2018 Australian-French Entrepreneurship Challenge
Sponsorship Prospectus

“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 Lecourtier, Ambassador of France to Australia
About the Challenge

The Australian-French Entrepreneurship Challenge is coming to Sydney for the first time in 2018. It is scheduled to be held on 26-27 July at Macquarie University, located north of Sydney’s CBD at the centre of a large technology and innovation precinct.

The Australian-French Entrepreneurship Challenge is based on the hugely popular sister event begun in France, ‘24 heures chrono de l’entrepreneuriat’. It 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 compete in the Entrepreneurship Challenge 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. The decision to host the challenge in Sydney in 2018 aims to strengthen the bond between two global cities, Paris and Sydney, 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 University of Sydney, the University of New South Wales, the University of Western Sydney, 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

Organisations can be part of this exciting event by sponsoring the 2018 challenge. Find out how your organisation can support and benefit from the Australian-French Entrepreneurship Challenge through the sponsorship packages detailed in this document, or by contacting:

Anna Grocholsky
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Macquarie University
E: anna.grocholsky@mq.edu.au M: +61 2 9850 4599
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.
Program

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

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

   Learning Phase 2: Design of Business Opportunity
   Creativity, Discovery and Innovation
   From Concept to Opportunity and Project

5pm  Learning Phase 3: Validation of Business Opportunity
   Market Study
   From Value Proposition to Market Study

8pm  Dinner
9pm  Learning Phase 4: Design of the Entrepreneurship Offer
   Commercial Strategy and Business Model
   From Value Proposition to Value Creation
Day 2

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

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

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

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

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

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

6:30pm  **Award ceremony**
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<thead>
<tr>
<th><strong>Platinum Package</strong></th>
<th><strong>Gold Package</strong></th>
<th><strong>Silver Package</strong></th>
<th><strong>Bronze Package</strong></th>
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<tbody>
<tr>
<td><strong>Naming Rights</strong></td>
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<tr>
<td>Event Name: [COMPANY NAME] Australian-French Entrepreneurship Challenge</td>
<td>Workshop name: [COMPANY NAME] Methodology workshop</td>
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<tr>
<td><strong>Speech Opportunity</strong></td>
<td>5-min keynote address during opening ceremony</td>
<td>3-min address during opening or closing ceremony</td>
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<tr>
<td><strong>On-site visibility during the event</strong></td>
<td>Banner display (2) in main foyer during event</td>
<td>Banner display (1) in main foyer</td>
<td>Logo in program</td>
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<td>Banner display (2) on podium during ceremonies</td>
<td>Logo and quarter page space in program</td>
<td>Badge sponsor – exclusive ($1500 AUD)</td>
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<td>Communication display material in the main foyer</td>
<td>Badge sponsor – exclusive ($750 AUD)</td>
<td>Logo and half page space in program</td>
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<td>Featured logo and half page space in program</td>
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<tr>
<td><strong>Online visibility prior, during and after the event</strong></td>
<td>Acknowledgement on marketing collateral</td>
<td>Acknowledgement on marketing collateral</td>
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<td><strong>Participation at the event</strong></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>
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<td>2 seats on jury panel</td>
<td>2 seats on jury panel</td>
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<td>10 additional invitations to attend the opening and award ceremonies</td>
<td>5 additional invitations to attend the opening and award ceremonies</td>
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<td><strong>Networking opportunity</strong></td>
<td>Access to business lounge during the event</td>
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<td>3 invitations to French Embassy’s Bastille Day reception in Canberra, 14 July 2018</td>
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<td><strong>Exclusivity</strong></td>
<td>1 PLATINUM package available</td>
<td>5 GOLD packages available</td>
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<td><strong>Price</strong></td>
<td>$25,000 AUD</td>
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Testimonials

“The opportunity to participate in the 24-hour Entrepreneurship Challenge was an intellectually stimulating, eye-opening and an exciting approach to promote my professional development. As winners of the Challenge, we were rewarded with the opportunity to travel to France for a first-hand experience of the country’s advanced innovation ecosystem. Overall, the opportunities and experiences that have come from this 24-hour Entrepreneurship Challenge have positively influenced my future career prospects.”

Amanda Vrelsja, PhD student at Monash Uni
Winning Team of 2016 24-hour Challenge Australia

Partners