



CLASS

17

INCUBATE



THE UNIVERSITY OF  
SYDNEY

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Acknowledgement

# Foreword

## DAVID SMITH

Program Manager  
INCUBATE Accelerator



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

Welcome to the celebration of 10 years of INCUBATE, and to the launch of some amazing startups and founders.

When I joined the program earlier this year, I was overwhelmed by the quality of the program and the progress of the startups. During the last 14 weeks we have seen impressive founders with good ideas create great businesses. It has been inspiring watching founders soak up knowledge and expertise and apply it to their businesses.

#### **The level of commitment shown by these founders to improve every day is on display tonight.**

2022 also marks the 10 year anniversary of INCUBATE. It is important to acknowledge how much the program has achieved and how much work and effort has been put in to make this a resounding success. Our sincere thanks to our mentors who have so generously donated hundreds of hours, the Entrepreneurs in Residence who have motivated the founders' progress, and my predecessors Ben Lindsay, Nina Juhl,

and James Alexander amongst many other amazing people who have all ensured that this program will be a continued success.

But this isn't just a time for celebration. 10 years is a long time in anyone's life, but in innovation it is an eternity. 10 years ago Canva didn't exist. And we were still 4 years away from the launch of tiktok. I am a startup guy, not a historian. I learn from what has come before but always keep one eye on the future. That's why the next 10 years are so important.

Through our Proto and ProtoX programs INCUBATE is evolving into an ecosystem of programs that help early stage entrepreneurs develop the tools and networks to grow regardless of their stage of development. Over the next 10 years, INCUBATE and the greater University of Sydney Innovation team will continue to grow and nurture the next generation of innovators.

Class 17 has been a phenomenal cohort and has raised the bar high, but I have absolute faith that the next generation of entrepreneurs is ready for the challenge.

# INCUBATE

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

## Vision

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

## Mission

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

## Over ten years, our startups have achieved

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total investment

**\$40<sup>+</sup>**  
million

value created

**\$70<sup>+</sup>**  
million

jobs created

**1000<sup>+</sup>**

founders are from

**43**  
countries

## Our achievements

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**145**

startups supported

**200<sup>+</sup>**

industry mentor community

mentors volunteered

**14,000<sup>+</sup>**

hours to our startups



# Jeddle

## Simplifying Study to Make Learning Easy

Partnered with over 50 schools in NSW, Jeddle offers the ultimate online learning companion for high school students.

Everyone knows that exam success relies on more than just the classroom - it requires support that can fill the gaps in understanding and remedy deficiencies in writing. Yet most online resources are generic and unreliable, while the benefits of private tutoring are limited by affordability.

Jeddle is proven to improve confidence and results through its high-quality, online resources that are practical, syllabus-specific and geared towards academic success.

Jeddle has expanded its team in 2022, hiring four staff across marketing, sales and customer success.

Currently specialising in Year 12 English, Jeddle is expanding into more subjects, year groups and schools outside of Australia.

- Secured 3+ year partnerships with over 50 schools in NSW
- Projected revenue of over \$200,000 for 2022
- Over 1 million Youtube views in less than 3 years



**jeddle**

### CONTACT

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# Urbern

## Real Estate Site Selection, Redefined

A poor location is one of the biggest reasons a retail shop fails, and it creates headaches for anyone looking to invest in property.

Urbern allows anyone to compare various locations quickly, conveniently and using the criteria that is most important to them.

Urbern combines franchise experience with deep customer insights, to redefine the process of choosing the right location.

With Urbern investors or business owners can immediately compare locations based on the criteria that they are most interested in understanding. From businesses owners identifying underserved retail opportunities, to property investors comparing the proximity to public amenities.

Urbern converts this complex set of variables into a simple to understand "location score" at the click of a button.

- Bootstrapped full product launch to market
- Over 50 users
- Increasing month on month engagement in 2022



### CONTACT

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# Compassion Creamery

## The World's First Oat Crème Cheese

Vegan cheese.

It has a reputation for being subpar, both in flavour and texture, and the ingredients are surprising unhealthy. Yet this is a rapidly growing market, with Australia now the third fastest growing vegan market in the world.

Compassion Creamery has developed the World's first Oat Crème Cheese that's delicious, nutritious and sustainable. Developed scientifically combining an innovative formulation with traditional dairy cheese-making methods, Compassion Creamery provides all the cooking versatility and high-quality taste of dairy cheese without the use of any coconut oil, starches, nuts or soy.

