

Funding Opportunities Guide 2025-2026

Navigate Australian startup funding landscape

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Australian Startup Funding Opportunities Guide 2025-2026

Prepared for: Allivate (Business Excellence Assessment Platform)

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Date: October 27, 2025

Focus: B2B SaaS, Female Founder, Early-Stage (Pre-Seed/Seed)

■ PRIORITY OPPORTUNITIES (Next 3 Months)

URGENT - Funding Running Out January 2025

Immediate Actions (Now - December 2025):

- Complete MVP by December 2025 ■ (On track)
 - Launch pilot with 5-10 startups (Jan-Mar 2026)
 - Gather testimonials and metrics
 - Prepare VC pitch deck with pilot results
 - Apply for Q1 2026 funding opportunities
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■ GOVERNMENT GRANTS

Federal Programs (Ongoing/Rolling Applications)

1. Entrepreneur's Programme

- Funding: Up to \$1 million (50% of project costs, must match other 50%)
- Eligibility: Revenue <\$20M, novel product/service for commercialisation
- Focus: Innovation and commercialisation
- Timeline: Rolling applications
- Application: <https://business.gov.au/grants-and-programs>
- ■ RELEVANCE: HIGH - Allivate is a novel B2B SaaS platform for commercialisation
- ACTION: Apply Q1 2026 after pilot validation

2. Industry Growth Program

- Funding:
- Early-stage: \$50,000 - \$250,000
- Growth: \$100,000 - \$5 million
- Focus: Projects aligning with National Reconstruction Fund priorities (including enabling technologies)
- Timeline: Rolling applications
- Application: <https://business.gov.au/grants-and-programs>
- ■ RELEVANCE: MEDIUM - Enabling technology category
- ACTION: Research eligibility criteria

3. CSIRO Kick-Start Program

- Funding: Matched funding for R&D projects
- Focus: Research and innovation with CSIRO collaboration
- Timeline: Rolling applications
- Eligibility: Startups and small businesses
- ■ RELEVANCE: MEDIUM - If developing AI/data science features
- ACTION: Consider for Phase 2 (AI curation layer development)

4. Export Market Development Grant (EMDG)

- Funding: Up to \$770,000 (matched funding)
- Focus: Export products/services abroad
- Eligibility: Revenue <\$20M
- ■ RELEVANCE: MEDIUM-HIGH - Once established in Australia, expand to NZ/Asia
- ACTION: Plan for 2027 after Australian traction

5. Business Research and Innovation Initiative (BRII)

- Funding: Varies by challenge
 - Focus: Innovative solutions for government policy and service delivery
 - Timeline: Challenge-based (check regularly)
 - ■ RELEVANCE: HIGH - Business administration/efficiency aligns with government needs
 - ACTION: Monitor for relevant challenges
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State Programs

NSW Programs

1. Minimum Viable Products (MVP) Ventures Program

- Funding: \$25,000 - \$200,000
- Budget: \$6 million allocated for 2025/26
- Focus: Early-stage startups
- Timeline: Applications open throughout 2025/26
- ■ RELEVANCE: HIGH - Perfect for MVP validation phase
- ACTION: APPLY Q1 2026 after December MVP launch
- Website:
<https://www.nsw.gov.au/business-and-economy/innovation/grants-and-programs>

2. Supporting Women in Business Grants

- Funding: \$150,000 - \$250,000
- Focus: Organizations delivering programs to women entrepreneurs (not direct grants)
- Timeline: Projects delivered July 2025 - June 2027
- ■ RELEVANCE: LOW (supports organizations, not individual founders)

Queensland Programs

1. Ignite Ideas Fund

- Funding: Varies
- Focus: Commercialising innovative products and services
- Timeline: Check Advance Queensland website for rounds
- ■ RELEVANCE: HIGH if considering QLD presence
- Website: <https://advance.qld.gov.au/>

2. Female Founders Co-Investment Fund ■ FEMALE FOUNDER

- Funding: \$50,000 - \$200,000 (matched 1:3 with investment round)
- Eligibility: Queensland female founders with investor-led funding round
- ■ RELEVANCE: HIGH - Perfect for matching VC funding
- ACTION: Apply when securing VC investment
- Website: <https://advance.qld.gov.au/>

