LaunchVic Expression of Interest Guidelines
SUPPORT FOR REGIONAL VICTORIAN STARTUP ENTREPRENEUR PROGRAMS
Building a Vibrant Regional Victorian Startup Community

OVERVIEW & OBJECTIVE

LaunchVic has proudly supported the development of regional startup ecosystems. However, there is more work to do - only 3% of founders identify as regional despite 25% Victoria's population living the outside of Melbourne. We want to build a vibrant regional Victorian startup community by helping early-stage ecosystem development activities in regional centres.

LaunchVic is inviting Expressions of Interest from New and Existing organisations recommending the areas of programming required to grow their local startup ecosystem with the objectives of:

- Encourage startup ecosystem development activities in regional Victoria;
- Encourage people to consider a pathway into the startup ecosystem
- Increase the number of early-stage startups being created in regional Victoria.

Programs currently funded by LaunchVic that operate in regional Victoria and are seeking re-funding, as well as consortia proposals will be considered. The successful EOI applicants will be invited to submit a detailed Request for Proposal (RFP). Successful RFP applicants will receive funding of between $50,000 and $300,000 (exclusive of GST) over 1-2 years. Funds can be used for Operating Costs.

DEFINITIONS

- **Regional Victoria** includes 48 regional and rural council areas across Victoria that are covered within the five regions of Barwon South West, Gippsland, Grampians, Hume and Loddon Mallee. Programs in Metropolitan Melbourne are not eligible for this EOI.
- **Startups** are young technology-based businesses that use innovation to scale rapidly and capture global markets. Examples of technology include: software/app, artificial intelligence (AI), blockchain, web3 and NFTs, advanced manufacturing & robotics, Internet of Things (IoT), big data analytics, augmented/virtual reality, 3D printing, advanced materials, genomics & life sciences (including BioTech and MedTech) and autonomous vehicles.
- **Startup Entrepreneurs** are individuals who have an idea for a Startup and seeking to launch a Startup and register (or have registered) their Company via ASIC in the State of Victoria.
- **Startup Programs** can include meetups, events, hackathons, education courses, mentoring, bootcamps, incubator programs and pre-accelerator programs. Other programs outside of this list will also be considered, but applicants will need to demonstrate how they contribute to the growth of an early-stage startup ecosystem.
- **Pre-Accelerator** is a program targeted at Startup Entrepreneurs who have an idea for a startup and want to establish a business and develop an MVP. The program runs for a designated period of time,

and participants 'graduate' from the program having followed a set methodology. A pre-accelerator program can provide a pathway to an accelerator program.

- **Operating Costs** include staff salaries, event costs, insurance, accounting and legal costs, marketing and promotion costs.

ELIGIBLITY

To apply, applicants must meet the following general eligibility criteria:

1. **Program Focus** The proposed program must support Regional Victorian Startup Entrepreneurs (over the age of 18) and Regional Victoria startup ecosystem development by delivering Startup Programs and/or Pre-Accelerators.

   Applications that do not propose Startup Programs for Regional Victorian Entrepreneurs will not be considered.

2. **Applicant Experience** Applicants that are eligible include a delivery team that has experience working with and delivering similar programs for startups and/or startup entrepreneurs, or other relevant program delivery experience, including experience working with regional and rural communities.

3. **Type of Organisation** The types of organisations that are eligible to apply include a:
   a) Registered company/organisation headquartered in the State of Victoria; or
   b) Registered company/organisation with an office in the State of Victoria; or
   c) Registered company/organisation located outside the State of Victoria (in Australia) proposing a program to be delivered in the State of Victoria; or
   d) An experienced delivery team who has expertise delivering similar programs that agrees to setup a new company to primarily run Startup Programs and register the new entity in Victoria before contract execution.

   Please note a company/organisation with an Australian Business Number (ABN) is defined as 'registered'. Not-for-profit organisations can apply. If you are unsure about your eligibility please contact the LaunchVic Grants Team

4. **EOI Amount** Applications between $50,000 and $300,000 (plus GST) are eligible.

   Application submission must be via the LaunchVic online application system before the closing date and time to be eligible.

KEY ASSESSMENT CRITERIA

Applicants are required to address the following Key Assessment Criteria via the LaunchVic online application system. Included below are the required responses and the maximum word count for responses.

	Criteria	Response
1. Overview	a) Describe the proposed Startup Programs and/or Pre-Accelerator including details on the type of program, delivery model and content, number of participants and target audience.	500 words
	b) Outline why LaunchVic funding is required.	100 words
2. Market Need	Outline the local startup ecosystem, its stage of development and why the Startup Program is required at this time. Describe who will benefit from the program and how you will recruit participants into the program.	500 words
3. Experience and expertise	a) Outline the applicant's (organisation) background, relevant experience and types of program delivered by the organisation and/or delivery team in the past, including experience working with regional and rural communities.	250 words
	b) Outline how the organization will leverage existing local communities (such as local councils, co-working spaces) to help increase interest in the Startup Program and deliver value to local communities.	200 words
4. Finance	a) Provide details on the following: i) Funding amount requested from LaunchVic *Optional (evidence not required for EOI)* ii) Cash and/or in-kind contributions by the Applicant. iii) Cash and/or in-kind contributions by Partner Organisations.	Numbers Upload
	b. Budget: Provide a simple budget for the project (complete the budget table), including income and expenditure. Stage 2 will require a more detailed budget breakdown. Expenditure of the LaunchVic Grant can only be used for Operating Costs.	Table

ASSESSMENT AND SELECTION

Eligible EOI applications will be evaluated against the Key Assessment Criteria by an "Assessment Panel" (comprising at least three LaunchVic staff). Applicants may be required to provide additional information as part of the application process. LaunchVic may appoint external members with experience in the sector to be a member of the Assessment Panel and assess applications. The selected applicants will be determined by the LaunchVic Assessment Panel and their decision is final.

All applications are made at the applicants' own cost and will not be reimbursed, whether the application is successful or unsuccessful.

Selected EOI applicants will be invited to submit a Request for Proposal (RFP), to provide more detail on the Startup Programs and evidence to support claims in the EOI. The RFP will be supplied directly to selected EOI applicants by LaunchVic. RFP Applications will be assessed and contracted on a rolling basis.

APPLICATION FORM

To register your interest in applying, preview and start your EOI application form please go to the LaunchVic online application system.

Applicants will be required to: confirm eligibility, enter applicant details (main and secondary contacts) and organisational details including ABN and address. Applicants need to provide a summary of the Startup Programs and address the Key Assessment Criteria and complete the Declaration.

KEY TIMINGS

Indicative timings for this program include:

- EOI Open: 16 June 2022
- EOI Closes: 10am 21 July 2022
- Information Session: 23 June 2022
- EOI Outcomes: advised via email w/c 1 August 2022
- RFP Outcomes: announced via LaunchVic Website as contracted

QUESTIONS?

If you have a question regarding this program, please email **grants@launchvic.org**. Relevant questions will be posted on the LaunchVic website under the Frequently Asked Questions (FAQs), refer to the funding page for link.

GRANT ROUND GUIDELINES CHANGE REGISTER

NUMBER	SECTION	CHANGE DESCRIPTION SUMMARY	DATE CHANGE ISSUED
1	Title	Changed EOI from 'Support for Regional Victorian Startup Entrepreneurs' to 'Support for Regional Victorian Startup Entrepreneur Programs'	6 July 2022