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# BASECAMP

Program Guidelines

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## PROGRAM OVERVIEW

Basecamp is a new program from LaunchVic for seed to series A founders looking to attract quality executive talent.

LaunchVic's research has uncovered a critical capability gap among early-stage founders who are poised to make their first big hires, but not sure how to proceed. These founders need guidance in crafting a strategic hiring roadmap, finding quality talent they can trust and delegate to, and setting up executive hires for long-term success in the role.

Basecamp is addressing this skills gap through a no-cost program for Victoria's most promising early-stage startups. The program will enable founders to attract and develop the talent crucial for their growth but also ensures that their first hires will thrive in fulfilling roles with clear paths for advancement.

You'll learn from industry experts who have scaled unicorns, and they'll teach you how to:

- Create a strategic hiring roadmap for HR, Finance, Operations, Sales and Growth to ensure you're set up to recruit the right skills at every stage of growth, and understand how to prioritise your hiring process against other priorities for your startup
- Hire experienced executive talent that you can trust and delegate to
- Build and manage a high-performing team that drives results

The program will also leverage LaunchVic's extensive networks to profile startups and their founders through media and marketing opportunities through LaunchVic's multi-faceted communications channels.

This is a fully subsidised program by LaunchVic. LaunchVic does not take an equity stake in the companies.

To be considered, companies must have claimed their profile on LaunchVic's startup database powered by Dealroom.co, which is free and fast to set up.

To claim your Dealroom profile, [click here](#).

## WHAT TO EXPECT

The program has two streams of support.

### Learning and Development

1. **Executive Coaching and Mentoring:** Founders will take part in an executive education program of coaching and mentoring with experienced industry experts who have scaled unicorns. The cohort will work together across functional areas, learning from Finance, Operations, HR, Sales and Growth leaders. As well as additional mentoring opportunities outside the program days to expand on the lessons learned, and to develop an alumni network that extends beyond the program
2. **Cohort Engagement:** Ongoing events to ensure the alumni of Basecamp continue to solve scaling problems together, during and post program.

### Promotion

1. **Profiling:** At LaunchVic we believe we should celebrate our best and brightest founders to help other founders and their teams to 'be what you can see'. Where possible, we will leverage our own media opportunities to profile your startup and the people behind it.
2. **Networking:** Where possible, LaunchVic will leverage its networks to support access to opportunities for your startup, including those supported by Government and other programs in the LaunchVic portfolio.

## TIME COMMITMENT

The CEO/Founder will be required to commit to each program day, attend in person sessions at a Cremorne location, which include all events and program sessions detailed within the "Program Timeline" section.

Participation in every program session is expected and required.

## DEFINITIONS

The below definitions apply to this application process.:

- **A Startup** is a technology-based business with high impact potential, that uses innovation and/or is addressing scalable markets. Their product/service/platform/ hardware is driven by technology. Examples of technology include software/ applications, artificial intelligence (AI), blockchain, advanced manufacturing & robotics, Internet of Things (IoT), big data analytics, augmented /virtual reality, 3D printing, advanced materials, genomics & life sciences (including biotech & medtech) and autonomous vehicles.
- **Capacity** is a qualitative assessment of whether the applicant has the bandwidth to participate and implement ideas covered in the program. Over the program's duration, the CEO/Founder will need to attend events/sessions in person, based on the "Time Commitments" section mentioned above.
- **Velocity** is a measure of annual growth rate from the startup's founding year until 2025. The growth trajectory measures assessed are the revenue and employee number increase, which are submitted by the Applicant in the Application Form.
- **Victorian-based** means the Startup must be a Victorian registered and headquartered company. The founder / CEO must also have a primary residence in Victoria.

## ELIGIBILITY

To be eligible to participate in this program a Startup must meet each of these criteria.

1. The startup must meet LaunchVic's definition of **Victorian-based**.
2. The **Applicant/Participant** must be the Founder or CEO.
3. The startup must meet LaunchVic's definition of a Startup, and meet at least one of the following measures of **size**:
  - a. Having raised a single venture capital round in excess of AU\$1.5 million; or
  - b. Revenue of at least AU\$100,000 per month; or
  - c. Successfully graduated from an accelerator; or
  - d. A team of 10+ employees but less than 50; or
  - e. A valuation of greater than *AU\$5million* but less than *AU\$30million*

If you're unsure if you meet the eligibility criteria, or have questions about your eligibility, please email [programs@launchvic.org](mailto:programs@launchvic.org)

4. **Funding/Runway:** As Basecamp requires both a commitment of time and focus during and post program to implement ideas, each startup must have at least 12 months runway from the start of the program.
5. **Adheres to Victorian Government Policy on ESG Prohibited Activities:** The Business must not be involved with:
  - a. Tobacco or tobacco-related products;
  - b. Cluster munitions and other controversial weapons;
  - c. Thermal coal;
  - d. Gambling;
  - e. Logging of old growth forests;
  - f. Uranium;
  - g. Unregulated animal testing;
  - h. Live cattle and/or sheep exports; or
  - i. Fracking.

