



Application for Accelerator Programme

September 2014



Entering the Australian market is a difficult venture. Your company needs to assess the market, establish a presence in the ideal location, build your networks and knowledge, and find the right customers. Significant time and money is spent even before you start gaining traction in the market.

It is an obstacle experienced by all New Zealand companies entering the Australian market.

To support a more seamless transition into the Australian market, New Zealand Trade and Enterprise (NZTE) and York Butter Factory (YBF) are collaborating to provide an opportunity exclusive to New Zealand's up and coming technology companies.

WHO IS YORK BUTTER FACTORY?

No, they don't make butter! Located in the heart of Melbourne CBD, YBF is the premier co-working space for Melbourne's high-potential, early-stage technology entrepreneurs.

YBF already hosts approximately 70 startups largely in the early-stage technology space, both in consumer internet and B2B.

There is a culture of collaboration, resource sharing and tough love. Tenants are curated with a view to fill the space with high-potential technology companies with a global ambition. YBF is backed by Adventure Capital, one of Australia's leading early-stage Venture Capital firms.





ACCELERATOR PROGRAMME SUMMARY

This Accelerator Programme is an opportunity for your company to be based at York Butter Factory in Melbourne for a period of up to six months.

Throughout the six months, your company will be part of a structured programme that includes mentoring, workshops, collaboration with other YBF members, pitch training and guidance from YBF experts that are highly experienced in supporting the development of rapidly growing technology companies in Australia.

From day one, your company immediately connects into York Butter Factory’s co-working space ecosystem, giving you:

- Mentoring and workshops with YBF’s technology and business experts
- Access to networks and events
- Access to YBF facilities, including network infrastructure, a work station, meeting rooms, kitchen facilities, printing and 24 hour access to the site
- Concept development services for events
- Access to YBF’s talent network, for sourcing of interns or permanent staff
- Mentoring from Alan Munro,

one of NZTE’s specialist Australian Beachheads advisors

- Access to a Melbourne-based NZTE Business Development Manager to support you in market with facilitating introductions and assisting with your company’s Australian market analysis.

NZTE will also subsidise 50% of the programme cost for the duration of the six months.

YBF, Adventure Capital and NZTE are committed to playing an active role in supporting your company for the duration of the programme to help you answer all your market entry questions, and to give your company assistance every step of the way.

For more details on the programme structure, please refer to page 4.

WHO SHOULD APPLY?

This programme will suit technology companies that are established in New Zealand and looking at Australia as a potential market opportunity.

