

CLASS

15

INCUBATE

IN PARTNERSHIP



USU



THE UNIVERSITY OF
SYDNEY

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Thank You from
INCUBATE

Foreword

ASHLEA WALLINGTON
Director of
Entrepreneurship &
Innovation



We may not be gathered within the grandeur of the University's Great Hall, or sitting side-by-side in the audience as we usually would, but we come together nonetheless, more connected than ever, to celebrate the strength of the innovation community at the University of Sydney.

Innovation has never been more important. As our economy and society adapts to our new reality, we look to innovation for salvation; the remedy for our boredom, a channel for connection, removing friction from our daily lives, or a cure for the diseases that threaten us. Here is a group of founders who have taken possibilities and turned them into businesses, and have continued to do so in a time of great ambiguity.

The achievements of this cohort have been nothing short of amazing – securing major partnerships, locking in big deals, closing funding rounds and acquiring large user groups, many from their kitchen table (so “startup” of them!) What has been greater still is the collegiate atmosphere between the founders: sharing tips, helping with a bit of dev work or some marketing on the side – anything to help. Our community exists beyond the walls of our building.

My personal highlight has been our Friday community drinks which have been virtual since the start of March. Formal dress, hip

hop or animal inspired – a group of disparate innovators exchanging the highs and lows of the week and supporting each other through a time like no other, while sporting some super fly looks. It is our humanity, and a good sense of humour, which connects us.

Congratulations goes to Program Manager, Ben Lindsay, for his absolute dedication to INCUBATE and this cohort. Ben has brought a unique perspective on goal setting and self-improvement which has raised the bar even higher. Thank you Ben for all you've done, and contributed to our team. Thanks also goes to our experts-in-residence, Emily Chang and Andrew Hambly for their guidance and genuine care for our founders.

Thank you to Rabab Nasrallah who helped design this delivery and continues to develop our research engagement, and to our very valuable mentors who are so generous with their time and advice. It has been a privilege to work alongside these team members, and be a part of the Class 15 journey.

Class 15 have proved themselves the leaders of tomorrow. May they serve as shining examples of what is possible, and provide hope of what's to come.

Ashlea Wallington

INCUBATE

INCUBATE is the multi-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 eight years, our startups have achieved

total investment

\$35⁺ million

value created

\$67⁺ million

jobs created

400⁺

founders are from

33 countries

Our achievements

125

startups supported

100⁺

industry mentor community

mentors volunteered

12,000⁺

hours to our startups



(L-R) Angus McDonald, Emily Bobis

Compass IOT

Traffic data for any road, any time, instantly

Compass IOT's platform aggregates traffic volume and speed data to help infrastructure planning teams make more informed decisions.

Simplifying complex data operations for city planners, Compass IOT presents an easy-to-interpret visual dashboard that helps users form actionable plans. Compass IOT has already integrated data from 702,000 vehicles and can predict speed and volume for any road, anywhere in Australia, instantly.

Awarded 'Best Data Drive Startup' at StartCon 2019, Compass IOT is already on their way to achieving thier goals of becoming the leading city planning and traffic management software in the world.

- Secured \$100k in annual recurring revenue in the last three months
- Secured \$25k NSW MVP grant
- Aggregation of private data APIs from 64 car manufacturers

COMPASS

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TEAM

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Emily Bobis
Harrison Khannah
Vincent Guan

(L-R) Sarah Ellice-Flint, Will Chambers, Scott Ellice-Flint



Nook Workspace

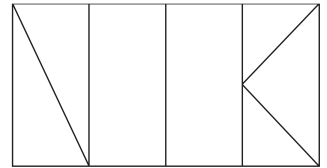
Hide and speak

Open plan offices have been the go-to for office planning for decades, but noise, distraction, and a lack of privacy reduce productivity and plague employees who need to exist in these workspaces.

Nook is taking on the open-plan office world with its Australian-designed modular soundproof booths, made locally using recycled plastic bottles and FSC certified timber.

The innovative startup is aiming to be the leaders in sustainability and disrupt the open plan office space for good.

- Secured over \$150k in booked revenue within four months
- Pivoted from overseas manufacturing to an Australian factory in under one month
- Initiated digital marketing campaigns with \$200 cost per acquisition



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Relievables

Doing better by doing good

Consumers today expect companies to operate responsibly towards people and the planet. Yet, businesses are often unsure where to start and how to act, so many choose not to act for fear of 'getting it wrong'.

Relievables is the Responsible Business Management platform that enables any business to take control of their social and environmental impact.

Relievables makes it easy for businesses to discover, track and report their sustainability efforts in real time. The platform enables companies to benchmark and streamline their efforts, empowering businesses to do good without costing the earth.

- Delivered MVP and admin dashboard with 96% Trial Uptake
- Approved technology delivery partner – Corporate Leadership Network (8,000 businesses)
- 10 monthly trial customers and one channel partner on waitlist to licence

RELIEVABLES

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Logieq

Skills-based, candidate-driven recruitment

Current resume-based hiring systems are outdated, ineffective, and biased. For fast-growing startups and SMEs, this is a nightmare: 90% admit to having a bad hire each year, and 75% are unsure about candidate success after interviews.

Using drag-and-drop soft skill challenge modules, Logieq offers growth-stage businesses a fast and reliable way to assess best fit talents at scale.

Logieq's one-click hiring technology allows employers to pre-qualify candidates on merits and prioritise people based on skills not CVs.