3. Backing Female Founders Program ■ FEMALE FOUNDER

- Funding: Check Advance Queensland for details
- Focus: Supporting Queensland female founders
- ■ RELEVANCE: HIGH
- Website: <https://advance.qld.gov.au/>

South Australia Programs

1. Fearless Innovator Grant Program ■ FEMALE FOUNDER

- Funding:
- 1 x \$60,000 Scale-Up Grant

- 2 x \$20,000 Accelerate Grants
 - Eligibility: South Australian women entrepreneurs
 - Timeline:
 - Applications open: May 2025
 - Winners announced: September 2025
 - ■ RELEVANCE: MEDIUM (SA-based preference)
 - ACTION: Consider if relocating or establishing SA presence
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■ STARTUP COMPETITIONS & PITCH EVENTS

Upcoming 2025 Opportunities

1. Startup World Cup - Sydney & Melbourne ■ PRIORITY

- Prize: Winner competes for US\$1 million at Grand Finale in San Francisco
- Dates:
- Melbourne: July 22, 2025 (PASSED)
- Sydney: August 7, 2025 (PASSED)
- Status: Applications likely closed for 2025
- ■ RELEVANCE: HIGH - Large prize, global exposure
- ACTION: Mark calendar for 2026 applications (likely June/July 2026)

2. StartCon Pitch for \$1 Million

- Prize: \$1 million investment
- Description: Largest startup pitch competition in Asia Pacific
- Partner: Edge196
- Timeline: Check StartCon website for 2026 dates
- ■ RELEVANCE: HIGH - Significant prize, regional visibility
- ACTION: Monitor for 2026 applications
- Website: <https://www.startcon.com/pitch/>

3. The Pitch by SmartCompany ■ GOOD FIT

- Prize: Up to \$100,000 in AWS credits
- Partners: FinTech Australia, AWS, BlueRock
- Focus: Tech/SaaS startups
- ■ RELEVANCE: HIGH - B2B SaaS perfect fit, AWS credits valuable
- ACTION: Monitor for next round (likely Q1-Q2 2026)

4. Peter Farrell Cup (UNSW)

- Prize: Varies (historically significant)

- Host: UNSW Founders
 - Focus: University-affiliated or early-stage startups
 - Timeline: Annual event
 - ■ RELEVANCE: MEDIUM - Check eligibility without university affiliation
 - ACTION: Research eligibility criteria
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■ CONFERENCES & NETWORKING EVENTS

Confirmed 2025 Events

West Tech Fest ■ LAST MAJOR EVENT 2025

- Dates: December 8-12, 2025
- Location: Perth, WA
- Description: Australia's longest-running tech and innovation festival
- Focus: Connecting startups with global thought leaders
- ■ RELEVANCE: HIGH - Perfect timing after MVP launch
- Cost: Festival passes available
- ACTION: BOOK NOW - Attend with MVP demo ready
- Website: <https://westtechfest.com.au/>
- Opportunity: Pitch sessions, investor meetings, partnerships

Startup to Scaleup Summit

- Dates: November 2025 (typically)
 - Location: Sydney
 - Description: For founders at all stages from idea to exit
 - ■ RELEVANCE: HIGH - Perfect stage for Allivate
 - ACTION: Check if still upcoming or wait for 2026
 - Website: <https://www.s2ssummit.com/>
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Confirmed 2026 Events

SOUTHSTART ■ #1 PRIORITY EVENT

- Dates: March 17-19, 2026
- Location: Adelaide, SA
- Description: Australia's #1 entrepreneurship event for 2 years running

- Focus: Founders, investors, business leaders
- ■ RELEVANCE: EXTREMELY HIGH - Time after pilot, before fundraise
- ACTION: APPLY TO PITCH - Perfect timing with pilot results
- Website: Check for pitch competition applications (usually Nov-Dec prior year)
- Why Critical:
- Post-pilot (Jan-Mar 2026)
- Pre-Series A fundraise
- National visibility
- Major investor attendance

