Sova Experts
Ecosystem Guide

Connect with the right professionals

SOVA

We see what others don't

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◼ SOVA Australian Startup Ecosystem Guide

85+ Programs, Partners & Communities to Support Your Journey

We see what others don't. This comprehensive directory connects you to the right resources for your unique situation—whether you're at idea stage or ready to scale.

Free resource from Sova Business Excellence Framework

◼ Quick Navigation

Find Resources By:

- [Your Stage](#by-stage) (Idea → Scale)
- [Your Location](#by-location) (NSW, VIC, QLD, SA, WA, National)
- [Your Identity](#by-identity) (Women founders, University-affiliated, First-time founders)
- [Your Need](#by-business-element) (Legal, Finance, Marketing, Tech, HR, etc.)

◼◼ GOVERNMENT PROGRAMS (8 programs)

Best for: Bootstrapped startups, early-stage, non-dilutive funding, free support

Victoria

- LaunchVic Office Hours - Free 1-on-1 mentoring with experienced founders and investors (Rolling)
- LaunchVic 30X30 - Scaleup mentoring for Series A+ companies (Applications close November annually)

- LaunchVic Basecamp - Support for first executive hires (Seed stage, 3-10 people)
- LaunchVic CivVic Labs - Government challenges with 3-month pilots (Aug-Sep applications)

National

- CSIRO ON Prime - Research commercialization for deep tech (2 intakes/year: Jan/Feb, Jun/Jul)
- CSIRO ON Accelerate - Research-driven ventures, annual cohort (Aug 31 deadline)
- Industry Growth Program - Grants $10K-$50K for high-growth businesses (Rolling)
- Business.gov.au Adviser Finder - Free business advisers, especially for regional founders (Always available)

→ Victorian startup? Start with LaunchVic Office Hours (free!)

→ Deep tech/research? CSIRO ON Prime is your pathway

■ MAJOR ACCELERATORS & INCUBATORS (7 programs)

Best for: Pre-seed to Seed stage, intensive support, ready for commitment

National Programs

- Startmate Accelerator - $120K investment, 12 weeks, 2 cohorts/year (Next deadline: Nov 3, 2025)
- Stone & Chalk - Fintech and innovation hub with multiple programs (Check website for current cohorts)
- Blackbird Giants - Portfolio only, Series A+, invitation-only
- Google AI First - AI/ML startups, Seed to Series A (Sep-Nov 2025 cohort)

Regional

- River City Labs (Brisbane) - 3 months, $30K, 2-3 cohorts/year
- Cicada Innovations (Sydney) - Deep tech incubator for hardware/robotics (Rolling admissions)
- League of Innovators BETA - Youth entrepreneurs 18-30, 4 months (National)

→ B2B SaaS pre-seed? Apply to Startmate (highly competitive)

→ Hardware/robotics? Cicada Innovations has the facilities you need

■ UNIVERSITY PROGRAMS (6 programs)

Best for: Students, staff, alumni with university affiliation

- UNSW Founders 10x - $100K investment (Apr 1-May 19 applications, Aug-Oct program)
- Melbourne MAP - 5 months, $20K stipend, 2 cohorts/year (Feb & Aug)
- Sydney Accelerator - Equity-free, social impact focus (Annual, Mar-Apr applications)
- Monash Generator - Pre-accelerator, idea to prototype (Rolling)
- QUT bluebox - Multiple programs (Activate: 3 intakes/year, Germinate: annual)
- UQ Ventures - Research commercialization (Rolling incubation, annual accelerator)

→ UNSW affiliated? 10x offers most generous investment ($100K)

→ Very early stage? Monash Generator for idea to prototype

■ CORPORATE-BACKED PROGRAMS (14 programs)

Best for: Product-market fit achieved, revenue traction, corporate partnerships

Legal Services

- Lander & Rogers LawTech Hub - Legal tech focus (Annual, Mar-Apr applications)
- Allens Accelerate - Seed to Series B legal support (Rolling)
- Allied Legal - Fixed-fee startup packages (Rolling)

