

# LaunchHUB Program Application Guide

Thank you for your interest in Activator's LaunchHUB Pre-Accelerator Program, to help you prepare your application, this guide will cover the following areas:

- [Eligibility](#)
- [Application Process](#)
- [Selection Criteria](#)
- [Application Questions](#)
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## Eligibility

- Your startup must have a clear positive non-economic impact e.g., social, environmental etc.
- Your startup must have at least one co-founder who is a current student, current staff member, alumni or ex-staff member of RMIT University\*.

\*The RMIT affiliated founders must have equal or combined majority stake in the startup.

## Application Process

<p><b>Part 1: Submit your application form.</b></p>	<p>All application questions can be viewed below to help you prepare your responses before submitting your form online.</p> <p>Please ensure the person filling out the application form is the RMIT-affiliated founder and will be the main point of contact for the application process.</p> <p>Ready to apply?! <a href="#">Click here to start your application now.</a></p>
<p><b>Part 2: Bootcamp</b></p>	<p>If your application is shortlisted, you will be invited to attend Bootcamp. This takes place across two days, where you will have the opportunity to meet with the LaunchHUB Activator team.</p> <p><b>Dates:</b> Monday 11 and Wednesday 13 March 2024  <b>Time:</b> 5:30pm – 7:30pm  <b>Location:</b> Activator HQ (102 Victoria Street, Carlton)  <b>Format:</b> In-person attendance required</p> <p>On Friday 15 March, you will be required to make a submission which will be assessed by an evaluation panel. You will be notified the week after about the outcome of your application.</p>

## Selection Criteria

**Problem and Impact (25%):** Have you identified a problem worth solving with a specific and rational target market? Have you sufficiently validated the problem at hand? Will solving this problem generate a significant positive impact for the target audience and society at large?

**Solution Proposal (25%):** To what degree will your solution solve the target customer's identified problem? Does the prototype provide sufficient validation and progress?

**Startup collective skills and capabilities (20%):** Does the team have the sufficient qualifications, expertise, and relevant experience to execute their solution and business proposal?

**Business model, scalability and traction (20%):** How viable is the proposed business model and will it reasonably generate revenue? Does the startup provide adequate detail regarding how they might achieve commercial viability, profitability and scalability? Has the team demonstrated early achievements, market validation and traction to support their business model?

**Use of funds and goals (10%):** has the team proposed a strategic and logical use of the initial \$2.5k funding to further their commercial development in the program.

## Application Questions

There are three sections to the application form.

- [Section 1: Startup details](#)
- [Section 2: Applicant details](#)
- [Section 3: Program Application Questions](#)

*\*Required responses*

### Section 1: Startup Details

1. What is your Startup's name? \*
2. Who are the founders of your startup? \*  
*Please list the full names of all founders, or you can also provide their LinkedIn profiles.*
3. Please provide a brief description of your startup (50 words max). \*
4. What town/city is your startup based in? \*
5. What is your startup's website or social media (if you have one)?
6. What industry is your startup in? \*

*You will be provided with a list from which you can select from.*

### Section 2: Applicant Details

1. First Name\*
2. Surname\*
3. Preferred Name
4. What is your personal email address? \*
5. Mobile Number\*

6. Which gender do you identify with? \*
  - a. Male
  - b. Female
  - c. Non-binary
  - d. Prefer not to say
7. Aboriginal and/or Torres Strait Islander origin? \*
  - a. Yes
  - b. No
  - c. Prefer not to say
8. Please provide a copy of your headshot image.
9. Which one best describes your affiliation with RMIT? \*
  - a. Alumni (ex-student)
  - b. Not affiliated
  - c. Staff (academic)
  - d. Staff (former)
  - e. Staff (professional)
  - f. Student (postgraduate)
  - g. Student (undergraduate)
  - h. Student (vocational education)
10. Please select the industries in which you have experience in.\*  
*You will be provided with a list from which you can select from.*
11. What is your LinkedIn profile?
12. What is your role in the startup? \*
13. How did you hear about this program? \*  
*You will be provided with a list from which you can select from.*

