“Higher degree research candidates are the ultimate idea generators. Their work drives innovation and with the involvement of partners in the Australia-French Innovation Challenge they will create strong industry-research collaborations and change the world.”

Professor Sakkie Pretorius Deputy Vice-Chancellor (Research) Macquarie University

“Today’s PhD students are the drivers of tomorrow’s Australian innovation economy. The Challenge will benefit researchers, academic institutions and the economy.”

Australian Academy of Science

“Australia and France strongly share the view that enhanced cooperation between academia and industry is key to deliver on the innovation agenda.”

HE Christophe Penot, Ambassador of France to Australia
About the Challenge

The Australian-French Entrepreneurship Challenge is coming to Sydney for the first time in 2018. It will be held on 19-20 July at Macquarie University, located 17 kms north of Sydney’s CBD at the centre of a large technology and innovation precinct.

The Australian-French Entrepreneurship Challenge, inspired by a French initiative, is designed to bring together creative-minded PhD candidates to brainstorm innovative ideas right through from concept to creation – all in the space of 24 hours.

Up to 70 participants are expected to attend this year. Candidates will be divided into teams, who will then compete for the opportunity to travel to France for a first-hand guided experience of the country’s innovation ecosystem.

HISTORY

The Entrepreneurship Challenge is a flagship event which has been run annually in France since 2011 by the French National Association for Research and Technology.

The inaugural Australian-French Entrepreneurship Challenge was held in Canberra in 2016, followed by a second edition in Adelaide last year. This 2018 edition, aims to strengthen the bond between two global cities, Sydney and Paris, and to foster further bilateral collaboration in innovation and technology.

The 2018 Australian-French Entrepreneurship Challenge is supported by Macquarie University, the Macquarie Park Innovation District, the Australian Academy of Science, the French Embassy in Australia, the Australian-French Association for Research and Innovation (AFRAN), and representatives from the Australian and French business communities.

SPONSORSHIP OPPORTUNITIES

Find out how your university or your organisation can support and benefit from this exciting event through the sponsorship packages detailed in this document, or to tailor suit your partnership needs by contacting:

Anna Grocholsky  
M: +61 437 463 317  
Dr. Fabiola Barba Ponce  
M: +61 413 247 801  
E: innovation@mq.edu.au  
Commercialisation and Innovation  
Macquarie University
About the Challenge

HOW THE CHALLENGE WORKS

The Australian-French Entrepreneurship Challenge provides participants with a unique opportunity to develop the entrepreneurial skills required for them to become tomorrow’s business leaders. Its ‘pressure cooker’ format is designed to push participants further than they could go on their own, in turn boosting the global competitiveness of Australia’s research and industry.

Participants are first grouped into small teams with students they have not met, and then briefed on the task ahead. They are then set to work incubating an entrepreneurial idea for a period of 24 hours, 1pm-1pm.

This requires participants to stay awake for approximately 36 hours in total, including the morning of briefing and networking. During the 24 hour timed period, participants experience the process of setting up a company right from the initial brainstorming stage to the detail of drawing up a business plan.

During the challenge, participants will have access to roving coaches and mentors, but they must primarily draw on their research and scientific skills. At the end of the event, each team pitches its business to a jury of professionals who select the two projects best qualified to advance to the final. After this, a final round of pitching determines the winning team.

The time limitation requires participants to take risks and make decisions quickly. In this situation, participants also learn a lot about themselves and how to challenge their own limits. Participants pool their skills to tackle real-world problems affecting the global community, and they leave the challenge feeling more confident in their ability to make a difference and influence the course of economy and industry.

The Entrepreneurship Challenge also offers significant benefits to participating organisations. Not only does the challenge bring together some of Australia’s most talented PhD students, providing job market exposure for participating companies, it further provides a unique platform for building networks with French businesses and groups. By fostering international industry-research links, companies will help to establish NSW as a destination for innovation and technology, which has flow-on benefits for everyone: researchers, academic institutions and businesses.
The program is structured around a series of key learning sessions, starting from exploratory discussions about the origins of an idea through to the commercialisation of a concept.

Participating teams are guided through the 24-hour Challenge by dedicated coaches, and inspired by a number of special guests throughout the two-day program.

**Day 1**

8:00 am  **Registration and breakfast**
9:00 am  **Learning Phase 1: Exploring and Sharing Innovation**
12:00 pm  **Lunch**
1:00 pm  **24-hour Challenge commences**

**Learning Phase 2: Design of Business Opportunity**

Creativity, Discovery and Innovation
*From Concept to Opportunity and Project*

5:00 pm  **Learning Phase 3: Validation of Business Opportunity**

Market Study
*From Value Proposition to Market Study*

8:00 pm  **Dinner**
9:00 pm  **Learning Phase 4: Design of the Entrepreneurship Offer**

Commercial Strategy and Business Model
*From Value Proposition to Value Creation*
Program

Day 2

1:00 am  **Phase 5: Budgeting and Financial Forecasts**  
Balancing Revenues and Cost Structures in a Risk Environment