Already stocked in several cafes and restaurants in Sydney, Compassion Creamery is looking to lead the movement of high quality, delicious vegan alternatives for everyone.



### CONTACT

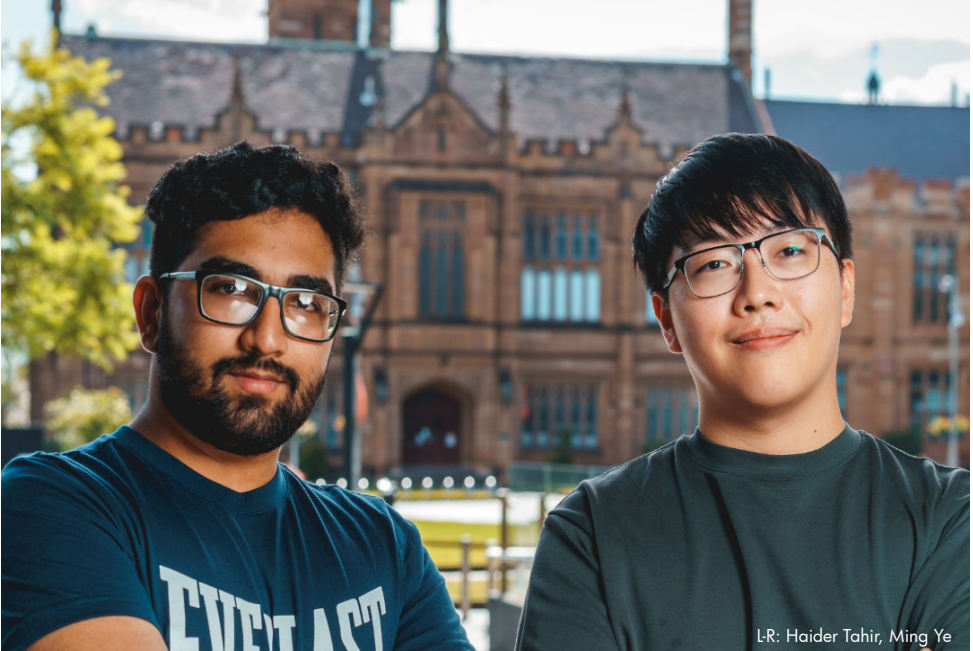
Sarah Qian

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- Supplying 5 x B2B partnerships: including Sydney Canva HQ
- Secured factory and supply chain agreements for scale-up production quantities
- Secured over 8 x letters of intent including prolific vegan restaurant Smith & Daughters and Two Providores

  @compassion.creamery



LR: Haider Tahir, Ming Ye

# Ride Hub

## The Ultimate E-ride Network

The world is moving into an electric era in transportation.

The Australian sales of electric bikes and scooters (e-rides) has increased over 200% in the last 2 years, yet 95% of retailers selling e-rides do not offer satisfactory after sales service support. This leaves most buyers stranded when something goes wrong.

The founders of Ride Hub are experts in the Australian e-ride industry, having sold over \$10,000,000 worth of e-rides since 2017. Ride Hub is Australia's first network to service all e-ride needs: sales, unique servicing, and spare parts.

Ride Hub is revolutionising the distribution and repair for the e-ride market, helping accelerate the sale and adoption of e-bikes and scooters while establishing Ride Hub as the trusted name for all post purchase support.

RideHub has already launched in Sydney, with Melbourne earmarked as the next expansion market.

- Two physical hubs servicing Chatswood + Alexandria
- Secured over 10 partnerships for repair network in 2022
- 30% month on month growth in 2022 for after sales service and extended warranties




### CONTACT

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 @ridehub

### TEAM

Ming Ye

Haider Tahir





L-R: Katrina Van De Ven, Catherine Olivier

# LeukBook

## A 14+ Fashion Revolution

66% of Australian women wear a size 14 or above, and collectively spend \$6Bn each year on clothing. Yet 90% of these women feel under-served by existing shopping options.

LeukBook is a one-stop destination for size 14+ fashion, revolutionising the experience of online clothes shopping for its customers by making it aspirational and easily accessible for sizes 14 to 38. Launched in February 2022 with 10 handpicked brand partners, LeukBook made \$3,000 in revenue in its first month and is on track to double its list of brand partners by June 2022.

