

# MEDIA RELEASE

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## MAPPING THE PATH TO STARTUP SUCCESS

LaunchVic, in partnership with Startup Victoria and Dandolo Partners have today announced that they are mapping Victoria's startup ecosystem to build a profile of Victorian startups and scaleups.

The survey, funded through LaunchVic's Round 1 funding, is focused on capturing data about startups that are using innovation to tackle scalable markets.

Set to be the most comprehensive survey on the Victorian startup ecosystem to date, the survey is targeting startups from all sectors – not just technology – and all stages of development.

The survey aims to capture information about local success stories to help LaunchVic better communicate the breadth and scale of activity taking place in Victoria.

Putting Victoria's startup ecosystem on the map will accelerate the growth of startups in our state, and make it easier for them to attract the talent and capital they need to grow.

Startups can complete the survey by visiting <https://www.research.net/r/startupvic>.

StartupVic is enabling every startup that completes the survey to go in the draw to win one of two trips to San Francisco.

### Quotes attributed to Kate Cornick, CEO LaunchVic:

"Communicating the strengths of our startup ecosystem is essential to establishing Victoria as a global centre for startups. The survey will enable us to communicate the strengths of Victoria's startup ecosystem, identify drivers of success and better direct our support for startups in the future."

"We strongly encourage anyone working at a startup to fill in this survey. If you are passionate about the Victorian ecosystem and want to help inform programs to help startups grow we want to hear from you".

### About LaunchVic

Victoria's leading startup initiative, LaunchVic, has been set up by the Andrews Government as an independent company whose vision is to make Victoria one of the world's top destinations for entrepreneurs, startups and scaleups.

LaunchVic has been created to be agile and flexible, embodying as much as possible the characteristics of the startup community so that it can be responsive to it.

For more information visit [www.launchvic.org](http://www.launchvic.org).