

LAUNCHVIC STRATEGY 2024-2028

LaunchVic is building the capability and confidence of Victorians so they have the skills to start, grow, invest in, or work for globally impactful tech startups.

Purpose	To drive the long-term success of Victoria's startup sector		
Goals	Unlock early-stage investment	More successful startups and scaleups	More high value jobs
Strategic Priorities	Drive awareness and advocacy through: <ul style="list-style-type: none">• Awareness Campaigns to raise awareness• Events, including the Victorian Startup Gala and the Governor of Victoria Startup Awards• Victorian Innovation Missions to connect SMEs and corporates with startups• Ecosystem research and monitoring	Help founders and their teams start, grow and scale global businesses: <ul style="list-style-type: none">• Start: Increase no. of Victorian startups through pre-accelerators, university accelerators and CivVic Labs• Grow: Support early-stage startups to grow, through accelerators• Scale: Help startups scale through Basecamp (new program) and 30X30	Continue to develop the private early-stage investor landscape: <ul style="list-style-type: none">• Establishing new Angel networks and early-stage VC funds• Educating investors on startup investments• Continuing to operate and seek further funding for the Alice Anderson Fund (women) and Hugh Victor McKay Fund (AgTech)
KPIs	Investment Activated	Startups Supported	Jobs Created