Sunrise Festival (Blackbird VC) ■ TOP VC EVENT

- Dates: 2026 (TBA, historically April/May)
- Location: Sydney
- Host: Blackbird Ventures (top AU VC)
- Description: ANZ's premier startup festival
- Focus: Connecting founders with VCs and ecosystem
- ■ RELEVANCE: EXTREMELY HIGH - Top VC networking
- ACTION:
- Monitor for 2026 dates (likely announced Nov/Dec 2025)
- Apply early (high demand)
- Includes Startmate Demo Day
- Website: <https://www.thesunrise.live/>

SXSW Sydney 2026

- Dates: 2026 (TBA, historically October)
- Location: Sydney
- Description: Tech, film, music, games, culture festival
- Focus: Innovation across industries
- ■ RELEVANCE: MEDIUM-HIGH - Broad exposure, partnerships
- ACTION: Monitor for dates and pitch opportunities
- Website: <https://www.sxswsydney.com/>

Regular Networking Events

Startup Grind (Sydney & Melbourne)

- Frequency: Monthly events
- Focus: Founder community, speakers, networking
- ■ RELEVANCE: HIGH - Ongoing community building
- ACTION: Attend regularly from January 2026
- Websites:
- Sydney: <https://www.startupgrind.com/sydney/>
- Melbourne: <https://www.startupgrind.com/melbourne/>

LaunchVic Events (Victoria)

- Frequency: Various throughout year
 - Focus: Victorian startup ecosystem
 - ■ RELEVANCE: MEDIUM-HIGH if based in VIC
 - Website: <https://launchvic.org/events/>
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■ ACCELERATOR PROGRAMS

Active Applications (Late 2025/Early 2026)

1. Startmate Accelerator ■ TOP AUSTRALIAN ACCELERATOR

- Duration: 12 weeks
- Funding: Varies (equity investment)
- Selection: ~25 startups from ~600 applications
- Focus: Early-stage tech startups
- Benefits:
- Personalized coaching
- Co-working space
- \$2B portfolio of 170+ startups
- Australia's top VC connections
- ■ RELEVANCE: EXTREMELY HIGH - Perfect fit for Allivate stage
- Timeline:
- Applications likely open Q4 2025 for 2026 cohorts
- Usually 2 cohorts per year
- ACTION: PRIORITY APPLICATION - Apply Q1 2026
- Website: <https://www.startmate.com/accelerator>

2. Melbourne Accelerator Program (MAP)

- Duration: Varies
- Host: University of Melbourne ecosystem
- Focus: Early-stage founders
- Benefits:
- Dedicated staff support
- Mentors and Entrepreneurs in Residence
- Alumni network (10+ years)
- ■ RELEVANCE: HIGH - Melbourne presence helpful
- ACTION: Research eligibility and application timeline
- Website: <https://www.themap.co/>

3. Google for Startups Accelerator: AI First (Australia)

- Duration: 10 weeks (September - November 2025)

- Status: 2025 cohort likely full
- Stage: Seed to Series A
- Focus: AI/ML-driven platforms
- Equity: Equity-free
- ■ RELEVANCE: HIGH - If building AI curation layer
- ACTION: Apply for 2026 cohort (applications typically open May-June)
- Website: <https://startup.google.com/programs/accelerator/ai-first/australia/>

4. Australia's Economic Accelerator (AEA)

- Funding: \$150 million in grants
- Focus: University-industry partnerships
- Rounds: AEA Ignite and AEA Innovate
- Timeline: Round 2 opened July 23, 2025
- ■ RELEVANCE: LOW (requires university partnership)
- ACTION: Consider if partnering with university for research

5. Remarkable Australia+ Accelerator

- Duration: 16 weeks
- Status: 2025 cohort (Aug-Dec) applications closed
- Focus: Disability, health, and ageing tech
- ■ RELEVANCE: LOW (sector-specific)

■ VC FUNDING OPPORTUNITIES

Top Australian B2B SaaS Investors

Tier 1: Lead Investors (Seed to Series A)

1. Airtree Ventures ■ TOP CHOICE

- Fund Size: \$275 million (Fund III, 2019)
- Stage: Seed to Series B
- Focus: AU/NZ technology startups
- Track Record: Portfolio includes major Aussie successes
- ■ RELEVANCE: EXTREMELY HIGH - Top AU VC, B2B SaaS focus
- ACTION: Target for Series A (mid-2026)
- Contact: Warm intro via Startmate or Sunrise connections

