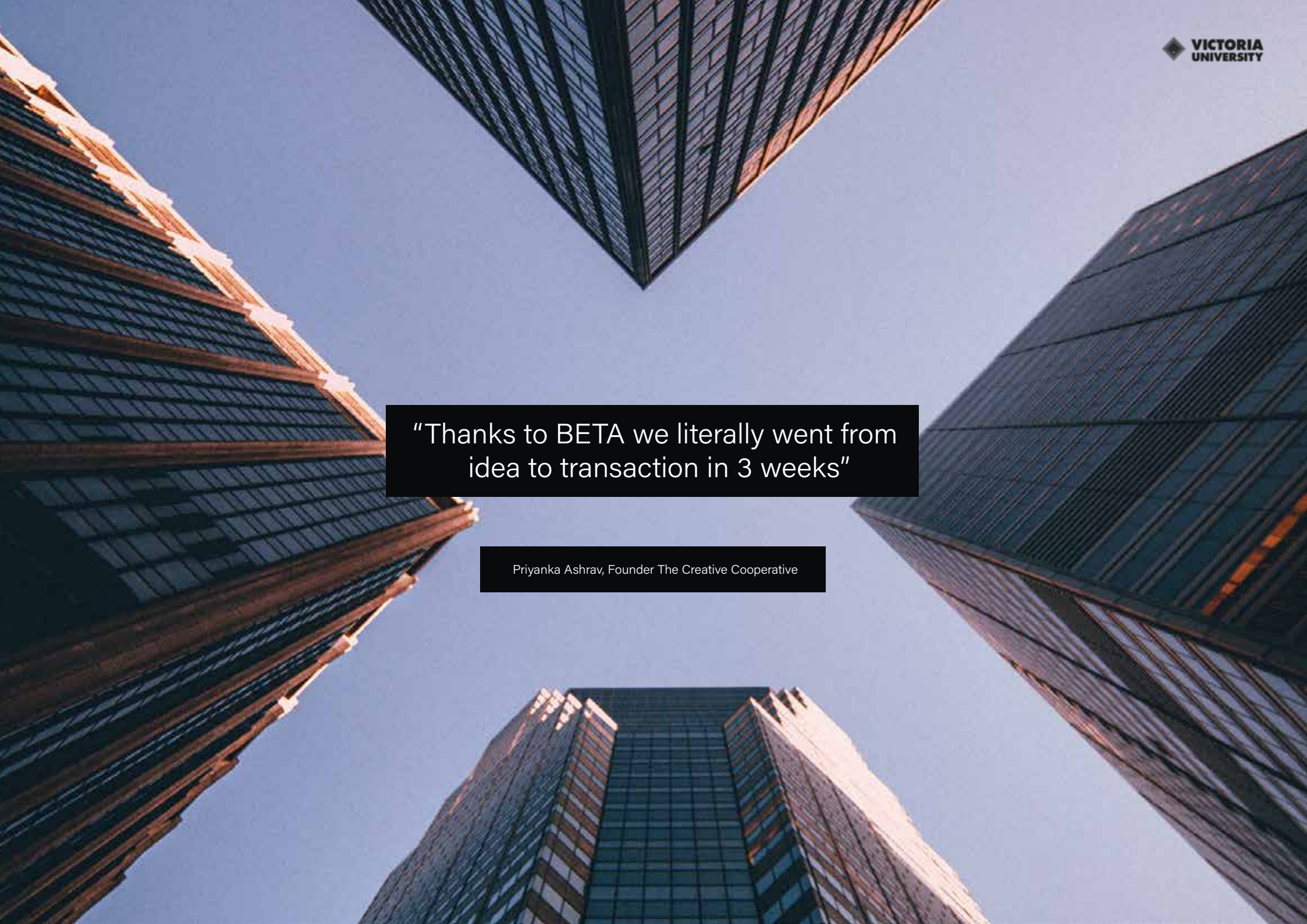




Indigenous communities have been planetary health custodians for more than 50,000 years – caring and advocating for the wellbeing of people, place and planet and understanding the unbreakable link between these elements in determining our future.

Victoria University acknowledges, recognises and respects the Ancestors, Elders and families of the Boonwurrung, Waddawurrung and Wurundjeri of the Kulin who are the traditional owners of University land in Victoria, and the Gadigal and Guring-gai of the Eora Nation who are the traditional owners of University land in Sydney.





"Thanks to BETA we literally went from  
idea to transaction in 3 weeks"

Priyanka Ashrav, Founder The Creative Cooperative

# Welcome to **BETA** & the Victoria University family.

This pre-accelerator has been designed to help founders on the quest of validating, starting and scaling a startup with the guidance from real founders, that get 'it', and is made possible by Victoria University and the VU RISE Project.

At Victoria University, we have a strong connection to community, and we focus our efforts on improving the planet. We align our efforts in every way possible to the UN Sustainable Development Goals, including this very program.

We believe in you, your idea and the potential it holds to dramatically impact our world for the better. We can not wait to see where this journey takes you.