Financial Services

- CBA x15ventures - Fintech for CBA's 15M customers (Ongoing idea submissions)
- Westpac Davidson Innovation - Series A-B fintech, $3-15M investments (Rolling)
- NAB Ventures - Business finance/open banking (Rolling POC pilots)
- ANZ Plus Partnership - Personal finance apps, revenue share model (Rolling)

Industry-Specific

- BHP Xplor - Mining tech/industrial automation (Annual, May-Jun applications)
- Origin Energy Energise - Clean energy/grid solutions (Annual, Apr-May)
- HCF Catalyst - Healthtech (Annual, Mar-Apr applications)
- Woolworths W Lab - Retail/supply chain tech (Rolling pilots, 3-6 month POCs)
- AWS Activate - Up to $100K credits (Rolling, requires accelerator/VC backing)
- Telstra Ventures - Series B+ only (Closed to early-stage)

→ Fintech with traction? CBA x15, Westpac, NAB based on fit

→ SaaS scaling infrastructure? AWS Activate for credits

◼ REGIONAL & ONLINE PROGRAMS (6 programs)

Best for: Regional location, need flexible/online options

- Fishburners - Coworking community (Sydney/Brisbane/Adelaide, $300-600/month)
- ATP Innovations - South Australia startup hub (Multiple programs year-round)
- Spark Bureau - Regional Australia support (Wollongong/Newcastle/Geelong, 2-3 cohorts/year)
- Y Combinator, Techstars, Antler - Accept Australian startups remotely
- Founder Institute - Part-time pre-accelerator (Melbourne/Sydney, 2-3 cohorts/year, 4% equity)

→ Working full-time? Founder Institute is part-time friendly

→ Adelaide/SA based? ATP Innovations is your local hub

◼ TECHNICAL PARTNERS (18 programs) - BY BUSINESS NEED

Best for: Specific element weaknesses identified in your Sova assessment

GOVERNANCE/FOUNDATIONS - Legal Services

- Lander & Rogers Startup Legal - Top-tier, fixed fees (Melbourne/Sydney)
- Allens Accelerate - Seed to Series B legal (Rolling)
- Allied Legal - Commercial lawyers, 20+ years (Fixed fees)

When: Need incorporation, shareholder agreements, IP protection, fundraising docs

PURPOSE - Brand Strategy

- The Creative Collective - Startup brand strategy (Sydney/Brisbane, $3-5K starter packages)

When: Unclear brand positioning, need messaging/identity work

STRATEGY/PLAN - Tech Development

- OK200 Development Partners - MVP development + tech strategy (Melbourne, monthly Founder Connect events)

When: Non-tech founder needs technical guidance, MVP scoping

MARKETING & CUSTOMER - Growth Marketing

- First Page Australia - Startup growth marketing (Sydney/Melbourne/Brisbane, $3K+/month)
- nimbl - Boutique digital marketing (Melbourne)

When: Need customer acquisition, SEO/SEM/paid ads, funnel optimization

FINANCE/MONEY - CFO Services

- A Real CFO - Outsourced CFO, grant applications (Wayne Wanders)
- Standard Ledger - 10+ years startup finance, R&D incentives
- Fullstack - Tech startup accounting (SaaS metrics expertise)
- Planet Startup - CFO studio for Seed to Series B

When: Need financial modeling, fundraising support, R&D tax incentives

PERFORMANCE/MEASURE - Analytics

- Databox - KPI dashboard software (Free tier, $49+/month, 130+ integrations)
- SimpleKPI - KPI tracking platform ($49-130/month, no lock-in)

When: Not tracking metrics, need dashboard for board/investors/team

PEOPLE/YOU & TEAM - HR Services

- Employee Matters - Recruitment + HR strategy (30% cheaper than agencies)
- Sentrient - HR software for startups ($5-10/employee/month, free trial)
- Employment Hero - HRMS platform ($6/employee/month)
When: Need to hire, team growing 5-50 people, lacking HR processes