2. EVP (Equity Venture Partners) ■ B2B SAAS SPECIALIST

- Fund Size: ~\$300M across 4 funds (\$100M recent fund Dec 2022)
- Investment Range: \$0.5M - \$5M
- Stage: Early Series A

- Focus: Australian B2B SaaS companies
- ■ RELEVANCE: EXTREMELY HIGH - Perfect fit for Allivate
- ACTION: Target for Series A (mid-2026)
- Ideal Timing: After pilot success (Q2 2026)

3. Blackbird Ventures ■ HOSTS SUNRISE

- Fund Size: One of Australia's largest
- Stage: Seed to growth
- Focus: Australian/NZ tech startups
- Events: Hosts Sunrise Festival
- ■ RELEVANCE: EXTREMELY HIGH
- ACTION: Attend Sunrise 2026, build relationship

4. Square Peg Capital

- Fund Size: One of Australia's largest VCs
- Stage: Seed to growth
- Geographic Focus: Australia and Southeast Asia
- Focus: Technology including SaaS
- ■ RELEVANCE: HIGH
- ACTION: Target for Series A

Tier 2: Pre-Seed/Seed Investors

5. AfterWork Ventures

- Stage: Pre-seed and seed
- Geographic Focus: AU/NZ startups
- ■ RELEVANCE: HIGH for immediate funding needs
- ACTION: Consider for pre-seed round (Q1 2026)

6. Tidal Ventures

- Stage: Seed phase
- Focus: Australian-US VC, global potential startups
- ■ RELEVANCE: HIGH
- ACTION: Target Q1-Q2 2026

7. Transition Level Investments (Steve Baxter)

- Stage: Seed and Series A
- Focus: Australian companies
- Benefits: Equity capital + operational expertise
- ■ RELEVANCE: HIGH
- Notable: Steve Baxter is well-known Australian entrepreneur/investor

8. Flying Fox Ventures

- Stage: Pre-seed and seed
- Focus: SaaS, health, climate innovation
- ■ RELEVANCE: HIGH - SaaS focus
- ACTION: Consider for seed round

9. Kosmos Ventures

- Location: Perth-based
 - Stage: Seed to growth
 - Focus: Technology, SaaS, AI startups
 - ■ RELEVANCE: HIGH - SaaS + AI focus
 - Geographic: Good connection if attending West Tech Fest Perth
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Funding Strategy Timeline

Q4 2025 (Now - December):

- Complete MVP ■
- Finalize pricing and business model
- Prepare investor materials (pitch deck, financial model)

Q1 2026 (January - March):

- Launch pilot with 5-10 startups
- Gather testimonials and metrics
- Apply for:
- NSW MVP Ventures Grant (\$25K-\$200K)
- Entrepreneur's Programme
- Pre-seed VC (AfterWork, Flying Fox, Tidal)

Q2 2026 (April - June):

- Present pilot results at Sunrise Festival
- Close pre-seed/seed round
- Target: \$250K-\$500K
- Investors: Combination of grants + pre-seed VCs

Q3-Q4 2026 (July - December):

- Scale pilot learnings
 - Prepare for Series A (if growth strong)
 - Target Series A investors: EVP, Airtree, Blackbird
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■ AWARDS & RECOGNITION

Business Excellence Awards 2025

1. ABA100 Australian Business Awards ■ PERFECT FIT

- Entry Deadline: September 11, 2025 (PASSED - aim for 2026)

- Focus: Business innovation, technological achievement, employee engagement
- Relevant Categories:
- Product Innovation - Allivate assessment platform
- Start-Up of the Year - If eligible
- Business Innovation - Integration diagnosis approach
- Brand Management [BMA] - If established brand by 2026
- CX Management [CXM] - Customer experience focus
- ■ RELEVANCE: EXTREMELY HIGH - Business excellence is your domain!
- ACTION: Enter 2026 awards (applications open ~July 2026)
- Website: <https://australianbusinessawards.com.au/>
- Why: Credibility for sales, investor confidence, media coverage