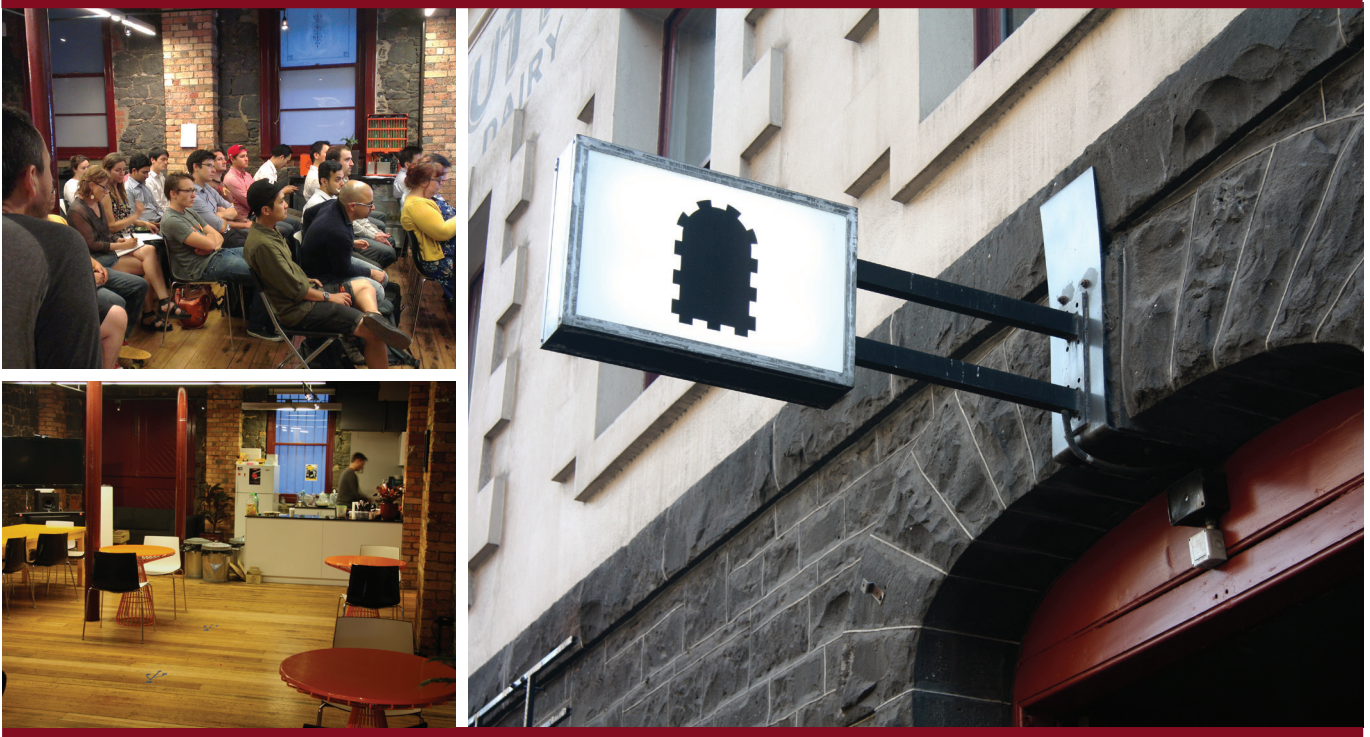
You’ll find answers to the following questions:

- What are the market opportunities in Australia?
- Does the market offer strong demand for my company’s solution?
- What is my value proposition in Australia?
- What is the competitive landscape?
- How do I build my network?
- What is the ideal price point for my company’s solution?
- How do I forecast my company’s growth over the next three years?
- How do I position my company to access capital?
- What are the regulatory requirements or obstacles in Australia that could impede my company’s establishment and growth?
- How do I develop my business model in Australia?



WHY JOIN THE PROGRAMME?

USUAL SCENARIO	PROGRAMME SCENARIO
Enter the Australian market independently	Enter the Australian market under the support of the YBF ecosystem and NZTE
Enters the market at your company's expense	NZTE will subsidise 50% of the programme cost for the duration of the six months
Find an office	Have a place to start work from day one
Sign a multi-year lease or setup with an expensive serviced office	A workstation at YBF is inexpensive and flexible, and your company pays for the time they are at the site on a monthly basis
Purchase all the necessary equipment, including printers, network infrastructure and furniture	No equipment or furniture to purchase. Your company has immediate access to equipment, 100Mbps internet connection, a work station and meeting rooms
Spend months, and even years, building up a solid network base	Immediately plug into an ecosystem of advisors, mentors, members and corporate partners that supports your company's establishment and growth in Australia
Attend events where possible	Direct access to over 200 events per year (YBF hosted over 200 events in 2013)
Learn about the Australian market on the fly	Your company is part of a structured, formal programme designed to accelerate your knowledge of the Australian market and the opportunities available
Practise and refine your company's pitch following customer meetings	Practice and refine your company's pitch to YBF's membership base through pitch night and in the programme workshops, where your company will receive honest and constructive feedback
Isolation and lack of diversity	Your company becomes part of a diverse group, with opportunities to collaborate with other technology companies from Australia and around the world
Limited NZTE support in market.	Direct access to a NZTE Business Development Manager to help facilitate introductions and support your market analysis. Mentoring from one of NZTE's Australian Beachheads Advisors.