- 600 active student users with a 12% weekly engagement
- Launched MVP with 16 B2B customer interviews and seven weeks of iterations
- Launched a COVID-19 response at covid19.logieq.com



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ReelMe

Profiles that show the ReelMe in online dating

Dating apps are the number-one place for people to meet and make romantic connections. However, most dating app profiles are one-dimensional and don't allow for people to show anything more than superficial elements.

The solution is simple, if a photo is worth 1,000 words how many words can a video be worth?

Using short-form video profiles, users are less restricted from showing off personal quirks or characteristics, enabling people to form more genuine connections. With more engaging profiles ReelMe allows you to reel in potential matches.

- Secured over 1,500 sign-ups and 150 active users in five months
- Averaging 47 minutes usage per day in beta release
- Majority female user base of 64% as compared with a market leader at 22%

reel  me

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EaziTrip

Your pocket tour guide to explore the world, powered by AR

Tourism is a multi-billion industry in Australia and generates trillions of dollars globally. To expand the accessibility of global tourism, EaziTrip harnesses the power of augmented reality (AR) to put a personalised tour guide in every traveller's pocket.

With the EaziTrip App, tourists can discover new and authentic experiences in a novel way. Via the app, users can navigate new cities and explore great local recommendations in multiple languages.

Users can discover as they go and enjoy the world with a better sense of direction.

- EaziTrip is available in the iOS App Store and the Google Play Store in Australia, New Zealand and China
- Secured \$25k NSW MVP Grant
- 10,000+ businesses available on the platform across Australia and New Zealand



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TEAM

Bowie Chen



(L-R) Rebecca Rockett, Lou Orszulak, Vitali Sintchenko, Verlaine Timms

ContagionomiX

Precision therapy choice for antimicrobial resistant infections

High-burden infectious diseases place a huge strain on healthcare systems, may put lives in jeopardy, and reduce quality of life for patients.

ContagionomiX intends to ease this burden with a software and lab-on-a-chip (LOC) bundle that provides optimal companion therapy options for patients with persistent infections.

ContagionomiX is headed by leading public health microbiologist and informatician, Professor Vitali Sintchenko, and backed by a team of specialist researchers. Together, the goal of the team is to significantly improve outcomes of persistent bacterial infections associated with high patient morbidity and healthcare costs, where traditional approaches have proven inadequate.

- Identified prosthetic device surgery as first market segment with 276% growth expected in ten years.
- Drafting IP arrangements for 2020 lodgement
- Identified target segment and product focus through value-driven development

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Lou Orszulak



(L-R) Peter Ebeid, Andrew Nada, Ragy Ibrahim

RNA Digital

Empowering digital marketers everywhere

Website tracking can be a complicated process for many businesses with any kind of online presence, yet the analytics are vital to accurately assess and track user interactions.

RNA Digital's unique software, Raptor, makes it fast, easy, and accessible for businesses of all sizes to set up tracking analytics on their website without any coding knowledge.

RNA Digital's platform tracks buttons, videos, links, forms, and a multitude of web elements, giving businesses the insights they need to make informed decisions.

- Developed working beta web platform and launched Google Chrome extension
- Secured five B2B beta customers
- Achieved global Google Cloud Build Partner status



RNA DIGITAL

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(L-R) Philip Evans, Thomas Smith, Tim Evans, Claire Burnett

Opacity

Mapping the route to a full quantum stack

Opacity is a world-first addition to the quantum computing ecosystem.

Their software, Quiver, leverages cutting-edge theoretical research to provide meaningful diagnoses for larger-scale quantum computers.

Quiver's innovative technology can identify errors affecting a whole quantum computer, not just individual components, and can scale up the full quantum computing stack. This is something that has never been possible before!

From pharmaceuticals to finance, the global industries that quantum computing will impact are immense. The Opacity team is led by CEO & founder, Tim Evans, who developed the algorithms that formed the basis for Quiver, and is supported by a strong team of experts.

- Secured a partnership with IBM Quantum
- Built the alpha release of Quiver
- Working with high-level access to an IBM quantum device for subsequent reiterations of Quiver



CONTACT

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TEAM

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Thomas Smith
Claire Burnett
Philip Evans

INCUBATE

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.

Turning great research into real-world impact



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 Michelle Demers, Jared Wood and Kimberly Bolton

CARAPAC

Carapac is creating a sustainable, durable, biodegradable plastic packaging alternative made from crustacean shells.



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

DetectED^X

DetectED X provides on-line radiology tests and training to improve radiologist's accuracy in detecting cancers and most recently COVID-19.



Founders 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.

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 + Investors

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, exclusive alumni offers, and resources from partners within the ecosystem.



**Be the
Risk Taker**

Dr Olga Oleinikova
Co-Founder, Persollo

**APPLY FOR THE NEXT INCUBATE
ACCELERATOR PROGRAM
[INCUBATE.ORG.AU](https://incubate.org.au)**

protoX 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 unique specialised programs:

- **ProtoX for Research** supports the translation and commercialisation of research.
- **ProtoX for Startups** supports early-stage startups.

Set Goals



Measure Progress



Receive Guidance
from Mentors



A Community
of Founders



"I absolutely would not have made the progress I did without ProtoX. It gave me the confidence, opportunity and motivation to conduct my first customer 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)





Thank you from the team

INCUBATE is a division of the University of Sydney Union, dedicated to providing the best startup support to the students and alumni in Australia. Our special partnership with the University of Sydney enables INCUBATE to deliver our programs to a growing group of students, alumni, and staff. We give a special thanks to our event and program partners for their generous support of INCUBATE.

ACKNOWLEDGEMENT

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.

IN PARTNERSHIP



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HALLCHADWICK




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