OPERATIONS/HOW YOU WORK - Process

- Blue Crane Consulting - Operational excellence (2x faster results, 20% cost savings)
When: Ad-hoc processes breaking, 10-50 people stage, need scalable systems

TECHNOLOGY/TOOLS - Development

- OK200 Development Partners - Custom dev, MVPs, platforms (Melbourne, transparent pricing)
When: Need technical partner, non-tech founder, building product

→ Use your Sova assessment scores to identify which partners you need

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■ STARTUP NETWORKING & COMMUNITIES (16 programs)

Best for: Community, peer support, mentorship, connections

NATIONAL / MULTI-STATE

- Sydney Startups - 60K+ online community (Free Facebook group, very active Q&A)
- Startup Grind - Global chapters in all major Australian cities (Monthly events, free)
- Fishburners - Coworking + 200+ events/year (Sydney/Brisbane/Adelaide, $300-600/month)
- Airwallex for Startups - 1,200+ fintech community (Free, monthly events Sydney/Melbourne)
- Startup & Angels - Investor networking (Sydney/Melbourne/Perth, $20-50/event)
- WLTH WLKS - Women founders wellness walks (7 Australian cities, membership-based)
- SheStarts - Women-led tech accelerator + community (National, free community)

NEW SOUTH WALES (Sydney)

- The Startup Network - 75K+ members (Melbourne/Sydney, free, 2-3 events/month)
- TechSydney - Sydney tech ecosystem (Free, transitioning to Tech Central Hub Sept 2025)
- Sydney Startup Founder 101 - Meetup group (Free, 1-2 events/month)

VICTORIA (Melbourne)

- Melbourne Startup Founder 101 - Meetup group (Free, 1-2 events/month)

QUEENSLAND (Brisbane, Gold Coast, Sunshine Coast)

- Brisbane Startup Founder 101 - Meetup group (Free, monthly)

SPECIALIZED COMMUNITIES

- Girls in Tech Australia - Women in tech support (Free, Sydney/Melbourne quarterly)
- Women In Tech Fest - Annual conference + year-round community ($200-500/year)

→ First-time founder? Start with The Startup Network (75K+ members, free)

→ Women founder? Join WLTH WLKS, SheStarts, Girls in Tech

■ BY LOCATION

Sydney (NSW)

→ TechSydney, The Startup Network, Sydney Startup Founder 101, Fishburners, Lander & Rogers, Allied Legal, First Page Australia

Melbourne (VIC)

→ LaunchVic programs, The Startup Network, Melbourne Startup Founder 101, OK200, nimbl, Blue Crane, Fishburners

Brisbane (QLD)

→ River City Labs, QUT bluebox, Brisbane Startup Founder 101, Fishburners, The Creative Collective

Adelaide (SA)

→ ATP Innovations, Fishburners Adelaide

Perth (WA)

→ Startup & Angels events

Regional Australia

→ Spark Bureau (Wollongong/Newcastle/Geelong), Business.gov.au Adviser Finder

National/Online

→ Sydney Startups (Facebook), Startup Grind, Remote accelerators (YC, Techstars, Antler)

■ BY IDENTITY

Women Founders

→ WLTH WLKS (7 cities), SheStarts, Girls in Tech, Women In Tech Fest, Boosting Female Founders

University Affiliated

→ UNSW 10x ($100K), Melbourne MAP, Sydney Accelerator, Monash Generator, QUT bluebox, UQ Ventures

First-Time Founders

→ The Startup Network, Monash Generator, League of Innovators (if under 30), LaunchVic Office Hours, Business.gov.au

Deep Tech / Research

→ CSIRO ON Prime/Accelerate, university programs, Cicada Innovations, Standard Ledger (R&D tax)

Fintech Founders

→ Stone & Chalk, CBA x15, Westpac Davidson, NAB Ventures, ANZ Plus, Airwallex for Startups