### Section 3: Program Application Questions

14. Do you currently use intellectual property that another organisation might reasonably claim to own? \*
  - a. If yes, What agreements do you have to use this IP?
15. What is the problem your startup aims to solve and for whom? \* (100 words max)  
*This may include your target users, scale and effect of the problem, market dynamics, and unique insights you may possess.*
16. How is this problem currently addressed? \* (100 words max)  
*This may include current solutions, current practices, and your competitors. How is your solution different to current alternatives? What do you understand about the problem that your competitors don't?*
17. What is your solution to this problem? \* (100 words max)  
*This may include your value proposition to your target market, who pays for your solution and where your impact is created.*

18. Why is now the right time for you to solve this problem and how do you know this? \* (100 words max)

*This may include recent technological developments, market trends, or shifts in consumer demand. It may also include interviews, surveys, research, and tests to validate that you have a problem worth solving and a solution that solves the problem in a way that your customers require.*

19. Why are you the right team to solve this problem? \* (100 words max)

*This may include skills, expertise, experience, resources and your connection to your customers. Does your team have the right people to drive your startup?*

20. What progress have you made towards your prototype/MVP? \* (100 words max)

*This may include storyboards, mock-ups, wireframes, lo-fi prototypes, hi-fi prototypes, CAD drawings etc. Let us know what support you would need to bring your prototype closer to the MVP phase.*

21. Please upload a visual representation of your prototype/MVP\* (100 words max)

*This may include a diagram, flowchart or process diagram of your prototype that captures its key elements and functionality.*

22. Please list any testing or validation that you have conducted relating to your prototype/MVP? \* (100 words max)

*This may include interviews, surveys, research, and tests to validate that your prototype satisfies customers' requirements. Please feel free to include any insights you have found from this testing.*

23. How will you ensure that your startup is financially sustainable? \* (100 words max)

*This may include your go-to market strategy including target market, business model, how much you will charge customers, marketing and promotion strategy and key metrics. Can you describe your business model or revenue streams?*

24. Have you received any funding or investment to date?\*

- Yes
- No

- a. If yes, please detail the funding or investment you have received below including amount and source. (50 words max)

25. What traction have you been able to measure to date? \* (100 words max)

*This may include validation from target customers, partnerships, collaborations, intellectual property, advisors, mentorship, revenue, units sold, users, partnerships, beta testers etc.*

26. Does your startup address any of the 17 SDG goals listed below? \*

*You will be provided with a list from which you can select from.*

27. Describe the intended positive non-economic (social and/or environmental) impact of your startup. \* (100 words max)
28. If you are successfully accepted into LaunchHUB, how do you intend to use the initial funding from the Activator Capital Fund? \* (100 words max)  
*Startups selected for LaunchHUB, will receive initial funding of \$2,500. Please describe how you would use this to boost the growth of your business.*
29. How will the LaunchHUB program help your startup succeed? \* (100 words max)
30. If you are successful, how would you like to contribute to the Activator community during the program and beyond. \* (100 words max)  
*This may include your skills, expertise, knowledge and network, as well as anything that would make the cohort experience great for everyone involved.*

## Frequently Asked Questions

### General

#### **I am not based in Victoria; can I still apply?**

Yes, you can still apply, however, you will need to be available and commit to attending all sessions in person and the final Pitch Night event in week 12. This is so you can get the most out of the program experience and engage with your mentors, experts and fellow cohort members. To be considered for the funding, your business needs to be located in Australia.

#### **What if my start-up does not align to the Impact Venture theme?**

We'll help you articulate your alignment and find impact – come ready with ideas and we'll coach you through the rest.

#### **Will I need to work from the Activator office?**

Not mandatory but highly encouraged. It will give you the opportunity to connect with the Activator Community – Activator team, program alumni's, other founders, and ease of access to RMIT resources and network.

#### **What if I haven't launched my startup, can I still apply?**

Yes, you can still apply! You don't need to be a registered business yet to apply; however, it will be expected that your startup is registered by the end of the 12 week program.

#### **What is the difference between the Pitch Night and Activator Capital Fund Final Pitch?**

The Pitch Night takes place in week 12 of your program, where you will present and pitch your startup in front of a panel of judges and the RMIT Activator community and networks. Following this, your startup may be invited to pitch for the Activator Capital Fund's \$20k equity free pre-seed funding.

#### **What if I am a solo founder? Can I still apply for LaunchHUB?**

Yes, of course you can still apply!