From this point forward, we consider you part of our family at VU. At any time, for any reason, if you need to chat - bounce ideas or vent, we are here for you.

This is just the very beginning - we can not wait to see where this journey takes us.

▲▲▲ BETA is designed and delivered by the VU RISE team.



Gus Balbontin



Hannah Gee



Jordan Gian



Thomas Anbeek

## Creating Pathways To Impact

VU RISE is an innovative and agile model that creates and accelerates research impact for our communities, our planet and our people. Innovation plays a critical role in our uncertain and ambiguous future. VU RISE creates new pathways for future impact of people, place and planet and supports critical activities to stimulate entrepreneurial thinking, innovation and action.

One of these initiatives is BETA - a pre-accelerator program dedicated to supporting the next generation of researchers, students, industry and founders contributing to the impact of the planet.

Victoria University launched BETA in 2020 with a simple aim - to help founders in their quest of validating, starting and scaling a start up that addresses the most pressing issue of our time – the health of our planet. In 2021 under the banner of VU RISE we have the opportunity to broaden our impact by focusing the BETA pre-accelerator program on impact towards creating:

- Stronger communities,
- Jobs and skills
- Education
- Sustainable futures

The BETA pre-accelerator program powered by VU RISE will source ideas contributing to the above four themes in line with the four innovation hubs within VU RISE.

### **Applications**

Researchers, Industry partners, Students, Staff and Community are invited to submit their idea addressing one of the four research innovation hub themes of:

- Stronger communities,
- Jobs and skills
- Education
- Sustainable futures

The BETA selection team will screen applications against application criteria and invites shortlisted applicants to a 10. minute zoom call to pitch. The final selection of 10 applications is then made for the 2022 cohort.

### **The Process**

The Beta pre-accelerator is designed to provide participants a boost to their research, startup, idea, project in the form of inspiration, mentorship, connections, and a healthy dose of action (from participants). Over a five week period the cohort come together twice a week in an interactive workshop setting to learn key concepts from product solution fit, MVP, testing, brand and pitching. They also work 1:1 with their lead mentor throughout the program.

### **Mentor and Advise**

Critical to the program is the mentor led approach. This approach helps turn concepts covered in the cohort setting into action. Each participant is assigned a lead mentor from the BETA team. The lead Mentor also helps make connections to other experts across the university ecosystem and beyond.

### **Create the Future**

The pitch is just the start. By taking part in BETA powered by VU Rise research, startups and projects will have the support of a powerful network. Whether it via industry connections, research support or ongoing relationships to support, guide and make connections.

## The Program Calender

So, here is the plan.

The BETA Pre Accelerator is here to give you a quick booster to your startup or research project in the form of inspiration, connection and a healthy dose of action.

Here is the agenda for the 4 weeks of BETA, expect to see Zoom links in your email to join each session. In the spirit of innovation, we may alter the content or pathway to match the cohort as we go. This is the interest of achieving the best possible outcomes for each project.

Monday	Tuesday	Friday
	<p><b>001 : Let's Get Going.</b></p> <p>8/03 4-5pm Via Zoom</p> <p>Product Solution Fit With VU Innovations Team</p>	
<p><b>Mentor Monday</b></p> <p>Take some time each Monday to connect with your mentor.</p> <p>Your mentor is here to advise, connect and help on your path.</p> <p>Treat this session like a WIP with a mentor.</p>	<p><b>002 : MVP &amp; Testing</b></p> <p>15/03 4-5pm Via Zoom</p> <p>MVP &amp; Testing With Thomas</p>	<p><b>Lunch &amp; Learn</b></p> <p>18/03 8.30-9.15am Via Zoom</p> <p>Grab la coffee and join the call. This time is used to connect with your peers, mentors and hear from key people in the industry.</p>
<p><b>Mentor Monday</b></p> <p>Take some time each Monday to connect with your mentor.</p> <p>Your mentor is here to advise, connect and help on your path.</p> <p>Treat this session like a WIP with a mentor.</p>	<p><b>003 : Brand Talk</b></p> <p>22/03 4-5pm Via Zoom</p> <p>Brand, Positioning and Socials with Jordan</p>	<p><b>Lunch &amp; Learn</b></p> <p>25/03 8.30-9.15am Via Zoom</p> <p>Grab la coffee and join the call. This time is used to connect with your peers, mentors and hear from key people in the industry.</p>
<p><b>Mentor Monday</b></p> <p>Take some time each Monday to connect with your mentor.</p> <p>Your mentor is here to advise, connect and help on your path.</p> <p>Treat this session like a WIP with a mentor.</p>	<p><b>004 : Pitching</b></p> <p>29/03 4-5pm Via Zoom</p> <p>Pitching With Hannah</p>	<p><b>Lunch &amp; Learn</b></p> <p>1/04 8.30-9.15am Via Zoom</p> <p>Grab la coffee and join the call. This time is used to connect with your peers, mentors and hear from key people in the industry.</p>
<p><b>Mentor Monday</b></p> <p>Take some time each Monday to connect with your mentor.</p> <p>Your mentor is here to advise, connect and help on your path.</p> <p>Treat this session like a WIP with a mentor.</p>		<p><b>005 : Live Pitch</b></p> <p>08/04 Live pitch session to judges.</p>

## Meet The Mentors

With almost half a century of combined experience in disruption and ABN ownership, The team behind VU Innovations has seen it all. From complete destruction of Industries, bootstrapping small businesses to growing digital communities globally.

