YOU TO THE
POWER OF US
IS A CAMPUS
BUILT FOR
COLLABORATION

CAREERS ADVISERS AND TEACHERS DAY

YOU^{us}

When your potential is multiplied
by a university built for collaboration,
anything can be achieved.

CRICOS Provider 00002J
Incubator – a place to start, a place to grow

John Shi-Nash, Director, Incubation and Entrepreneurship
Incubator – The Journey

FROM ZERO TO WORLD CLASS IN 24 MONTHS

2016 initial discussions

2017 - POP UP Incubator built

2018 - Macquarie University Incubator
- 2000+ Community Members
- 60 Resident Members
- 18 Startups
- 2 Academic Programs
- Go Program

Our mission is to train and facilitate globally recognised student, researcher and the community entrepreneurship.
A Royal Opening

25TH SEPTEMBER - H.R.H. PRINCE OF WALES
Award-winning Architecture

Current application for a NSW Architecture award in the education category

April 2018 - The Good Design Awards, Green Good Design Award in the Research/Technology category. A prestigious International competition run by the Chicago Athenaeum and Metropolitan Arts Press Ltd.

In Just 1 Year
FROM POP-UP TO WORLD CLASS
## Incubator Focus

### FOUR STRATEGIC PRIORITIES

<table>
<thead>
<tr>
<th>Objective</th>
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<td>To train and facilitate globally recognized student, researcher and the community entrepreneurship.</td>
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<tr>
<th>Entrepreneur training</th>
<th>Innovation Community</th>
<th>Entrepreneur Support</th>
<th>Expanded Opportunities</th>
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<tr>
<td>Provide transformative entrepreneur training programs with academic credit and experiential learning.</td>
<td>Help start-ups and entrepreneurs to build innovation solutions.</td>
<td>Help entrepreneurs and innovators grow their business.</td>
<td>Create opportunities for the community and beyond.</td>
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<tr>
<td>• Go Program</td>
<td>• Grow the Community</td>
<td>• Mentoring</td>
<td>• International Incubator Network</td>
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<td>• Entrepreneurship Academic Programs</td>
<td>• Weekly Event Program</td>
<td>• Network</td>
<td>• MQ University Network</td>
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<td>• CAMP 2018</td>
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<td>• Co-working space</td>
<td>• Pitch at Palace</td>
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<td>• MPID/Ryde Problem to Solution</td>
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The Go Program: a 10 week series of workshops and speaker events taking attendees through the critical aspects of starting a venture.

Tuesday has a workshop designed to give practitioner level instruction

Wednesday has a speaker series where an entrepreneur or expert shares their story to contextualize the learning

For those wanting to know more we also have the academic program...
The Go Program

THE BACK-BONE OF THE INCUBATOR

Speakers & Participants:
- Students
- Staff (Professional & Academic)
- Alumni
- Corporates
- Start-ups
- SME’s
- Local Community

Affiliated Faculties:
- Faculty of Business & Economics
  - Applied Finance Centre
- Office of Commercialisation & Innovation
- Corporate Engagement
  - Incubation & Entrepreneurship
  - Alumni Relations
- MGSM
- PACE
- Sustainability Office
  - Smart Green Cities
- Global Leadership Program
Micro-credential courses providing a deep dive into specific Go Program subjects

- Start Here: General startup program over 6 weeks. Designed for faculty. 1st delivered March 2018
- Design thinking: 3 week program by expert from MGSM/D-School. 1st delivered March 2018
- Business Modeling: 3 week program. Planned for May 2018
- Give Back (Mentoring): 3 week program. Planned for October 2018
- Legals, Boards & Equity: 3 week program. Planned for November 2018
- Start-up CEO: 3 week program. Planned for March 2019

• Start Here is designed for faculties to embed into elective or degree programs at scale – we want every Macquarie student to have the opportunity to study entrepreneurship
Growing the community

TWO LEVELS OF MEMBERSHIP

• Community Membership: 2,300 individuals
• Resident Membership: 60 individuals, 18 start-ups
• 75 company applications for Resident membership

