

MEDIA RELEASE



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30X30 PROGRAM BACKS THE NEXT WAVE OF TECH UNICORNS

Nine of Victoria's top emerging startups have been selected to participate in 30X30, LaunchVic's new program that is on a mission to see 30 Victorian startups reach unicorn status by 2030.

Supported by mentors who have scaled the HR, Operations or Finance functions at top startups like Atlassian, Canva, Bumble and SafetyCulture, the program is helping Victorian scaleups build world-class back-office operations to contend with massive growth.

The program also supports new market entry for exporters through a partnership with the Victorian Government's Trade Agency, Global Victoria.

LaunchVic Chair Leigh Jasper said one of the biggest challenges facing rapidly growing scaleups is to have the time to develop the HR, Operations and Finance leaders.

"30X30 enables scaleup founders to focus on their strategic growth while the leadership team gets coaching and mentoring from experienced peers who have previously scaled tech companies."

LaunchVic CEO Dr Kate Cornick said supporting scaleups to become Victoria's next unicorns represented a significant economic opportunity for the State.

"To date, just 20 Victorian unicorns have created more than \$100 billion of value between them – so we have a vested interest in supporting this growth.

"The first cohort of LaunchVic's 30X30 program is a really exciting list of scaleups with strong 'unicorn' potential," she said.

The 30X30 program has just commenced and two further cohorts will run in 2023 and 2024.

Scaleup founders can learn more at: launchvic.org/30x30

The full cohort includes:

- **Bare**, a high-quality and affordable cremation service

- **Buildkite**, a platform for running fast, secure and scalation continuous integration pipelines on infrastructure
- **Carbar**, Australia's #1 car subscription website
- **HammerTech**, a leading construction company safety software platform
- **InternMatch**, the world's #1 platform for internships
- **July**, Australian-made luggage and travel accessories with unique production technology
- **Mr Yum**, Australia's leading mobile food ordering, payments and marketing platform.
- **Nutromics**, revolutionising precision medicine through Continuous Molecular Monitoring
- **Seer Medical**, reimagining how people undergo long-term monitoring of epilepsy, sleep and cardiac conditions

About LaunchVic

LaunchVic is Victoria's startup agency. Our role is to fuel the growth of Victoria's startup ecosystem.

We do this by building the confidence and capability of Victorians to create, scale and invest in startups.

We were established by the Victorian Government in 2016.

Ecosystem facts

- In 2022 Melbourne has overtaken (in value) peer ecosystems including Hong Kong, Dublin, Barcelona, Kuala Lumpur, Jakarta and New Zealand.
- Melbourne's early-stage Ecosystem Value has more than doubled in a year – up 126% from \$10.5B (AUD) to be worth \$23.6B (AUD).
- Victoria is home to more than 2,650 startups – companies that use innovative business models and technology to grow fast and service global markets.
- As of June 2022, Victorian startups, scaleups and unicorns have created 58,572 jobs in the State.

To find out more, visit www.launchvic.org