We are here to help, connect and guide you on the startup journey.



### **Gus Balbontin**

FORMER CTO, LONELY PLANET. INVESTOR.

After navigating a global giant through one of modern history's biggest changes, the dot-com boom, Gus shares his learnings and insights with over 100k people per year through keynotes globally. When not on a plane, Gus guides and mentors business of all sizes into the future...



### **Hannah Gee**

FORMER DIRECTOR, THE SCHOOL OF LIFE AUSTRALIA & INSPIRE GROUP.

From leading teams through significant growth, to implementing a surprising emotional skills learning suite into over 50 companies, Hannah, has all things purpose and sustainability covered. By taking her learnings from her time as Director of both The School of Life and Inspire Group across Australia and New Zealand, Hannah ensures that VU Innovations remains connected to the purpose. Plus she's got a mean right hook if your looking for a boxing partner.



### **Jordan Gian**

ENTREPRENEUR.

From Instagram to brick and mortar, Jordan uses his design capabilities to start and grow business for global companies and himself. Jordan started his journey by opening a chain of SME's including co-working spaces, small bars, and retail spaces and healthcare companies by leveraging social media tools before turning his attention to helping others do the same. Jordan delivers his insights through simple and easy to understand stories and tips.



### **Thomas Anbeek**

FORMER START UP VICTORIA.

If you are looking for insights into the tools that our global disruptor's use to scale their startups, Thomas is your guy. From growing Startup Victoria into the worlds 3rd largest startup community to uncovering the methodologies needed to succeed in this fast moving landscape, Thomas combines both into usable curriculum and tools for The Guide to Starting Up as well as Victoria University. Plus, he has a pretty wild mustache.

# FAQ'S

## Who can apply for BETA?

If your research, start up or idea is driven towards impact and aligns to VU RISE pillars of stronger communities, sustainable futures, jobs and skills or education then we would love to hear from you.

You could be a researcher, part of the VU RISE team already, a start up founder, a student, a VU staff member, a member of the community or an industry partner.

## How much time do I need to commit to BETA?

Each week over the five week program you are required to attend two workshops of one hour each and it's highly recommended you meet with your mentor for at least 30 minutes. So that's 2.5 hours of the scheduled program. Outside of that we expect you will be taking action on your idea, research or start up. The more action you take the better but just how much is up to you.

## Can I apply as a team?

Absolutely! We recommend nominating 1-2 of your team along to the sessions as main spokespeople/contributors just so the facilitators can manage numbers with the other individuals or teams involved.

There will be digital recordings and content too to help you share learnings with your team outside of the facilitated sessions.

## What outcomes can I expect?

You can expect to accelerate your research, start up or idea through the program. Depending on the stage you are at will depend on the outcomes you get. If you are still forming the idea you may gain your first paying customer. If you are sitting on data you may have developed an MVP and run an experiment. If you are a start up you may have developed a pitch to take to investors or customers. Think of this pre-accelerator as an opportunity to work with a personal trainer who is committed in you achieving your goals over a 5 week intensive period. You will be doing the push ups but the program and energy and connections around it will give you just the push you need to level up.



## Accelerators

The concept of an accelerator has been gaining momentum in recent years as a mechanism by which you uncover, identify and help a startup achieve their goal.

Accelerators come in various forms as the term has been used fairly broadly across the startup and innovation ecosystem. For our purposes what we are proposing is a seed accelerator.

Seed accelerators, also known as startup accelerators, are fixed-term, cohort-based programs, that include mentorship and educational components and culminate in a public pitch event or demo day.

While traditional business incubators are often government-funded, generally take no equity, and focus on biotech, financial technology (FinTech), medical technology (MedTech), clean tech or product-centric companies, accelerators can be either privately or publicly funded and focus on a wide range of industries.

Unlike business incubators, the application process for seed accelerators is open to anyone, but highly competitive. There are specific types of seed accelerators, such as corporate accelerators, which are often subsidiaries or programs of larger corporations that act like seed accelerators.

In our opinion, accelerators are a key tool towards business transformation that runs in alongside continual cultural transformation initiatives within any organisation and community that they exist within.



Generator/ Pre Accelerator

Incubator/Accelerators

Venture Capital

Private Equity

**Purpose :** To help top talent build better companies & support new ideas.

**Valuation Estimate :** <1m

**Purpose :** To help build great ideas into a scaleable solutions/businesses.

**Valuation Estimate :** <2-3m

**Purpose :** To invest into high-growth, high-potential companies with a focus on profit and scale.

**Valuation Estimate :** <20-200m

**Purpose :** To buy and improve established companies with the use of existing networks.

**Valuation Estimate :** <100-500m





[www.vu.edu.au/vu-rise](http://www.vu.edu.au/vu-rise)