

LaunchVic is the Victorian Government agency tasked with growing Victoria's startup ecosystem. We invest in programs that empower entrepreneurs to scale innovative companies and deliver new industry benefits to the Victorian economy.

LaunchVic's vision is to create a self-sustaining startup sector with internationally recognised companies that attract investment and generate employment in Victoria.

Strategic focus areas

Building a robust investor community

The startup investor landscape is underperforming compared to global benchmarks. To be competitive we need to increase the availability of early stage capital.

We will do this by:

1. Advocating to government on investor supports
2. Supporting the growth of angel networks
3. Supporting upskilling of angel investors
4. Convening investors through events, to share knowledge and build connections

Growing startups to scaleups

To realise the economic benefits from the startup ecosystem, we need to support more startups to scaleup. Melbourne's scaleup performance is behind global peers. Supporting scaleups will be a priority.

We will do this by:

1. Investing in programs that support startups to scale
2. Increasing mentoring opportunities for scaling startups
3. Prioritising Victorian sector and precinct strengths
4. Running the CivVic Labs accelerator

Increase startup creation

The number of startups relative to the state's population is low compared to global benchmarks. We need to encourage more entrepreneurs to pursue their dreams and start their own company.

We will do this by:

1. Continuing to invest in programs that support early stage startups
2. Supporting regional entrepreneurship, including through events
3. Continue to invest in programs that support diverse founders

Research and monitor the ecosystem

Improved data collection will enable LaunchVic to continue to garner deep insights into the Victorian startup economy and ensure relevant interventions are implemented to boost performance.

We will do this by:

1. Continuing to perform research to inform future activities and establish benchmarks
2. Implement improved ecosystem monitoring to support research activities and inform Victorian Government initiatives.

Promote, connect and advocate

LaunchVic will continue to raise awareness of the ecosystem and encourage engagement, connect stakeholders and advocate on behalf of the startup community.

We will do this by:

1. Developing a digital hub as a resource to connect and showcase the ecosystem
2. Developing campaigns of relevance to the ecosystem
3. Advocating on behalf of the ecosystem to the State and Federal governments
4. Connecting the ecosystem through high calibre events, to share knowledge and increase impact