Community Members
- Daily access
- Guest Wifi
- Bookable hot desks
- Meeting rooms & event space
- Access to entrepreneur training programs
- Newsletter subscription & updates

No membership charge

Resident Members
- 24/7 access
- Fast Wifi
- Co-working or hot desks
- Meeting rooms & event space
- Lounge space, kitchen, outdoor seating & deck with BBQ
- 3D Printer & prototyping workstation
- Photocopy/printing
- Access to entrepreneur training programs
- Community + weekly Lunch & Learns
- Mentoring and ongoing support
- Access to network
- Newsletter subscription & updates

$20 per month consumables charge
Connecting the community

ON CAMPUS – LOCALLY IN MPID – SYDNEY – INTERNATIONAL

On campus and in MPID

The incubator is focused on MQ students and staff, supporting MPID programming and supporting local entrepreneurs

Sydney

The Incubator has links with Sydney school of entrepreneurship and other Incubators, Accelerators and universities in Sydney

Nationally

The pitch at palace event linked MQ with Bond, RMIT, Wollongong. Pitch at Palace will add a Western Australian University

Globally

International Exchange with NUS, HKUST and Potsdam. Nascent arrangements with Universities and Incubators in Chengdu, Bristol, Chicago, Bordeaux. Hosting the 2018 China Australia Millennials Program (CAMP).
Early Success Stories

JUST SOME OF OUR START-UP’ EARLY SUCCESS STORIES

**Devery.io**

![Devery.io Image]

Devery provide a decentralised verification platform, marking and tracking items over the Ethereum blockchain. They launched their crowdsale on January 18, 2018, reaching their hard cap of $10 million within 17 seconds. On the 5th of April, they signed with the Tunisian Ministry of Education to implement a blockchain-based tracking system for its school meals program. They aim to feed 400,000 Tunisian school children currently receiving food assistance once successfully trialed. Now being accelerated at JD.COM in Beijing.

**Crewmojo**

![Crewmojo Image]

Crewmojo is a re-invention of the annual performance review. They now have their software in use with some very enthusiastic trial customers, including a local superannuation company, a global engineering organisation and a company from Saudi Arabia that wanted to pay their way to the front of the waitlist.

**Awards**

- 2017 iAwards National Finalist
- 2017 HR Innovation & Tech Fest Hottest HR Tech Startup (Silver)
- 2017 ACS Digital Disruptor (Gold)
- 2017 Pitch@Palace National Finalist
- 2017 B2B Expo Mktb & Syd Pitch Fest Winner

**Bawurra Foundation**

![Bawurra Foundation Image]

Bawurra Foundation utilise technology to improve educational outcomes and celebrate the rich oral history of Australia’s Aboriginal and Torres Strait Islander people. The organisation has grown rapidly, fostering relationships with NRMA, Fujitsu Australia and Thrifty Australia, and is now working with numerous communities across New South Wales, with the goal to grow their digital library into an Australia-wide resource. They have also begun the development of their program for Juvenile Justice Centres.
Sustainability

STARTUP DEVELOPMENT PHASES & WHERE PROGRAMS FIT

Incubators provide platform services. Accelerators provide 1on1 support and $ investment. Equity is given for $ investment, cash may be paid for services used.

INCOMPATIBLE PROGRAMS

ideation conception committing validation launch scaling maintaining

PRE-STARTUP (L&T)

Early stage incubation:
- SERVICES – Learning programs, desk space, admin support, access to partners for services and funding.
- INVESTMENT – No equity taken, utilizes network to help startups get funding.
- FUNDING – Most not for profit. Funded by Academic, Government and local ecosystem development groups.

STARTUP

Develop deal flow or solutions for further commercial equity based investment and scaling.

ACCELERATOR PROGRAMS

2-3 month competitive programs, 1 on 1 support and $ investment.

GROWTH

Late stage incubation:
- Desk/office rental
- Community, networking programs
- Desk / space rental model
- Equity based funding from external sources not Incubator

OPTIONAL

Incubators provide platform services. Accelerators provide 1on1 support and $ investment. Equity is given for $ investment, cash may be paid for services used.
For more information and to keep up to date with the Incubator . . .

WWW.MQ.EDU.AU/INCUBATOR