Dedicated to curating a collection of the best curve brands, with a focus on emerging designers, the LeukBook team aims to stake their claim in the global plus fashion market in 2023

- Over \$250k of target \$750k pre-seed round raised
- National media coverage in Inside Retail, Startup Daily, and Add to Cart podcast
- 95% month on month growth of community

# Leuk Book

### CONTACT

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### TEAM

Katrina Van De Ven

Catherine Olivier

Rahul Ashiya

Sophie Lewis



# Adee

## Democratising Online Accessibility

International accessibility standards ensure that people with cognitive, physical, or visual limitations can have equal access to all online content. Currently software companies have no integrated way to check their early design and development for noncompliance issues, even though 67% of all online accessibility defects originate in that phase.

Adee allows everyone to test their accessibility from the beginning. Adee is enabling global software companies to validate their products early; saving time, money and ensuring compliance in a complex area.

Adee's MVP received much acclaim, winning four industry awards including Australia's Good Design Award 2021. In 2022 Adee has been incorporated into top design tools such as Figma, Sketch, Adobe XD and Canva. Adee is on track to launch a full subscription platform in 3Q 2022.

- Over 10,000 organic installs of MVP app in less than 12 months
- Secured partnership with Adobe and released in Adobe XD.
- Over 2,000 subscribed for the launch of the full Adee platform



### CONTACT

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### TEAM

Samine Hadadi  
Javad Taghia



Tom Wilson

# Treat

## Gift as Though You're There

If you're planning an occasion, there's a good chance that one of your favourite people won't be able to make it. Among those, 1 in 3 would like a way to still contribute. TREAT lets friends who can't attend an occasion gift as though they were there.

Hosts create a TREAT Link which connects securely to their occasion. Anyone who can't attend can gift a drink, meal or venue package in real time to the host. TREAT ensures the gesture is safely received and is captured for the "gifter" to see.

TREAT's founders have 10 years of experience serving the hospitality industry: they're the team behind DQ Pro, a SaaS platform which is already used to power communication in many of Australia's largest nightclubs.

TREAT aims to connect everyone to a special moment - regardless of where they are.

- MVP launched across 2 venues in Australia in February 2022
- Secured Avalon Nightclub in Hollywood, and paid trials with the iconic Avenue Hollywood in March 2022
- Ongoing conversations with Tao Group (the largest nightclub group in the world)

# TREAT

### CONTACT

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 @treat.link

### TEAM

Andrew Nunn  
Tom Wilson



# Jinolo

## Simplifying 3D File Sharing for Engineering Teams

Engineering teams constantly send files to external parties for review and approval during product design and manufacturing. During this exchange, files are emailed back and forth, which is insecure, causes confusion and can lead to expensive mistakes if the wrong file is signed off and manufactured.

Jinolo prevents expensive manufacturing mistakes and speeds up projects by helping engineering teams easily share their 3D designs for review and approval.


Developed in consultation with over 50 industry leading engineers, Jinolo has developed a secure cloud based file sharing solution allowing external stakeholders to view, comment, review and approve 3D designs with ease.

- Conducted interviews with over 50 engineering design companies in the US, UK, and Australia
- Launched pilot program with major manufacturing hub
- Version 1 of product is in production

**JINOLO** 

### CONTACT

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# Metaboly

## Reversing the Impact of Type 2 Diabetes

One in five adults are at risk of or have type 2 diabetes (T2D). A healthier lifestyle is key to prevent and reverse early stage T2D, yet 95% of patients struggle to adopt and maintain healthier behaviours.

Metaboly is reversing the impact of T2D with habit forming technology that increases patient adherence, resulting in better patient outcomes.

Metaboly's prototype has been deployed in three Sydney clinics with another ten on the waiting list and is set for rapid adoption by Accredited Exercise Physiologists - Australia's fastest growing allied health practitioner group.

- Achieved 5x greater patient adherence in MVP trial
- 100% retention rate in pilot clinical trial
- Successful in NSW MVP grant application