### Application process

#### **I have questions about the application form, who can I speak to?**

Feel free to email us at [hello.activator@rmit.edu.au](mailto:hello.activator@rmit.edu.au) if you have any questions about the program or application process.

#### **When will I hear back about my application?**

You will be notified via email of the progress of your application at least one week before Bootcamp starts.

### Bootcamp

#### **What is Bootcamp and what can I expect?**

Once applications close, you will be notified if you have progressed to the next stage of the application process – Bootcamp (Monday 11 and Wednesday 13 March 2024).

It takes place across two workshop sessions where founders/one founder in the team must attend in person. Your startup will need to submit a video and document pitch by Friday, 15 March at 12pm. It will be assessed by a panel to determine whether your startup will be accepted into the LaunchHUB program.

**Do I need to be at Bootcamp day in person?**

Yes, you or one of your team members will need to be there for both sessions in person at RMIT Activator HQ.

**Is there a limit to the number of startups invited to the Bootcamp?**

We will be shortlisting 20 startups into the Bootcamp and from there, 10 startups will be accepted into the LaunchHUB program.

## Program

**I can't be in Melbourne for some/all parts of the program, should I still apply?**

We require you or one of your team members to be able to attend all sessions and the Pitch Night event. It is recommended that you assess your availability and commitment as you consider applying for this program.

We will not be providing any recordings of the sessions and some of the materials may be shared or hosted online but this will depend on the session facilitator.

**Is there an age restriction for the LaunchHUB program?**

No there isn't – anyone of any age is most welcome to apply for LaunchHUB.

**If I am not RMIT affiliated, can I still apply?**

If a co-founder is RMIT affiliated, then your startup can apply. Unfortunately for now, we do not accept startups that have a single founder or a team of founders who are all not RMIT affiliated.

**What RMIT facilities and resources do I have access to as a program participant?**

- Access to and use of the Activator co-working space during office hours – office space, printers and meeting rooms.
- Library at all campuses and student working spaces during work hours
- Access to specific facilities (e.g. labs) will need to be investigated with the school or college on a case-by-case basis.
- We can also support you with connections to the wider RMIT University – we would work with you to explore what your request is and advise on the next best steps.

**Will there be mentors with hands-on experience throughout the program?**

Yes, each startup will be partnered with a coach that has lived entrepreneurial experience, and you'll have weekly 1-1 catchups with them. They are with you every step of the way during the program, to guide you, offer feedback and support.

**Is the \$20k pre-seed fund a pool of funding that is to be shared by all startups?**

No, it is not a pool. Startups that are invited to pitch to the ACF Board and end up being successful can each receive up to \$20k.

There are times when the Board Members may give the full or less than the \$20k amount. This is determined on a case-by-case basis. Sometimes the Board may provide some recommendations of milestones to achieve to be able to access the full funding or invited to pitch again.

What is guaranteed is the \$2.5k funding when founders are accepted into the LaunchHUB program. Startup teams usually receive this in the first few weeks of the program.

**What if there is a competitor for my product already, but they haven't been properly established?**

Not to worry, please apply! It's great that you have done research into who your competitors are, and if they haven't been fully established yet, that's a great advantage for you.

**Do I need to have a prototype ready to go?**

**Does my product need real user feedback in the prototype phase?**

**At what level of completion does my prototype need to be to join LaunchHUB?**

If you have a prototype already, that's great! A prototype does not necessarily mean just a physical item. We would recommend you have at least a visual representation of what your product/service is, whether it be in the form of a website, app, design (CAD) etc.

What is most important for your application, is that you can show you have validated your product/service with real user feedback – i.e. you have feedback from your intended target audience.

**What is the importance for the skill set of founders when it comes to selection?**

The founder/team collective skills and capabilities section in your application will count as 20% weighting. If you are a team, we will assess the skill set as a collective – so there could be founders that have specific skills and experience that are different to others in the team, but collectively you all contribute to the development and execution of your solution.

**If there is a possibility for the university to become a client for the product that will be developed for testing, Will there be support provided during the 12-week program?**

This could certainly be a possibility at the end of your program or after you have completed the program. However, this will depend on the university's needs and requirements. We can help you to explore this after the program.