5:00 am  **Learning Phase 6: Start-up Design**  
Organisational and Legal Dimensions  
*Structuring and Setting Up Your Project: From Value Proposition to Value Architecture*

9:00 am  **Learning Phase 7: Pitching the Project Project**  
**Finalisation Stage**  
*Five major dimensions of a pitch*

1:00 pm  **24-hour Challenge ends Lunch**

2:00 pm  **Learning Phase 8: Initial pitch to Jury**

5:00 pm  **Learning Phase 9: Final pitch to Jury**

6:30 pm  **Award ceremony**
<table>
<thead>
<tr>
<th>Naming Rights</th>
<th>Platinum Package</th>
<th>Gold Package</th>
<th>Silver Package</th>
<th>Bronze Package</th>
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</thead>
<tbody>
<tr>
<td>Event Name: [COMPANY NAME]</td>
<td><strong>Workshop name:</strong> [COMPANY NAME] Methodology workshop</td>
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<tr>
<td>Australian-French Entrepreneurship Challenge</td>
<td><strong>Workshop name:</strong> [COMPANY NAME] Methodology workshop</td>
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<td>Speech Opportunity</td>
<td><strong>5-min keynote address</strong> during opening ceremony</td>
<td><strong>3-min address during opening or closing ceremony</strong></td>
<td><strong>5-min keynote address</strong> during opening or closing ceremony</td>
<td><strong>5-min keynote address</strong> during opening or closing ceremony</td>
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<tr>
<td>On-site visibility during the event</td>
<td><strong>Banner</strong> display (2) in main foyer during event and <strong>banner</strong> display (2) on podium during ceremonies</td>
<td><strong>Banner</strong> display (2) in main foyer</td>
<td><strong>Featured logo and quarter page space in program</strong></td>
<td><strong>Featured logo in program</strong></td>
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<td></td>
<td>Featured logo and half page space in <strong>program</strong> Communication display</td>
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<td><strong>One promotional item for participants</strong></td>
<td><strong>One promotional item for participants</strong></td>
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<td>material in the main foyer</td>
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<td><strong>Small logo placement</strong> on sweatshirt</td>
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<td><strong>Logo</strong> featured on official certificates</td>
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<td>Online visibility prior, during and after the event</td>
<td>Acknowledgement on marketing collateral:</td>
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<td>1 Feature logo on website</td>
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<td>Participation at the event</td>
<td>1 seat on expert panel</td>
<td>1 seat on expert panel</td>
<td>5 invitations to attend the opening and award ceremonies</td>
<td>1 invitation to attend the opening and award ceremonies</td>
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<td>2 seats on jury panel</td>
<td>1 seat on expert panel</td>
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<td><strong>10 additional invitations</strong> to attend the opening and award ceremonies</td>
<td>5 invitations to attend the opening and award ceremonies</td>
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<td>Networking opportunity</td>
<td><strong>Access to business lounge</strong> during the event</td>
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<td>On-site presence</td>
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<td>3 invitations to French Embassy’s Bastille Day reception in Canberra, 14 July 2018</td>
<td>1 invitation to French Embassy’s Bastille Day reception in Canberra 14 July 2018</td>
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<td>Exclusivity</td>
<td>1 PLATINUM package available</td>
<td>5 GOLD packages available</td>
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<td><strong>$8,000 AUD</strong></td>
<td><strong>$3,000 AUD</strong></td>
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The Australian-French Entrepreneurship Challenge holds a special place in my memory as it represents one of the highlights of my PhD candidature. I loved the concept of the competition which I consider to be both physically and mentally challenging, living up to its reputation. Although my primary passion lies within academic research, I found great excitement and joy in entrepreneurship. The competition has encouraged me to learn more about start-ups while embracing the principles of the entrepreneurial scientist.

Ismael Aguirre Maciennan, La Trobe University PhD student
Winning Team of 2017 24-hour Challenge Australia

The challenge really evidences what can be achieved when people from different disciplines come together to tackle some of the world's most pressing challenges. I feel deeply privileged to have participated, receiving industry level mentoring so early into my PhD journey is priceless. The networking opportunities presented by the challenge have also been invaluable and I have already made connections, which will significantly aid and add value to my research. And of course the trip to France...I literally can't find the words to explain how excited and grateful I am for this once in a lifetime opportunity.

Nia Lewis, UniSA PhD student
Winning Team of 2017 24-hour Challenge Australia

It was great to be part of The Australian French Entrepreneurship Challenge in 2017 as a judge and as a partner of the event. For our business, it is a great way to support the French-Australian community we are part of. It was also the opportunity to give back by supporting and encouraging PhD students to become future Australian entrepreneurs. This event shows it's feasible. This event is perfectly in line with our values as a business.

Christelle Damiens, Director of Exportia
Sponsor of 2017 24-hour Challenge Australia

Partners

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SYDNEY-AUSTRALIA

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ASSOCIATION NATIONALE RECHERCHE TECHNOLOGIQUE

NOVANCIA
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24h LES CHRONO DE L’ENTREPRENEURAT

MPID*
Australian Academy of Science

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