SIX MONTH PROGRAMME

All participating companies will be expected to follow a formally structured programme of key milestones over a six month period that will support their growth and allow them to fully leverage YBF’s ecosystem. The diagram below identifies the time line and key milestones for each participating company.

START	MONTH 1	MONTH 2	MONTH 3	MONTH 4-6	FINISH
Commence 6 month programme.	Complete a *Workshop with a YBF expert focused on Business Development within the Australian context. Attend one **Office Hours session with a YBF expert Participate in Pitch Night. Attend a session with a NZTE Australia Beachheads Advisor.	Complete a *Workshop focused around pitching (communicating the idea, creating slide decks etc.) Attend one **Office Hours session with a YBF expert. Participate in Pitch Night (if haven’t already).	Complete one *Workshop with a YBF expert focused on either Digital Strategies (specific to customer acquisition) or Financial Projections (focusing on excel modelling). Attend one **Office Hours session with a YBF expert. Participate in Pitch Night (if haven’t already).	Conduct a Review Session with NZTE and plan the next three months accordingly. Implement recommendations from the Review Session. Attend a second session with a NZTE Australia Beachheads Advisor. Opportunity to apply for an ***Aurelius Digital event.	Review programme with NZTE, and determine next steps.

NZTE SUPPORT FROM START TO FINISH

***Workshops** will be organised by YBF and will be exclusive to New Zealand technology companies participating in the programme.

****Office Hours** sessions are one-on-one sessions with a YBF expert, every Friday. This can range anywhere from a five minute chat to a 30 minute discussion about a specific problem your company is facing.

*****Aurelius Digital** is an invitation only angel investment network dinner held quarterly. The dinners each feature three high-growth potential tech startups who pitch to a room of pre-qualified angel investors. The dinners have previously played host to the final pitches for the Startmate and AngelCube incubator programmes, as well as a number of other high-profile Australian startups.

YOUR INVESTMENT

Cost of programme: The total cost for the six months is NZ\$9,756, and NZTE will subsidise 50%. Therefore, the cost to your company will be NZ\$813 plus GST per month (NZ\$4,878 + GST for six months).

Duration: Six months.

Dates: Applications can be submitted at any time. Starting dates vary and will depend on places available.

YORK BUTTER FACTORY'S MANAGEMENT TEAM



Stuart Richardson

Founder & Managing Partner
B.Eng (Aero), UNSW
M.Mgt/Eng.Science, UNSW
Executive MBA, MGSM
Stanford Executive Program,
Stanford USA

Stuart is Founder and Managing Partner of Adventure Capital and architect of the supercharged ecosystem surrounding it. He is Co-founder of Aurelius Digital, York Butter Factory and Equiem, and Founding investor of breakout technology businesses Axiflux and 121cast. Stuart is also an Advisor, Board Member and Mentor to numerous entrepreneurs and their early-stage technology businesses.

As an experienced Executive and Entrepreneur, Stuart has extensive experience in creating, leading and guiding companies through periods of rapid growth and significant transformation leveraging technological and organisational change.



Darcy Naunton, CFA

General Partner
M.App.Fin, Monash
B.Sci/B.Comm, UWA

Darcy Naunton, CFA is a co-founder and Partner of Adventure Capital, providing analytical expertise and a deep knowledge of capital markets and economics. He is also Managing Director of the York Butter Factory co-working/incubator space where he works closely with seed-stage tech startups.

Darcy was previously an Investment Analyst at a major asset consultancy firm, where he provided portfolio construction and asset selection advice to large institutional investors. He first began working in the financial services industry in 2004 as a paraplanner at a private financial planning firm.

SPECIAL CONSIDERATIONS

Should you be accepted into the programme, the following special considerations will apply, along with our standard terms and conditions.

