



Environment,  
Land, Water  
and Planning

# CivVic Labs Challenge Program Guidelines

## OVERVIEW

Run by the Victorian government's startup agency, LaunchVic, CivVic Labs is a six-week program that connects startups and the public sector to help solve real world challenges identified by government. CivVic Labs:

- Enables new and emerging startups with potential solutions or ideas for solutions to the challenge to connect with government; and
- Facilitates an agile co-design process between the public and private sector to support startups to identify product market fit.

CivVic Labs presents a huge opportunity for new founders and early-stage startups to work closely with key government departments as they develop their startup. We're looking for new ideas and approaches that address the Department of Environment, Land, Water and Planning (DELWP) challenge statement outlined below.

On offer is:

- \$15000 in equity-free funding to each startup to participate and refine their solution;
- An opportunity to learn and apply lean startup and co-design principles alongside experts and government; and
- Potential to be one of two startups that receive a further \$35,000 in equity-free seed funding to build their solution at the conclusion of the CivVic Labs program.

## OVERVIEW OF THE CHALLENGE

For this challenge, DELWP is seeking digital energy solutions from innovators and startups to help solve some of Victoria's most pressing energy problems.

With the rapid uptake of distributed energy resources (e.g., rooftop solar and batteries) and an electricity grid transitioning to renewables, it has become increasingly more complex for consumers to take advantage of their affordable clean energy or know how to get the most out of their energy use. At the same time, many Victorian energy consumers, such as low-income households and those who live in rental properties, are currently unable to access renewable technologies, such as rooftop solar, leaving them locked out of the sustainable energy transition.

There is also development at a national level to make energy data available and support a digital transformation of energy sector through the Consumer Data Right (CDR) in Energy reforms, which will enable consumers to share their energy use data more easily and safely to third parties. CDR in Energy is a significant future opportunity to easily access and utilise rich smart meter data to solve the challenges outlined above.

## THE PROGRAM / CIVVIC LABS CHALLENGE STATEMENT

How might we provide digital solutions to help Victorian consumers (households and/or businesses) improve their energy consumption or access reliable, clean, and affordable energy.

### **This might include:**

- Using smart meter data to better engage Victorian households to improve their energy use and reduce their energy costs, especially during peak energy demand periods (such as a very hot summer day);

- Using digital solutions to create equitable ways of sharing renewable solar energy with those that cannot access affordable green energy;
- Providing a one-stop-shop for renewable energy and energy efficiency upgrade services for households and businesses;
- Providing a digital platform to analyse household solar energy generation, battery storage and energy use and give recommendations to ensure the clean energy generated is fully utilised and not wasted;
- Enable more locally generated renewables (e.g., from rooftop solar) to be utilised within the neighbourhood e.g., consumer-to-consumer or business-to-business platform; or
- Any other digital or data-led innovation that enables the Victorian consumer to access clean affordable energy, more easily manage their home/business energy use or costs.

## WHAT TO EXPECT

LaunchVic is seeking to admit 10 startups or startup entrepreneurs to the program. There is no fee for participation. Rather, participant teams will receive \$15,000 on completion of the program.

The program is structured to cover topics such as lean startup, codesign, and hypothesis testing, delivered by startup experts. Additionally, you will be able to spend time with the Energy sector subject matter experts as well as government policy makers. The program is designed to assist innovators in their solution design in the following ways:

- Providing access to consumer energy data (de-identified), such as the data that will be provided through the Consumer Data Right (CDR) access;
- Providing access to Energy sector subject matter experts with policy and regulation knowledge and energy data know-how; and
- Facilitating conversations with contacts that work for large energy retailers, energy network service providers and energy consumer advocates.

At the conclusion of the program, a judging panel will select up to two startups that receive \$35,000 in equity-free seed funding to iterate their solution further.

Successful applicants are expected to attend the program in person for 8 days of programming over 6 weeks (see Program Schedule) as well as commit to additional work outside of sessions to progress their ideas.

CivVic Labs is perfect for aspiring or early-stage founders to build and test new startups. All participants will be idea-to-early stage (see below definition) to ensure their journey is with like-minded entrepreneurs. We're looking for ambitious founders who recognise the value of CivVic Labs to help accelerate their startup journey

## TIMINGS

Startups must have capacity to participate in the program in-person. This includes a commitment of a minimum of eight full days (9:00am – 5:00pm), followed by a Showcase Event (see Program Schedule for more details). Additional time outside of scheduled workshops will also be required to develop and refine your solution.

