

MQ Incubator

Macquarie Park Forum Update



INSPIRE
and be inspired

The Who and What

Who:

- The incubator is run by a group of professionals that provide the scaffolding and fertilizer for startups and innovators to grow their ideas.

What:

- The program is tech + industry agnostic
- Open to the whole community
- Support Entrepreneurs, Researchers, Students and Industry (intrapreneurs)
- Provide a supportive environment and access to a network of mentors, investors, educators and industry experts to assist them on their journey



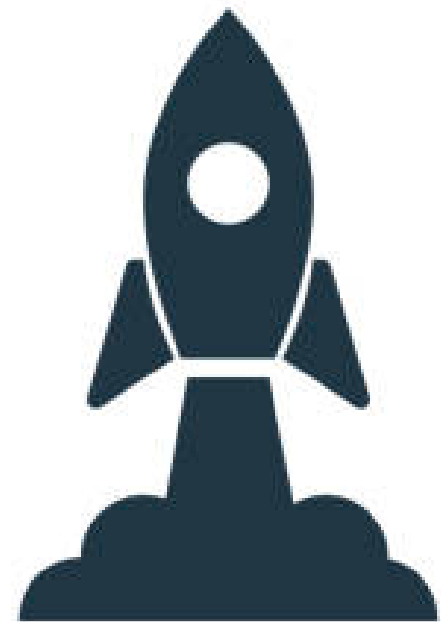
Why A University?

- **Our 2 Core Functions**
 - **Natural home of innovation**
 - **Researchers** in high concentration
 - Pathways for **commercialisation** to deliver **real world impact**
 - **Education Providers**
- **Neutral ground + NFP**
- Empowering entrepreneurs + researchers with knowledge to **build the businesses of the future and solve our greatest challenges**
- Building **Economic Diversity**