- Participating companies are expected to complete a six month programme at YBF. However, NZTE understands that there are circumstances where companies may withdraw from the programme, including (but not limited to):
 - The company intends to move into their own office in Australia prior to the end of the six month duration
 - The company has determined their product/service has no commercial viability in Australia.
- If your company needs to withdraw before the six month programme ends, you will not be charged for any months not paid for. However, you are required to provide 30 days' notice if you need to withdraw from the programme
- Where a company provides notice to withdraw from the programme, any payments already made will not be refunded to the participant
- Participating companies will be billed directly by NZTE, on a month-to-month basis
- Invoices will be sent to participating companies 30 days in advance of the upcoming monthly period. All invoices must be paid in full 10 business days prior to the start date of the upcoming monthly period. Any invoices not paid by the due date may result in your position being offered to another applicant
- For the duration of the six month programme, NZTE will subsidise up to two people based at YBF. Additional staffing requirements for your company needs to be discussed separately with YBF, and will be at your company's expense
- NZTE will only provide a 50% subsidy for the first six months that the company is located at YBF. If a participating company intends to stay longer than six months, they need to arrange this separately with YBF, and all costs will be borne by the company itself
- NZTE does not cover any additional expenses including any costs relating to (but not limited to), flights, accommodation, meals, and other living expenses. Any such expenses are the responsibility of the participating company
- As NZTE is co-funding the programme, but is not providing the services, the participating company will also have to comply with any requirements and conditions that YBF may require of the participant
- NZTE reserves the right to replace the participant at any time, where NZTE considers that the participant is not taking appropriate steps to meet the programme milestones.

APPLICATION FORM

NEW ZEALAND TRADE AND ENTERPRISE ACCELERATOR PROGRAMME



ASSESSMENT CRITERIA

We will be assessing your application against the following broad criteria:

1. Hunger and Ambition

- Demonstration of company growth in New Zealand
- Track record of successful delivery.

2. Capability and Capacity to Grow Internationally

- Ability to fund growth, or access capital
- Unique selling proposition
- Solid and scalable business model
- Management capability/experience.

3. International Growth Strategy

- Evidence of previous market analysis of Australia
- Roadmap for Australia (goals/key milestones over a 3-5 year period).

4. Willingness to Engage

- Receptiveness to the support and advice provided by YBF and NZTE
- Willingness to participate in the programme activities.

Please keep this assessment criteria in mind when providing the following information to support your application.

SUBMISSION DETAILS

Please provide the following details in a Word/PDF/Powerpoint format along with this application form:

1. Why are you interested in this opportunity?

(max. 300 words)

2. How many people would your company base at YBF?

Please note: NZTE will only subsidise up to two people. Additional staffing requirements need to be discussed separately with YBF.

3. What dates could your company commence the programme?

- | | | |
|--------------|--------------|--------------|
| • Immediate | • 2-3 months | • 4-5 months |
| • 1-2 months | • 3-4 months | • 6+ months |

4. Please attach a slide deck to your application, which addresses the following:

- The problem and why it's worth solving
- Solution / value proposition
- Summary of management team and capability
- Overview of business model
- Market analysis (market size, market trends, competition, target market etc.)
- Pricing model
- Strategic growth and roadmap (address this in an Australian context)
- Summary of previous access to capital / ability to raise capital
- Amount you are looking to raise (if applicable)
- Success stories

APPLICATION DETAILS

Company name	<input type="text"/>		
Formation date	<input type="text"/>		
Contact name	<input type="text"/>		
Position/Title	<input type="text"/>		
Address	<input type="text"/>		
City	<input type="text"/>	Postcode	<input type="text"/>
Telephone	<input type="text"/>	Mobile phone	<input type="text"/>
Email	<input type="text"/>		
Website	<input type="text"/>		

DECLARATION

I understand that my application will be assessed by NZTE and, should my application be shortlisted, by YBF and AC. I consent to my application being assessed by those parties. I also confirm that the information contained in this application is accurate and complete.

Full Name	<input type="text"/>	Date	<input type="text"/>
Signature	<input type="text"/>		

Please complete and email to: **Chris Romano**, Business Development Manager, Technology, Melbourne.
Email: chris.romano@nzte.govt.nz Phone: +61 3 9678 0206