across 5 states
- Customers include schools, gyms, clubs, offices and co-working spaces
- Installed 32 dispensers and 150+ display boxes



Brown Xu

Neurgeon

Accelerating Stroke Rehabilitation

Strokes are responsible for nearly 40% of acquired disability in adults worldwide. Unfortunately, even after six months of rehabilitation, up to 60% of patients still cannot function independently. Neurgeon is developing a medical device to accelerate and improve the chances of recovery for stroke patients.

Neurgeon is a closed-looped feedback device. It identifies and decodes the brain's unique 'thought' signal associated with a movement using surface electrodes, then stimulates the corresponding muscles. A brain can relearn the lost ability much faster by precisely matching the sensation with the thought. Neurgeon bridges the gap between the brain's motor control function and movement. With Neurgeon, patients can feel and see the synced movement simultaneously as they think of the action, creating the closed-loop feedback.

Neurgeon is non-invasive, simple to use, and will empower post-stroke patients to regain their independence.

- Secured \$25k investment
- Developed functioning prototype for trials
- Secured provisional patent



Neurgeon

CONTACT

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*Neurgeon is sponsored by the
Sydney Knowledge Hub.*



THE UNIVERSITY OF
SYDNEY

—
**Sydney
Knowledge Hub**



(L-R) Nick Esse, Patrick Ellul

Ballot Box

Engaging Democracy Everywhere

Ballot Box is a smartphone app that helps anyone become better informed and prompt action on specific issues anonymously. It provides a single interactive platform to compare the policies, stances and profiles of all candidates.

At a government level, politicians can communicate their stances while any voter can immediately view them and provide feedback directly. This provides valuable insights to the politician while allowing every voter an opportunity to actively voice their concerns on public issues.

At an organisation level, Ballot Box can be used to support transparency in every form of member-run entity; from clubs to professional associations. Ballot Box results in better member engagement, retention and a healthier organisation.

- A successful trial for a Queensland State election and a Federal by-election resulting in over 300 downloads
- In pre-sale talks with 3 organisations
- Live on Apple Store and Google Play Store



Download the app

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TEAM

Nick Esse
Patrick Ellul



Mikhail Edwin

Newsplay

Your Personal News Channel

Newsplay is a streaming service that delivers hyper-personalized and localised news via an animated, artificially intelligent newscaster.

Research has shown that people have a higher learning retention rate when information is provided audio-visually in comparison to full text. Newsplay's technology converts written news content into an audio-visual broadcast. This is supported by a range of visual data and graphics to enhance their comprehension and viewing experience.

Newsplay is focused on helping journalism scale by providing a platform that is more accessible to the world. Users will be able to watch curated news on the topics they love and find important.

Newsplay aims to empower society through a dynamic content platform.

- Built a minimum viable product (MVP)
- Acquired 65 beta users and 3 content contributors
- On track for expanding into Mandarin, Arabic and Hindi in Q4 2021

Newsplay

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Serena Christie

KOBI

For You, By Nature

The fashion industry is the world's second-largest polluter. Consumers are waking up, with a third of people buying from brands based on their social and environmental impact.

KOBI is the premium and ethical alternative to leather and plastic-based handbags. Handcrafted in Portugal, KOBI bags are durable and 3 times lighter than leather equivalents.

KOBI's FSC-certified cork is harvested from living trees. This preserves the ecosystem and the tree absorbs up to 5 times more CO₂ as it regenerates.

For every purchase, KOBI customers directly support sustainable harvesters and the artisans who ethically handcraft each item. In addition a cork tree is planted for every purchase as part of an official reforestation program.

- 1 in 4 repeat customers with zero returns
- Over \$17k in early sales on bootstrapped marketing
- Expanded product line to wallets and men's range, solely funded by revenue



CONTACT

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Edwin Brackenreg

Codex Research

Bioscience Reimagined

Current methods of medical research are just tweaks of techniques that have been used for centuries. Billions of dollars are spent globally on medical research every year, yet 92% of drug trials that succeed in animal testing fail in humans.

Codex Research is revolutionising the discovery and treatment of diseases by developing biomimetic models of human biology in a device. Codex Research provides researchers with a simple, inexpensive way to move from 2D cell culture (petri dish) to 4D. The technology allows human cells to grow on a scaffold that replicates the human body.

With a proof-of-concept prototype, Codex Research has demonstrated superior results to current methods, allowing researchers to move into an entirely new era of bioscience.

- Successful proof-of-concept studies
- \$2.5m funding by Innovative Manufacturing Cooperative Research Centre and Australian Research Council
- \$60k grant was awarded to a collaborating biologist based on Codex Research bioreactor technology



Codex
RESEARCH

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Nadiia Zdielnik

Achange Study

International Student Experience Redefined

Australia's international student industry is worth \$37.5 billion and is one that Australia cannot afford to lose. A market saturated with unregistered operators and a 48% student drop off rate during the application process, Achange Study is the qualified end-to-end solution for every international student.