Non-Technical Founders

→ OK200 Founder Connect events, The Startup Network (find co-founders), Sydney Startups (ask questions)

■ BY STAGE

IDEA STAGE (Discovery)

Start here:

- The Startup Network (free community, peer learning)
- LaunchVic Office Hours (free 1-on-1 if Victorian)
- OK200 Founder Connect (if Melbourne, non-tech)
- Business.gov.au Adviser Finder (free advisers)
- Monash Generator (if Monash affiliated)

FIRST CUSTOMERS (Validation)

Apply to:

> Startmate Accelerator (Deadline: Nov 3, 2025)
> University programs if affiliated (UNSW 10x, Melbourne MAP)
> Technical partners for specific needs (OK200, A Real CFO, nimbl)
> Community for peer support (The Startup Network, Fishburners)

PRODUCT-MARKET FIT (Efficiency)

Scale with:

> Corporate programs matching industry (Fintech→Banks, Healthtech→HCF)
> Technical partners for scaling (Employee Matters, Blue Crane, Sentrient)
> LaunchVic 30X30 if Victorian (Deadline: Nov 26, 2025)
> AWS Activate for infrastructure credits

READY TO SCALE (Scale)

Growth support:

> LaunchVic 30X30 (if Victorian, applications close Nov)
> Corporate partnerships (based on industry fit)
> PwC Scale (if $500K+ ARR)
> Investor networking (Startup & Angels)

■ UPCOMING DEADLINES (November 2025)

- November 3, 2025: Startmate Summer 2026 applications close
- November 26, 2025: LaunchVic 30X30 applications close

Q1 2026 (Jan-Mar):

- CSIRO ON Prime 18: Jan/Feb (exact date TBA)
- LaunchVic Basecamp: Feb (register interest)
- University programs: Feb applications for mid-year cohorts

Q2 2026 (Apr-Jun):

- UNSW 10x: April 1 - May 19
- Melbourne MAP: Feb and Aug applications

- Origin Energy Energise: Apr-May
- HCF Catalyst: Mar-Apr
- BHP Xplor: May-Jun

■ HOW TO USE THIS GUIDE

Step 1: Identify your current stage (Idea, Validation, Efficiency, Scale)

Step 2: Check upcoming deadlines relevant to your stage

Step 3: Filter by:

- Location (where are you based?)
- Identity (women founder, university-affiliated, etc.)
- Need (what business element needs support?)

Step 4: Choose 3-5 resources maximum

- 1-2 for your biggest weakness
- 1-2 for community/peer learning
- 1 for an upcoming deadline opportunity

Don't apply to everything. Be strategic about where you invest time.

■ About Sova

We see what others don't.

Sova is a business excellence framework that helps Australian startups diagnose and solve operational inefficiencies by showing how your 9 core business elements interconnect.

The Problem: Most founders treat symptoms instead of root causes. You boost marketing, but sales don't improve because your underlying process is broken.

The Solution: Sova's free business health assessment shows you which problems are symptoms vs root causes, and connects you to the right resources in the right order.

Take Your Free Assessment

Get personalized recommendations from this ecosystem directory based on YOUR specific situation:

■ Visit: sova.business (launching December 2025)

■ Email: jane.korneyko@gmail.com

■ Created by: Jane Korneyko, MBM - Strategy & Transformation Leader with 15+ years delivering measurable results ($1.2M+ savings, 87% automation)

What You'll Get:

✓ Assessment of your 9 core business elements

✓ Root cause diagnosis (not just symptoms)

✓ 3-5 personalized recommendations from this ecosystem

✓ Clear prioritization of what to fix first

✓ Implementation roadmap tailored to your learning style

The difference: Everyone else gives you generic advice. Sova shows you how your business elements connect, then matches you to the RIGHT resources for YOUR situation.

Last updated: November 2025 | Total programs: 85+ | Coverage: All 9 Sova elements, all Australian states

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