

# INFO5992 Understanding IT Innovations

## Tutorial 11 Group Worksheet

### The Sydney Startup Ecosystem

Tutorial Time:

Tutor Name:

Group Name:

Q1. What are **incubators** and **accelerators**? What are their roles in a startup company?

#### **Incubators:**

- **Designed for early-stage startups:** Incubators assist startups in the ideation and development phase, helping them turn their ideas into viable businesses.
- **Resources and support:** They provide workspace, mentorship, training, and access to resources like legal and accounting services, marketing support, and networking opportunities.
- **Longer-term programs:** Incubators typically have a longer duration, ranging from several months to a few years.
- **Focus on foundational growth:** Incubators help startups build their first iteration, develop business skills, and create a strong foundation for their business.
- **De-risking future investors:** By providing support and validation, incubators can increase the confidence of future investors in the startup.
- **Foster entrepreneurial culture:** Incubators contribute to the creation of wealth, job opportunities, and the development of regional industrial clusters.

#### **Accelerators:**

- **Geared towards growth-stage startups:** Accelerators support startups that are further along in their development and ready to scale their businesses.
- **Intensive programs:** Accelerators offer a more concentrated and time-limited program of mentorship, training, and resources.
- **Focus on rapid growth:** They assist startups in accelerating their growth and provide access to funding, mentorship, and resources to scale their businesses.
- **Culminate in pitch day:** Accelerators often culminate in a pitch day where startups can present their businesses to potential investors.
- **Typically run by venture capital firms:** Accelerators are commonly operated by venture capital firms, startup organizations, or corporations, and may offer funding in exchange for equity.
- **Help with market readiness:** Accelerators assist startups in refining their business models, sales and marketing strategies, and preparing for investment.

The roles of **incubators** and **accelerators** in a startup company can be quite significant. For early-stage startups, incubators can provide valuable support and resources that can help them get off the ground. Incubators can help startups refine their business models, validate their ideas, and build their first products or services. For startups that have already launched and are looking to grow, **accelerators can provide valuable mentorship, networking opportunities, and access to funding that can help them scale quickly.**

In addition to the direct benefits of participating in an incubator or accelerator program, startups can also benefit from the exposure and validation that comes with being part of a cohort of other startups. This can help build credibility and increase visibility, which can be especially valuable for startups that are looking to raise funding or acquire customers.

Q2. Can you name 3 medical technology companies whose headquarters are in Sydney?

1. ResMed - a global leader in sleep apnea and respiratory care devices.
2. Cochlear - a world-renowned company that develops and manufactures cochlear implants.
3. Nanosonics - a company that specializes in developing infection prevention solutions for medical equipment, such as ultrasound probes.
4. Ellex Medical Lasers - a manufacturer of ophthalmic lasers and diagnostic equipment.
5. Polynovo - a company that develops and commercializes medical devices for the treatment of burns and wounds.
6. Atomo Diagnostics - a medical device company that develops rapid diagnostic tests.
7. Avita Medical - a company that specializes in regenerative medicine and develops treatments for burns and other skin injuries.
8. Compumedics - a company that develops and manufactures medical devices for neurophysiology, sleep medicine, and cardiology.

Q3. Go through page 5 of the NSW Medical Technology Industry Development Strategy. Can you map these strategies to the 10 important factors for a successful innovation ecosystem?

1. Support industry
  - Supportive government policy
2. Grow exports and attract investment
  - Positive aggregate returns
3. Support skill development
  - Strong research-driven universities (with endowments)
  - Knowledge sharing
  - Creative destruction
  - Constructive failure
4. Improve connectivity and collaboration
  - Globally experienced repeat entrepreneurs
  - Social capital
5. Improve the business environment
  - Sophisticated risk capital
  - Tolerance for risk-taking