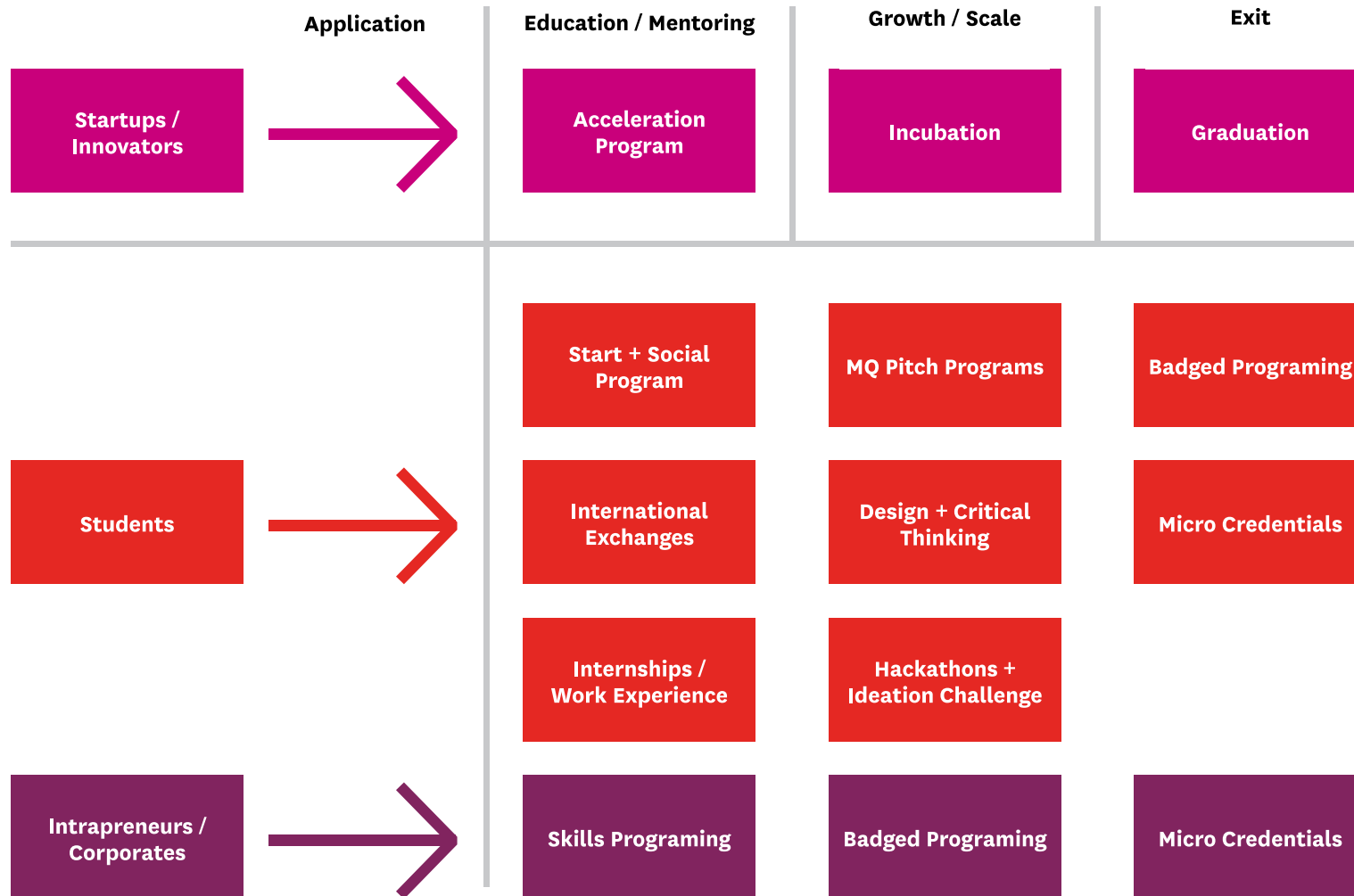


Why Are Startups So Important?

- For our country to maintain prosperity, we need to innovate.
- 50% of economic growth in OECD countries is from new business innovation.
- New companies are the engine room of job creation.
 - Large / older organizations look for efficiencies & headcount reductions.
- Startups and innovators developing & leveraging new technology create the jobs of the future.
- Innovation is critical to a regions productivity, economic growth and living standards, and strategies to boost innovation are essential for long-term sustainable growth.



Our Market Segments



Benefits for Startups Joining Us

- Engagement with an internationally recognized research centric university
- Community of Like-minded Founders
- Dedicated Desk in purpose built facility
- Education and Pitch Program
- Mentors and Investor Network
- Accountability – Company Reviews & 1on1 Sessions
- Access to Experts In Residence
- Student Interns & Work Experience Program
- Professional services - Legal advice & documents, PR Agency Support and Grants Writing Support



What we are looking for

- Companies that can regularly attend the incubator 3 days a week or if remote can commit to the education program
- Engage with the Community
- Pay it forward attitude
- Participating in our Pitch Program
- Participating in review sessions
- Access Fee of Approx. \$300 per month per desk
- Commit to our access agreement + code of conduct terms



What we're looking for?

- Coachable + open to other perspectives
- Have a scalable produce or Service
- Addressing a Sizeable Market
- Are Enabled by Technology
- Clear Understanding of the Pain + How They Can Solve it
- Looking to be Sustainable / Profitable
- Know Who Their Market Is
- Part of a Larger organization Looking to Spinout an Idea or New Product / Service