2. Business NSW Awards

- Focus: Innovation, resilience, success across all industries
- Key Award: Excellence in Innovation Award
- Eligibility: Must demonstrate innovation over past 18 months
- Timeline: Check website for 2026 dates
- ■ RELEVANCE: HIGH - NSW based
- Website: <https://www.businessnsw.com/>

3. Australian CEO Excellence Awards 2025

- Host: APAC Insider
- Focus: Exceptional leadership and innovation
- ■ RELEVANCE: MEDIUM-HIGH - For Jane as founder/CEO
- ACTION: Consider for 2026 after company growth
- Website: Check APAC Insider

4. Startup Daily Best in Tech Awards

- Timeline: Annual (check for 2026)
- Categories: Various startup categories
- ■ RELEVANCE: HIGH - Startup recognition
- ACTION: Monitor for 2026 awards

■■■ FEMALE FOUNDER SPECIFIC PROGRAMS

Active Programs

1. Westpac UNSW Founders 10x Accelerator Scholarships ■

- Value: \$20,000 each (3 scholarships available)
- Eligibility: Women and non-binary founders in UNSW 10x Accelerator
- Partner: Westpac + UNSW Founders
- ■ RELEVANCE: HIGH if accepted to UNSW 10x program
- ACTION: Apply to UNSW Founders 10x, then scholarship
- Website: <https://www.westpac.com.au/help/community/female-founders/>

2. Queensland Female Founders Co-Investment Fund

- Funding: \$50,000 - \$200,000 (1:3 match ratio)
- Requirement: Investor-led funding round
- ■ RELEVANCE: HIGH - Excellent for matching VC investment
- ACTION: Apply when securing VC funding round
- Website: <https://advance.qld.gov.au/>

3. South Australia Fearless Innovator Grant

- Funding:
- 1 x \$60,000 Scale-Up
- 2 x \$20,000 Accelerate
- Timeline: Applications May 2025, Winners September 2025
- ■ RELEVANCE: MEDIUM (SA preference)
- STATUS: 2025 closed - target 2026
- ACTION: Mark calendar for May 2026 applications

4. Boosting Female Founders Initiative

- Status: ■■ DISCONTINUED
- Note: Federal government ended program after Round 3
- Round 3: Applications closed, program wrapping up
- ■ RELEVANCE: N/A - No longer available
- Alternative: Focus on state-based programs above

■ ACTION PLAN & TIMELINE

Immediate Actions (October - December 2025)

October 2025:

- [x] Complete assessment structure files

- ☐ Finalize MVP features
- ☐ Create investor pitch deck (seed version)
- ☐ Develop 3-year financial model
- ☐ Register for West Tech Fest (Dec 8-12)

November 2025:

- ☐ Test MVP with 3 beta users (Alex + 2 others)
- ☐ Refine based on feedback
- ☐ Prepare pilot recruitment materials
- ☐ Research NSW MVP Ventures Program requirements
- ☐ Monitor Startmate and Sunrise 2026 announcements

December 2025:

- ☐ Launch MVP (Beta)
- ☐ Attend West Tech Fest (Dec 8-12)
- Network with VCs
- Attend pitch sessions
- Schedule investor meetings
- ☐ Recruit 5-10 pilot participants
- ☐ Prepare grant applications for Q1 2026

Q1 2026 (January - March) - PILOT & FUNDRAISE

January 2026:

- ☐ Launch free pilot with 5-10 startups
- ☐ APPLY: NSW MVP Ventures Program (\$25K-\$200K)
- ☐ APPLY: Entrepreneur's Programme (prepare application)
- ☐ APPLY: Startmate Accelerator (if applications open)
- ☐ Begin reaching out to pre-seed VCs:
- AfterWork Ventures
- Flying Fox Ventures
- Tidal Ventures

February 2026:

- ☐ Gather pilot feedback and testimonials
- ☐ Track pilot metrics:
- Completion rate
- Time to complete
- Net Promoter Score (NPS)
- Implementation success stories
- ☐ Refine pitch deck with early results
- ☐ Schedule VC meetings for March

March 2026:

- ☐ Complete pilot (end of March)
- ☐ Compile results: Testimonials, case studies, metrics
- ☐ ATTEND: SOUTHSTART (March 17-19) ■
- Apply to pitch competition
- Network with investors
- Book 1-on-1 meetings
- ☐ Finalize pre-seed/seed funding round
- ☐ TARGET: Close \$250K-\$500K by end of March

Q2 2026 (April - June) - SCALE & VALIDATE

April 2026:

- ☐ Launch DIY tier (soft launch) at \$97
- ☐ ATTEND: Sunrise Festival (dates TBA) ■
- Pitch if selected
- Network with Blackbird, Airtree, other VCs
- ☐ Use pilot results for sales
- ☐ Begin monthly Startup Grind attendance

May 2026:

- ☐ Track first paying customers
- ☐ Refine product based on feedback
- ☐ APPLY: Fearless Innovator Grant (if SA presence)
- ☐ APPLY: Queensland Female Founders programs (if eligible)
- ☐ Prepare for accelerator programs (if accepted)

June 2026:

- ☐ Evaluate Series A readiness
- ☐ If growth strong: Begin Series A prep
- ☐ Target Series A investors:
- EVP (Equity Venture Partners)
- Airtree Ventures
- Blackbird Ventures

Q3-Q4 2026 (July - December) - GROWTH & RECOGNITION

July 2026:

- ☐ APPLY: ABA100 Business Awards (applications open)
- ☐ Scale marketing efforts

- ☐ Track key metrics for Series A:
- MRR growth
- CAC and LTV
- Churn rate

August-September 2026:

- ☐ Continue customer acquisition
- ☐ Build case studies
- ☐ Prepare for Series A (if applicable)

October-December 2026:

- ☐ ATTEND: SXSW Sydney (if dates announced)
- ☐ Plan for 2027 expansion
- ☐ Evaluate additional funding needs
- ☐ Apply for EMDG if considering export

■ PRIORITY MATRIX

Must Do (Critical for Survival)

NSW MVP Ventures Grant - \$25K-\$200K, Q1 2026 application
 Pilot Success - Jan-Mar 2026, 5-10 startups, gather proof
 Pre-Seed Funding - Q1 2026, target \$250K-\$500K
 SOUTHSTART - March 17-19, 2026, pitch + investor meetings
 Startmate Accelerator - Apply Q1 2026 if applications open

Should Do (High Value)

Sunrise Festival - April 2026 (TBA), top VC networking
 West Tech Fest - Dec 8-12, 2025, immediate networking
 Entrepreneur's Programme - Up to \$1M, prepare application
 Series A Prep - Q2-Q3 2026 if strong growth
 EVP / Airtree Outreach - Build relationships Q2 2026

Could Do (Strategic Value)

ABA100 Business Awards - July 2026 applications, credibility
 Google AI Accelerator - 2026 cohort if building AI features
 Queensland Programs - If establishing QLD presence
 SXSW Sydney - Oct 2026, broad exposure

■ STRATEGIC RECOMMENDATIONS

Funding Strategy

Phase 1: Proof (Q4 2025 - Q1 2026)

- Focus: Complete MVP, run pilot, gather proof
- Target: Bootstrap + pilot revenue + small grants
- Goal: Survive to prove concept

Phase 2: Pre-Seed/Seed (Q1-Q2 2026)

- Focus: Close \$250K-\$500K
- Sources: Combination of:
 - NSW MVP Ventures Grant (\$50K-\$100K estimated)
 - Pre-seed VCs (\$150K-\$400K)
- Use: 12-18 months runway, scale to \$10K MRR

Phase 3: Series A (Q3 2026 - Q1 2027)

- Focus: Close \$1M-\$2M if strong growth
- Target Investors: EVP, Airtree, Blackbird, Square Peg
- Requirements:
 - Proven product-market fit
 - \$10K+ MRR with growth trajectory
 - Strong unit economics
 - Clear path to \$1M ARR

Networking Strategy

Build Relationships Early:

Attend every major event Q4 2025 - Q2 2026

Schedule 1-on-1 coffee meetings with:

- VCs (even if not fundraising yet)
 - Accelerator alumni
 - Successful founders in B2B SaaS
- Join Startup Grind (monthly touchpoint)
- Engage with ecosystem on LinkedIn
- Ask for warm intros to target VCs