*Metaboly's Accelerator grant was sponsored by the Sydney Knowledge Hub.*



metaboly

### CONTACT

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### TEAM

Dr Tim English  
Tom Clarke



**Be the  
Risk Taker**

Dr Olga Oleinikova  
Co-Founder, Persollo

**APPLY FOR THE NEXT INCUBATE  
ACCELERATOR PROGRAM  
[INCUBATE.ORG.AU](http://INCUBATE.ORG.AU)**

# 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:

Ben Lindsay

Mike Nicholls

James Alexander

Brad Deveson

Natasha Rawlings

## The Mentors for Class 17

### Class 17 Expert & Entrepreneurs in Residence

Giorgio Doueihy

Lizette Lee

Paul Krajewski

### Class 17 Advisory Mentors

Alezeia Brown

Farid Mirmohseni

Jun Qu

Catherine Gallagher

Harikesh Pushpapathan

Rockson Chan

Elyse Daniels

James Alexander

Shane Cox

### The Mentors for Class 17

Andrew Dent

Ingibjorg Jonsdottir

Mark Allen

Cal Davidson

Jimmy Nguyen

Matt Byrne

David Kenney

Josip Puda

My-Linh Dang

Glen Barry

Liz Kaelin

Rob McInnes

Sam Ung

### And our industry supporters:

HALLCHADWICK 

FCW  Lawyers

# 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.



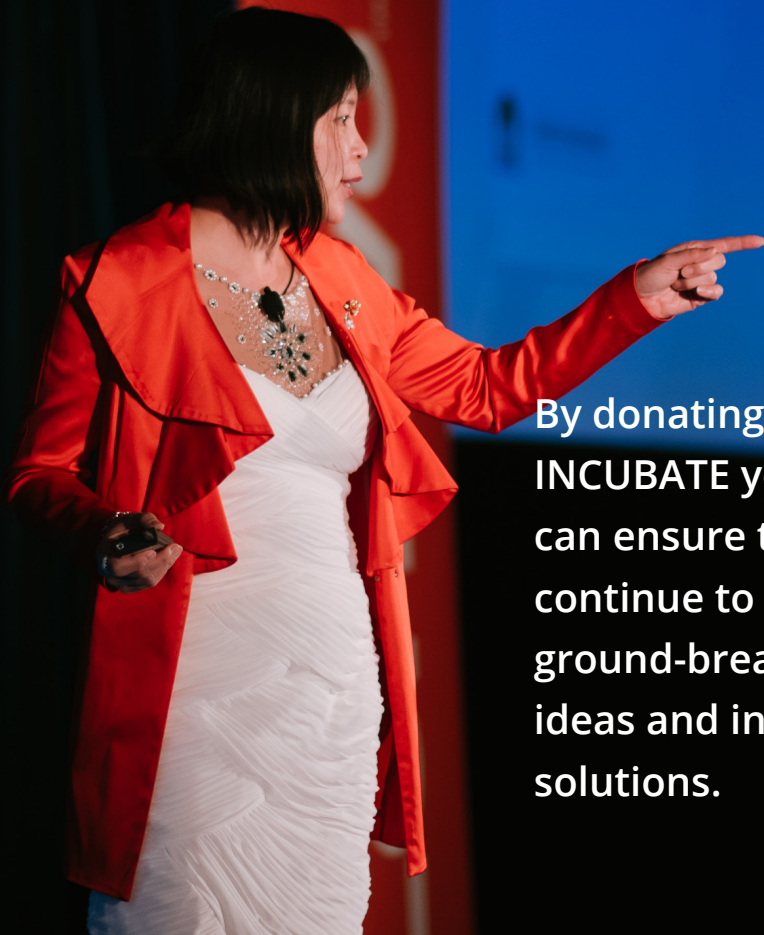
### Beyond the Accelerator

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



# Make your Mark – Support Innovation

Our start-ups are dedicated to solving the big issues.



By donating to  
INCUBATE you  
can ensure that we  
continue to support  
ground-breaking  
ideas and innovative  
solutions.

## How to Donate

Make your tax-deductible donation to INCUBATE via

[incubate.org.au/support-emerging-innovation](https://incubate.org.au/support-emerging-innovation) | Or call 9552 2539

# Alumni **Spotlight**

## Ripe Robotics Class 14



Closed a \$610k seed round in 2021 and have been invited to speak at reMARS: the 2022 Amazon (AWS) Machine Learning, Automation, Robotics and Space conference.

## Refundid Class 16



Closed a \$3million raise led by Afterpay's Touch Ventures in September 2021, only 4 months after completing INCUBATE.

## BioScout Class 12



Successfully closed a round led by UniSeed in April 2022 after being listed as one of Australia's top 100 innovators by The Australian in 2021.

## Pixii Class 16



Boasts 100% retention rate and a 2850% client growth YoY for its first year in business. Averted over 503,025 pieces of single-use plastic from landfill with the Pixii 100% plastic-free period products.

# 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)*

## DetectED<sup>®</sup>

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

# 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 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

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**Find out more and sign up at [INCUBATE.ORG.AU/PROTOX](https://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.

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**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, 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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