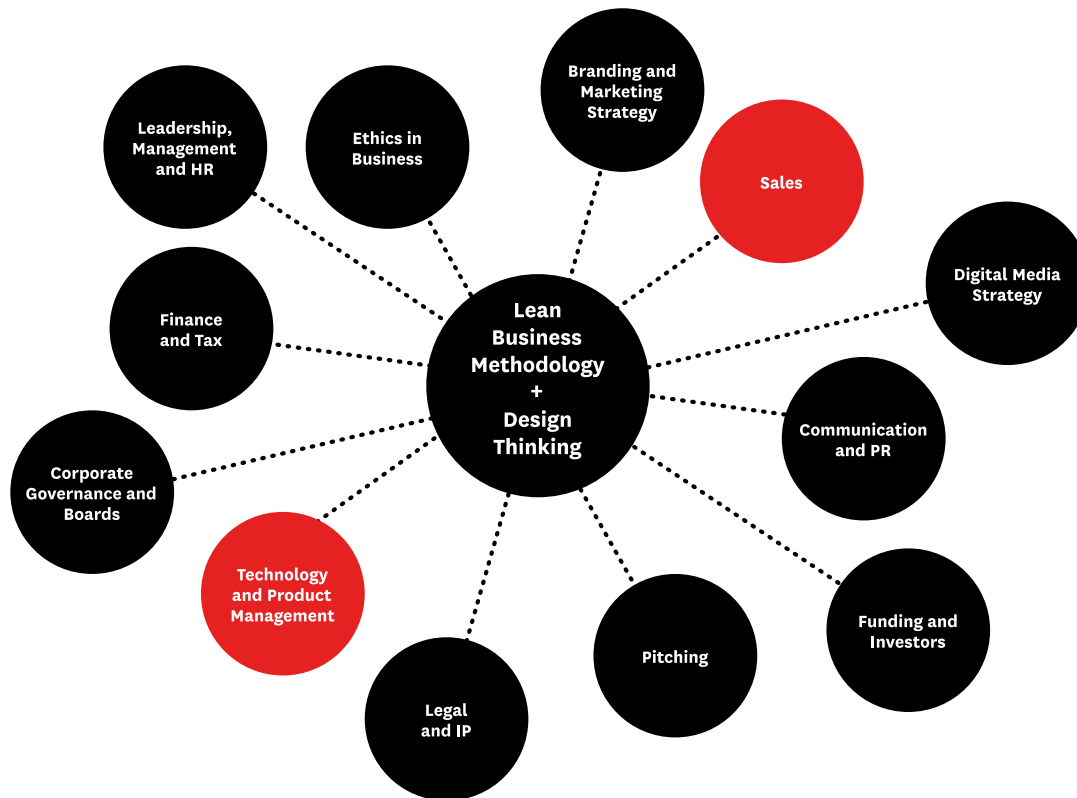
What's not a fit?

- Non-scalable businesses
 - Consultancies
 - One on One Style Businesses eg: Life Coaches
- Non Coachable
 - Founders / Researchers who are not interested in receiving advice / feedback
- Businesses only looking for space in a coworking / serviced office space
- Only have a local small scale focus



Educate Program

- Built around a due diligence checklist
- Key knowledge areas to help founders build successful / sustainable business
- Attract and take-on funding



Central Methodologies:

- Lean Business
- Design & Critical Thinking

Core Focus Areas:

- Marketing & Sales
- Funding & Investment
- Leading & Management
- Governance, Structuring & Legal
- Technology



Macquarie University Incubator 2020 Report Card

FOUNDERS

- Supported 74 Startups since opening in 2017
- 31% of our startups have at least 1 female founder
- 51% founders are MQ Alumni

JOBS

- Resident Companies generated over 30 new jobs in 2020

MENTORS

- Onboarded 19 new mentors – local and international



Macquarie University Incubator 2020 Report Card

Investment

EQUITY CAPITAL:

- In 2020 our startups attracted \$175K in equity capital
- In the first quarter of 2021 this has jumped to \$21 M