## SELECTION CRITERIA

Eligible startups will be assessed through a selection process based on the following factors.

1. **Velocity:** Velocity is a percentage measure of annual growth rate from founding year until 2025 (full year forecast). The growth trajectory measures assessed are the increase of revenue and employee numbers, and is ranked and compared to other applicants.
2. **Capacity:** Capacity of the founder to participate in the program and implement ideas. Each startup will provide written feedback in the application on their ability to commit to the program, including disclosing when they next plan to fundraise. This is a qualitative assessment based on a video and written submission;
3. **Need:** A qualitative assessment of how much each startup needs the support that the program provides. Each startup is required to provide a video response (max 10 mins) to questions about:
  - a. The current challenges the Founder currently faces;
  - b. How the leadership team (if any) currently functions; and
  - c. The startup's long term goals, strategy process and framework.
4. **LaunchVic assessment of support:** LaunchVic will assess the startup through a lens of how much direct support can be provided by LaunchVic's existing networks and connections. Priority will be given to companies that LaunchVic is confident it can add value to within the next 12 months

Assessment is based on the video and written submissions and consideration of how well the program can support the startup's current and future needs

## TIMELINE

### Application Process Timeline

Date	Stage
Monday 3 <sup>rd</sup> February 2025 10:00am	Expressions of Interest open
Tuesday 11 <sup>th</sup> February 2025 11:00am	Information Session and office hours for potential applicants
Monday 24 <sup>th</sup> February 2025 1:00pm	Expression of Interest close.
Tuesday 25 <sup>th</sup> February 2025	Eligible startups will be invited to submit a written and video application
Wednesday 19 <sup>th</sup> March 2025 1:00pm	Applications close for eligible startups
Tuesday 1 <sup>st</sup> April 2025	Shortlisted Applicants invited for an interview
Tuesday 8 <sup>th</sup> , Wednesday 9 <sup>th</sup> or Thursday 10 <sup>th</sup> April 2025	Shortlisted Applicants 15-minute online interview
Friday 11 <sup>th</sup> to Thursday 17 <sup>th</sup> April 2025	Successful applicants notified and contracted

### Program Timeline

Date	Event / Program
Tuesday 22 <sup>nd</sup> April to Tuesday 6 <sup>th</sup> May 2025	Founder onboarding 1-2 hours at a mutually agreed time at the startup's office
Wednesday 7 <sup>th</sup> May 2025 4pm to 7pm	Kick-Off Event
Thursday 8 <sup>th</sup> May 2025 9:00am to 4:30pm	Program Day 1
Thursday 15 <sup>th</sup> May 2025 9:00am to 1:00pm	Program Day 2
Thursday 22 <sup>nd</sup> May 2025 9:00am to 1:00pm	Program Day 3
Thursday 29 <sup>th</sup> May 2025	Break Week
Thursday 5 <sup>th</sup> June 2025 9:00am to 1:00pm	Program Day 4
Thursday 12 <sup>th</sup> June 2025 9am to 1:00pm	Program Day 5

19th June 2025, 9am to 4:30pm	Program Day 6
19th June 2025 5.30pm to 7.30pm	Event: End of cohort celebration
23rd to 27th June 2025	Mentor Session Mentoring & Planning session at a mutually agreed time

Participation in every Program session is expected and required. Applicants who are not accepted into Cohort 1 will be notified and may still be entitled to apply for any subsequent Cohorts

## EXPRESSION OF INTEREST

To express your interest in participating in the Basecamp program, please visit <https://launchvic.org/programs/basecamp> from 3<sup>rd</sup> February to 24<sup>th</sup> February 2025.

## QUESTIONS?

If you have a question regarding the expressions of interest form, eligibility, or anything to do with the Basecamp program, please email [programs@launchvic.org](mailto:programs@launchvic.org). Relevant questions and answers will be posted on the LaunchVic website via the Frequently Asked Questions.