Achange Study is a trustworthy marketplace built by registered migration agents. Achange Study not only streamlines multiple complex applications but optimises pathways for greater success.

Achange Study aligns courses with individual migration goals, consolidates applications for different institutions, arranges health cover and addresses stringent government criteria to facilitate an overall smoother visa application.

Already live and generating revenue, Achange Study has a 98% success rate for its applications.



CONTACT

Nadiia Zdielnik

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- Over 3000 email registrations in 1 month since launch
- Over 50 students processed and ready to enrol, awaiting the lifting of border restrictions
- Media coverage on SBS Radio



(L-R) Joshua Brooks, David Wilson

KidCampus

Australia's Largest Marketplace for kids Activities

In New South Wales alone, more than 2 million families were involved in extracurricular activities in 2019. This industry, made up of hundreds of individual small businesses, has no central point of uniformity. The process of finding and booking activities tedious, confusing, and often stressful for thousands of Australian parents.

KidCampus is revolutionising the way parents book their children's activities.

In just two clicks, parents can book the right program for their child. Launched in 2020, KidCampus is already Australia's largest online marketplace with active listings and users nationwide. Parents can search through thousands of activities, filter for location proximity, learning outcomes and accessibility needs.

- Secured over 2500 independent program listings in 6 months
- Over 5000 active users in April 2021
- Processed over \$100k worth of bookings since inception



CONTACT

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TEAM

Joshua Brooks
David Wilson



(L-R) Brad Karney, Judd Katz, Joel Aaron, Ilan Kessler

Refundid

Your Refund, Instantly

30% of eCommerce purchases are returned, and 72% of customers expect refunds to be issued in under 5 days, yet wait times regularly range from 2 to 4 weeks.

Refundid is a FinTech solution providing online shoppers instant refunds for their returns. This global-first process replaces weeks of waiting with real-time payments.

Over the past two months, the team has engaged over 250 eCommerce stores and is now in negotiations with over 10 prospects, including some of Australia's most well-known brands.

Refundid has received overwhelming interest in global markets, particularly the US and NZ.

- Launched in February on Shopify and expanded to BigCommerce
- Secured 4 B2B clients, with over 10 in discussions
- Received over 50 customer sign-ups



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TEAM

Judd Katz
Joel Aaron
Brad Karney
Ilan Kessler



(L-R) Chiara Neto, Martijn de Sterke, Ming Chiu

ACWA

Air to Water Without Moving Parts

Water scarcity is one of the most significant global challenges of the 21st century. Half of the world's population is estimated to be directly affected by 2025.

The most abundant and delocalised reservoir of freshwater is the air around us. At ACWA (Advanced Capture of Water from the Atmosphere), our goal is to provide a new clean water source by harvesting the moisture in the air.

ACWA's novel nanostructured coating can be applied like paint on any large sky facing surface, turning them immediately into an active water harvesting surface. Unlike other current methods, ACWA does not require any external energy source or moving parts. Under suitable conditions, results have shown that ACWA can collect 1 litre of water per sqm of coating per day.

- Recipient of the 2020 BridgeHub Water Challenge prize, securing a \$100k investment for commercialisation.
- Mapped suitability of ACWA technology to Australian climate regions
- Filed PCT Patent application for novel technology



CONTACT

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TEAM

Ming Chiu
Chiara Neto
Martijn de Sterke
Karla Straker

Thank You to our Mentors

INCUBATE acknowledges and thanks those mentors who have generously shared their time, knowledge, and expertise to guide the startups and the INCUBATE team.

Special thanks to:

Ashlea Wallington

James Alexander

Matt Byrne

Brad Deveson

Lizette Lee

Mike Nicholls

Elyse Daniels

Martin Tomitsch

Natasha Rawlings

The Mentors for Class 16

Andrew Dent

Jimmy Nguyen

Rockson Chan

David Kenney

Josip Puda

Rosa Miller

Dan Katz

Liz Kaelin

Sam Ung

Guy Ford

Mark Allen

Shane Cox

James Stewart

Matthew Childs

Ted Esdaile-Watts

Oliver Weidlich

Rob McInnes

And our industry supporters:



HALLCHADWICK 

APERION LAW



**Be the
Risk Taker**

Dr Olga Oleinikova
Co-Founder, Persollo

APPLY FOR THE NEXT INCUBATE
ACCELERATOR PROGRAM
INCUBATE.ORG.AU

The Accelerator Program

What's included in our accelerator program?



15 Startups

After an application process, our panel of industry judges select up to 15 promising startups to join our 14-week accelerator.



Seed Grant

Startups accepted into the accelerator receive a \$5,000 equity-free seed grant.



Industry Mentors

Our dedicated team of seasoned industry mentors are matched with founders to provide insight, business advice, and open up network opportunities.



Weekly Masterclasses

World-leading experts lead weekly masterclasses that underpin the growth of each startup and broaden individual skill sets.



Dedicated Program Team

Our dedicated staff bring their diverse experience from a wide range of industries to support startups and founders in achieving their goals.