DEBT CAPITAL

- 2020 - \$1.24M

GRANTS

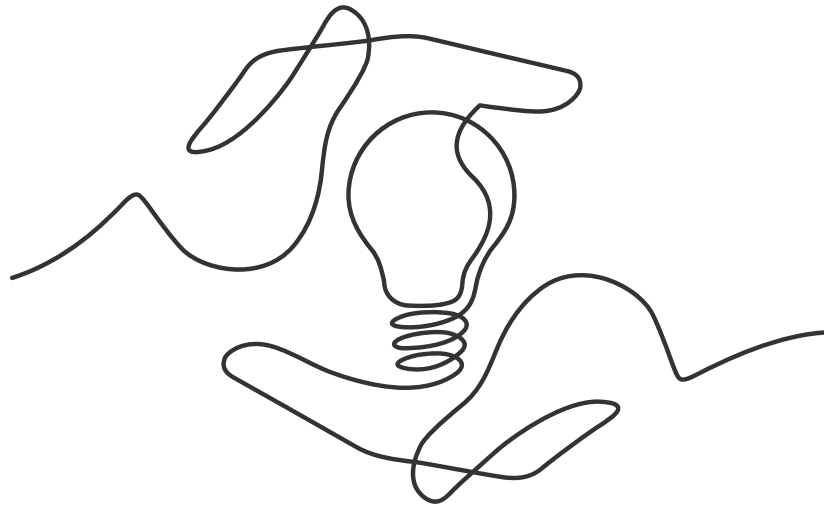
- 2020 - \$787,000

REVENUE

- 2020 \$3.2 M Revenue Generated

Q & A Session



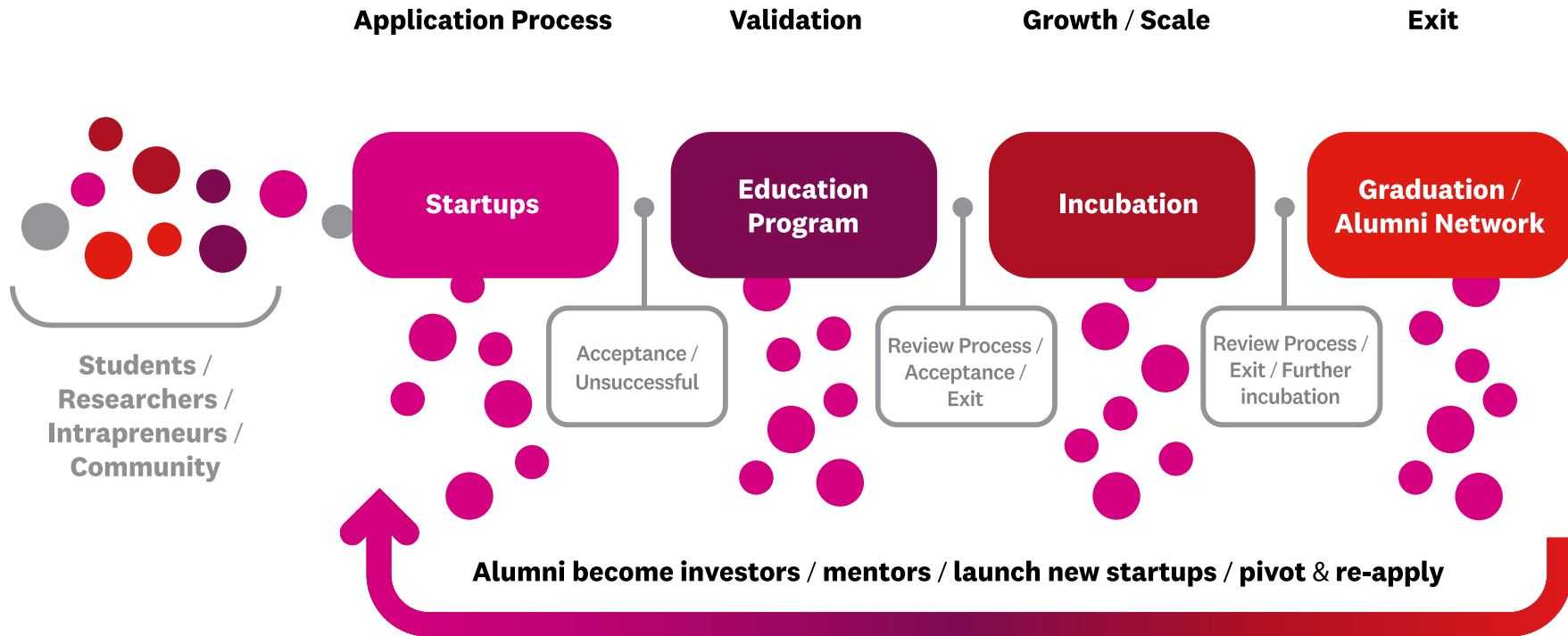


Thank You

Drop Us A Line : incubator@mq.edu.au



Incubator Process & Ecosystem



Investors / Mentors /
Community / Sydney
Innovation Ecosystem



Note: Innovators are the
researchers / inventors