## DEFINITIONS

The below definitions apply to this application process:

- **A Startup** is a young technology-based business that uses innovation to scale rapidly and capture market at a high velocity. Examples of technology include software/apps, 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.
- A startup that is **Idea-to-Early Stage** must either be:
  - working on an idea that has not yet been fully developed or launched in market; or
  - testing a prototype in-market, without a significant customer base or revenue.
- The **Applicant** must be the Founder, though multiple participants in the same team may be accepted into the program.
- **Victorian-based** means the Startup must either be a Victorian registered and headquartered company or the Applicant (in the case of a startup that has not yet registered an ABN) must be domiciled in Victoria.

## ELIGIBILITY

If you are eligible and have a startup idea aligned to the challenge, CivVic Labs can help you make it a reality.

To be eligible to participate in CivVic Labs, a startup and/or startup entrepreneur must meet each of these criteria:

1. **Victorian-based;**
2. **Stage:** Meet LaunchVic's definition of an Idea-to-Early-Stage startup
3. **Participation:** must commit to participating in the Program, and related activities
4. **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

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

1. **Action and Alignment:** This is a measure of how well the applicants' proposed solution responds to the challenge outlined in this document (weighted 25%);
2. **Impact:** Does the applicant have a clear understanding of the challenge and how does the proposed solution meaningfully address the challenge outlined in this document? Is it realistic and feasible? (weighted 15%);
3. **Applicant's Capability & Capacity:**
  - a) Is the applicant capable of delivering their solution (weighted 25%);
  - b) Does the applicant have the capacity to focus on their solution during the program? (weighted 10%)
4. **LaunchVic Assessment of Support:** LaunchVic will assess how much direct value might be realised through the program by the applicant. Priority will be given to applicants that are keen to participate in co-design and are open to iterating upon their solution (weighted 25%).

If an applicant is shortlisted, they will be required to submit a 3-minute pitch video and participate in a 15-minute interview.

## TIMELINE

The Application Process includes an initial Expression of Interest, with applicants that complete the EOI invited to submit a full Application.

Following the Shortlisting Process, successful applicants will be invited to participate in the program and will be required to confirm their participation via a signed contract. Contracts must be signed and returned to LaunchVic as per the schedule outlined in the Timeline below.

<b>Date</b>	<b>Activity</b>
5 October 2022	Challenge Launch Event
5 October 2022	Expression of Interest Open
18 October 2022 – 31 October 2022	Information session and office hours for potential applicants
31 October 2022	Expression of Interest Close
1 November 2022	Applicants that have completed an EOI are invited to submit an Application
24 November 2022	Applications Close
29 November 2022	Shortlisted applicants invited to Submit Video Pitch and Interview
29 November 2022	Unsuccessful applicants notified
2 December 2022	Video Pitch Due
5-6 December 2022	Interviews with Shortlisted applicants
21 December 2022	Selected applicants notified
21 December 2022	Applicants not selected notified
22-23 December 2022	Selected applicants contracted to participate in the program
January 2023	Program Orientation
8 February 2023	Program Commences
15 March 2023	Program Ends
23 March 2023	Showcase Event
After 24 March 2023	2 Recipients of additional Seed funding are announced

## PROGRAM SCHEDULE

Program Day's will be held in person within the Melbourne CBD.

Date	Time	Activity
Wednesday 8 February	9:00am – 5:00pm	Program Day #1
Thursday 9 February	9:00am – 5:00pm	Program Day #2
Wednesday 15 February	9:00am – 5:00pm	Program Day #3
Wednesday 22 February	9:00am – 5:00pm	Program Day #4
Wednesday 1 March	9:00am – 5:00pm	Program Day #5
Thursday 2 March	9:00am – 5:00pm	Program Day #6
Wednesday 8 March	9:00am – 5:00pm	Program Day #7
Wednesday 15 March	9:00am – 5:00pm	Program Day #8
Tuesday 21 March	9:00am – 12:00pm	Showcase Rehearsal
Thursday 23 March	5:30pm – 7:30pm	Showcase Event

## MORE INFORMATION

For more information about expressing an interest or to apply to CivVic Labs, please visit <https://launchvic.org/general/civvic>

## QUESTIONS?

If you have a question regarding expression of interest form, eligibility, or anything to do with the CivVic Labs, please email [civvic@launchvic.org](mailto:civvic@launchvic.org).

Relevant questions will be posted on the LaunchVic website via the Frequently Asked Questions.