

LaunchVic Strategy

2021-2024

LaunchVic is Victoria's startup agency. We were established by the Victorian Government in March 2016 as an independent agency responsible for growing the State's startup ecosystem. LaunchVic's role is to drive the long-term success of Victoria's startup ecosystem recognising the valuable contribution successful startups have on the economy through the creation of high value jobs and gross revenue for the State.

Through our work we are driving improvements in the startup investment landscape by developing the angel investor and early-stage venture capital markets in Victoria; supporting programs that build founder, investor, and talent capabilities; and continuing to drive awareness and advocate for startups. For more information visit launchvic.org

Purpose **To drive the long-term success of Victoria's startup sector**

- Goals**
- Unlock investment capital
 - More successful startups
 - Create high value jobs

Strategic Priorities

1. Catalyse early-stage startup investments

- 1.1 Governance and oversight of the Victorian Startup Capital Fund (Fund of Funds)
- 1.2 Design and delivery of the Women's Angel Sidecar Fund
- 1.3 Ensure LaunchVic investments, where appropriate, generate a Return on Investment (ROI) to reinvest back in the ecosystem.

2. Support programs that grow more scaleups

- 2.1 Support and upskill founders
- 2.2 Support and educate investors
- 2.3 Support and develop talent
- 2.4 Government procurement (CivVic Labs)

3. Drive awareness and advocacy

- 3.1 Campaigns to raise awareness
- 3.2 Policy research and advocacy for e.g. early-stage tax incentive scheme
- 3.3 Ecosystem research and monitoring

LaunchVic KPIs

- Investments activated in Victoria
- Startups supported
- Jobs Created
- ROI
- Awareness