Dynamic Program Content

We continuously innovate our program with every cohort, tailoring content to ensure startups can acquire paying customers and are prepared for investors.



Community

As Australia's oldest student based accelerator program, we've built a deep network of entrepreneurs, investors, and industry insiders.



Demo Day

The intensive 14-week program culminates in an industry event where startups pitch to the ecosystem, media, and more.



Beyond the Accelerator

Once graduated, startups continue to receive support with ongoing mentorship, coworking space, and resources from partners within the ecosystem.

Alumni Spotlight

Green Atlas Class 12

Expanded commercial operations to multiple crops across 5 continents. Generating over \$1m in revenue in the first two year, Green Atlas is now a leading tree crops AgTech firm.



Uprise Class 6

Was successfully acquired by Integrated Behavioral Health (IBH Solutions) in March 2021.

Relievable Class 15

Won 2020 Genesis program securing \$25k, transitioned from pre-revenue with their first client's 12 month contract now valued at \$355k.



BioScout Class 12

Won the 2020 NSW Physical Science Grant worth \$630k to continue commercialising their technology on Australian farms.

AMSL Aero
Class 10

AMSL received \$3m in funding from London-based IP Group and was awarded a two-year innovation grant from the Australian government worth \$3.3m in 2020.



Interval Weight Loss
Class 14

10x revenue growth in 2020/21 and 3 best-selling books translated for the Chinese market.

ShopGrok
Class 12

Doubled team size and on track to double revenue in FY21 having acquired marquee customers like eBay Australia, BBQs Galore and Aldi over the past 12 months.



Compass IoT
Class 15

2020/21 financial year, CompassIoT revenue grew 10x over a 10 month period.

RNA Digital
Class 15

Launched new enterprise SaaS platform Monita in 2021 and secured multiple large international customers such as Zip Pay.



Research to Impact

INCUBATE has been empowering the University of Sydney academic community to realise the potential of its research since 2012: from disease management to quantum computing, robotics in agriculture to cancer detection.

The INCUBATE team delivers programs to support researchers build business skills and determine the best route to make an impact with their solution.



Founder Roman Teslyuk

EARTH AI

Earth AI uses machine learning techniques to predict areas of high prospectivity to dramatically increase the efficiency of mineral exploration.



Founders Philip Evans, Thomas Smith, Tim Evans, Claire Burnet

OPACITY

Opacity is a world-first addition to the quantum computing ecosystem. Their software, Quiver, provides diagnoses for quantum computers.



Founding team Saron Berhane, Lewis Collins, Henry Brindle and Joshua Wilson

BioScout

BioScout has created the world's first AI-based airborne disease tracking platform for agriculture.



*Co-founder Dr Moe Suleimam
(not pictured Prof. Patrick Brennan and Prof. Mary Rickard)*

DetectED²

DetectED X provides online radiology tests and training to improve radiologists' accuracy in detecting cancers and most recently COVID-19.

pr^ot^oX Mentoring

ProtoX is a 12-week part-time group mentoring program created to support individuals and teams who are committed to building a startup or maximising the impact of their research.

ProtoX has two specialised programs:

- **ProtoX: Research to Impact** - supporting the translation and commercialisation of research from The University of Sydney
- **ProtoX: for Startups** - supporting early-stage startups for any sector

Set Goals



Track Progress



Receive Guidance from Mentors



Share Wins and Challenges



"I absolutely would not have made the progress I did without ProtoX. It gave me the confidence, opportunity and motivation to conduct my first interviews and get my first paying customers. The program made me accountable, and gave me an opportunity to pitch my ideas and demonstrate my progress."

Victoria Edghill
Founder of Relievables
ProtoX Alum; INCUBATE Accelerator Class 15

Find out more and sign up at INCUBATE.ORG.AU/PROTOX

proto Workshops

Proto workshops help the University of Sydney community develop innovative ideas and turn them into real startups and impactful projects.

Discover Startups

Discover startup concepts, explore your ideas, and find out how Proto can help you get started.

Find your Market

Discover your first customers and how to reach them.

Design a Business

Explore the elements that make a great business model.

Understand your Customers

Find out how to build something your customers really need.

Create a Product

Unlock your ability to develop creative solutions to customer problems.

Prototype your Ideas

Practise prototyping a product in minutes.

Build your Product

Explore how founders test their early product with real customers.

Communicate your Ideas

Learn how founders effectively communicate and pitch their ideas.

Find out more and sign up at [INCUBATE.ORG.AU/PROTO](https://incubate.org.au/proto)





INCUBATE was founded under the University of Sydney Union in 2012, with the vision to provide the best startup support in Australia.

The support of The University of Sydney enables INCUBATE to deliver multiple programs to a growing group of students, alumni, researchers and staff.

ACKNOWLEDGMENT

We acknowledge the Gadigal People of the Eora Nation as the traditional custodians of this place we now call Sydney.

We pay respect to all Aboriginal Elders, past, present, and future with a spiritual connection to these lands.


INCUBATE

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