

SydWest Global Connections Accelerator

Thank you for submitting your EOI for the SydWest Global Connections Technology Accelerator Program.

We would like to now invite you to submit a full application to the program to be assessed by our Judging Panel.

A summary of the key dates for the selection process are included in the table below:

Key Dates	SydWest Global Connections Accelerator
1 November	EOI open
1 December 2020	Applications open
26 January 2020	Submit your application form (attached) via this portal by 26 January 2020, 11:59pm.
27-29 January 2020	Shortlisted applicants invited to final rounds of interviews
1 Feb 2020	Selected candidates invited to accept their spot in the upcoming program.

Should you have any questions or require assistance please reach out to Rebecca Pham, Program Manager, Launch Pad Western Sydney University r.pham@westernsydney.edu.au or 0403 984 212

SydWest Application Form

The SydWest Global Connections Accelerator applications will be assessed against four key criteria – **Innovation, Impact, Experience** and **Program Fit**. The following information will be reviewed by our Judging Panel to select our finalists for interviews, with each of the four criteria being equally weighted (15 points per criteria for a total of 60 points).

Business Name

Full Name

Email

Select the business phase that best describes your startup currently (dropdown)

Ideate Phase

Focusing on creating, evaluating, and selecting ideas to commercialise. Looking through the lenses of desirability, feasibility, viability & scalability.

Design Phase

Creation of the value proposition and the lean canvas. Thoroughly exploring each element of the VP canvas and lean canvas - identifying critical assumptions and hypotheses.

Validate Phase

This phase focuses on rigorously validating the problem, developing prototypes, and validating solutions.

Build Phase

This phase encompasses the technical build of the product to MVP. It also includes the build out of any outstanding corporate components such as company formation, team build etc

Grow Phase

The grow phase is focused on commercial scaling and go to market. This includes metrics, pricing, go to market strategy and scaling.

Innovation – Score /15

Q1. What is the problem your business is solving? (max 200 words)

Q2. Who are you solving it for? (max 200 words)

Q3. What makes you different? (max 200 words)

Impact - Score /15

Q4. Describe your target market and the scale of the opportunity (max 200 words)

Q5. If your venture has done all you could imagine 10 years from now, what would that impact look like? (max 200 words)

Q6. What's your go to market strategy and what are your thoughts on how you will scale the business? (max 200 words)

Experience - Score /15

Q7. Why did you (and your team) choose this problem or why are you passionate about this? (max 200 words)

Q8. What prior experience will you bring to bear to your business and the problem you're trying to solve? (max 200 words)

Q9. What is the most impressive thing about your organisation or team that makes you uniquely qualified to solve this problem? (max 200 words)

Program Fit - Score /15

Q10. What level of commitment are you prepared to put in, in the next 6 months in terms of time, resources, people, funding? (max 200 words)

Q11. What are the three biggest gaps, risks, or pain-points your organisation is currently facing? (max 200 words)

Q12. What is the one specific objective you'd want to achieve by being part of the program? (max 200 words)

Startup Total Score /60

Additional Material

The following additional material won't be independently assessed but can be submitted with your application to provide further detail on your startup. Choose and submit ONE of the following:

- Pitch deck (maximum of 8 slides)
- Video presentation up to two minutes