VC Warm Intro Path:

- Startmate → Blackbird connection
 - Sunrise attendance → Blackbird/Airtree meetings
 - SOUTHSTART pitch → Multiple VC intros
 - Portfolio founders → Target VC intros
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Competitive Positioning

For Grants:

- Emphasize: Business excellence, SME support, job creation, innovation
- Highlight: 90% startup failure rate, economic impact of operational efficiency
- Differentiation: Only tool showing element interconnections

For VCs:

- Emphasize: Large TAM (every startup/scaleup), B2B SaaS scalability
- Metrics: Show pilot completion rate, NPS, implementation success
- Differentiation: Integration diagnosis, not siloed advice

For Awards:

- Emphasize: Innovation in business excellence, tech-enabled delivery
 - Highlight: Jane's 15+ years expertise, measurable client results
 - Proof: Pilot testimonials, case studies, user metrics
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■ KEY CONTACTS & RESOURCES

Government Grant Resources

- business.gov.au: <https://business.gov.au/grants-and-programs>
- GrantConnect: <https://www.grants.gov.au/>
- NSW Investment: <https://www.nsw.gov.au/business-and-economy/innovation>
- Advance Queensland: <https://advance.qld.gov.au/>

VC & Investor Resources

- OpenVC Australia: <https://www.openvc.app/country/Australia>
- Airtree Open Source VC: <https://www.airtree.vc/open-source-vc>

Event Websites

- West Tech Fest: <https://westtechfest.com.au/>
- SOUTHSTART: Monitor for 2026 announcements
- Sunrise Festival: <https://www.thesunrise.live/>
- Startup Grind Sydney: <https://www.startupgrind.com/sydney/>

Accelerator Applications

- Startmate: <https://www.startmate.com/accelerator>
- Melbourne Accelerator Program: <https://www.themap.co/>
- Google for Startups: <https://startup.google.com/>

■ SUCCESS METRICS TO TRACK

For Grant Applications

- Pilot completion rate (target: >80%)
- Customer satisfaction (NPS >50)
- Time saved per user (quantified)
- Implementation success rate
- Revenue impact for pilot users

For VC Pitches

- Monthly Recurring Revenue (MRR)
- Customer Acquisition Cost (CAC)
- Lifetime Value (LTV)
- LTV:CAC ratio (target: >3x)
- Gross margin (target: >70%)
- Month-over-month growth
- Churn rate (target: <5% monthly)

For Awards

- Customer testimonials
- Measurable business impact
- Innovation in approach

- Market traction
- Media coverage

■ CRITICAL REMINDERS

Timeline is Tight: Money runs out January 2025 - pilot must succeed
Pilot is Critical: Everything depends on Jan-Mar 2026 results
Applications Take Time: Start grant applications now (research requirements)
Warm Intros Matter: VCs rarely fund cold outreach - build relationships
Female Founder Advantage: Leverage female founder programs (QLD, Westpac, SA)
Proof Over Promises: Every meeting needs pilot results, testimonials, metrics
B2B SaaS Metrics: VCs expect specific metrics - track from day 1
Geographic Flexibility: Consider QLD presence for Female Founders programs

■ NEXT STEPS

By October 31, 2025:

- ☐ Register for West Tech Fest (Dec 8-12)
- ☐ Create short list of 10 pilot participants to recruit
- ☐ Draft NSW MVP Ventures application (ready for Jan 2026)
- ☐ Prepare investor pitch deck v1

By November 30, 2025:

- ☐ Complete beta testing with 3 users
- ☐ Finalize pilot recruitment materials
- ☐ Research all Q1 2026 grant deadlines
- ☐ Create VC target list (20 investors)

By December 31, 2025:

- ☐ Attend West Tech Fest - book 5+ investor meetings
- ☐ Launch MVP (beta ready)
- ☐ Recruit 5-10 pilot participants (confirmed)
- ☐ Submit any December grant deadlines

This document is a living guide. Update quarterly with:

- New opportunities discovered
- Application deadlines

- Event dates
- VC meetings scheduled
- Grant results

Good luck! ■