

STARTUP WEEKEND GUIDE

Hardware Startup Weekend

The Hardware Startup Weekend is a 54-hour event where developers, designers, marketers, product managers and startup enthusiasts come together to share ideas, form teams, build products and launch start-ups. The unique aspect of this event is giving participants the opportunity to engage with a wide variety of cutting-edge prototyping technologies to be able to develop physical products with 54-hours.

The event will kick off with a networking session followed by a pitching session, a popular voting session and a team creation session, all of which will take place on a Friday afternoon. The assembled teams will then have until Sunday afternoon to research, validate and prototype their ideas before pitching them in front of a panel of judges. During the weekend, a range of mentors will be available to provide ongoing advice and assistance to the teams. Following the final pitches, the best teams will be presented with awards and prizes.

This is a great opportunity to meet new people, develop ideas and learn about the startup ecosystem!



What is Arc?

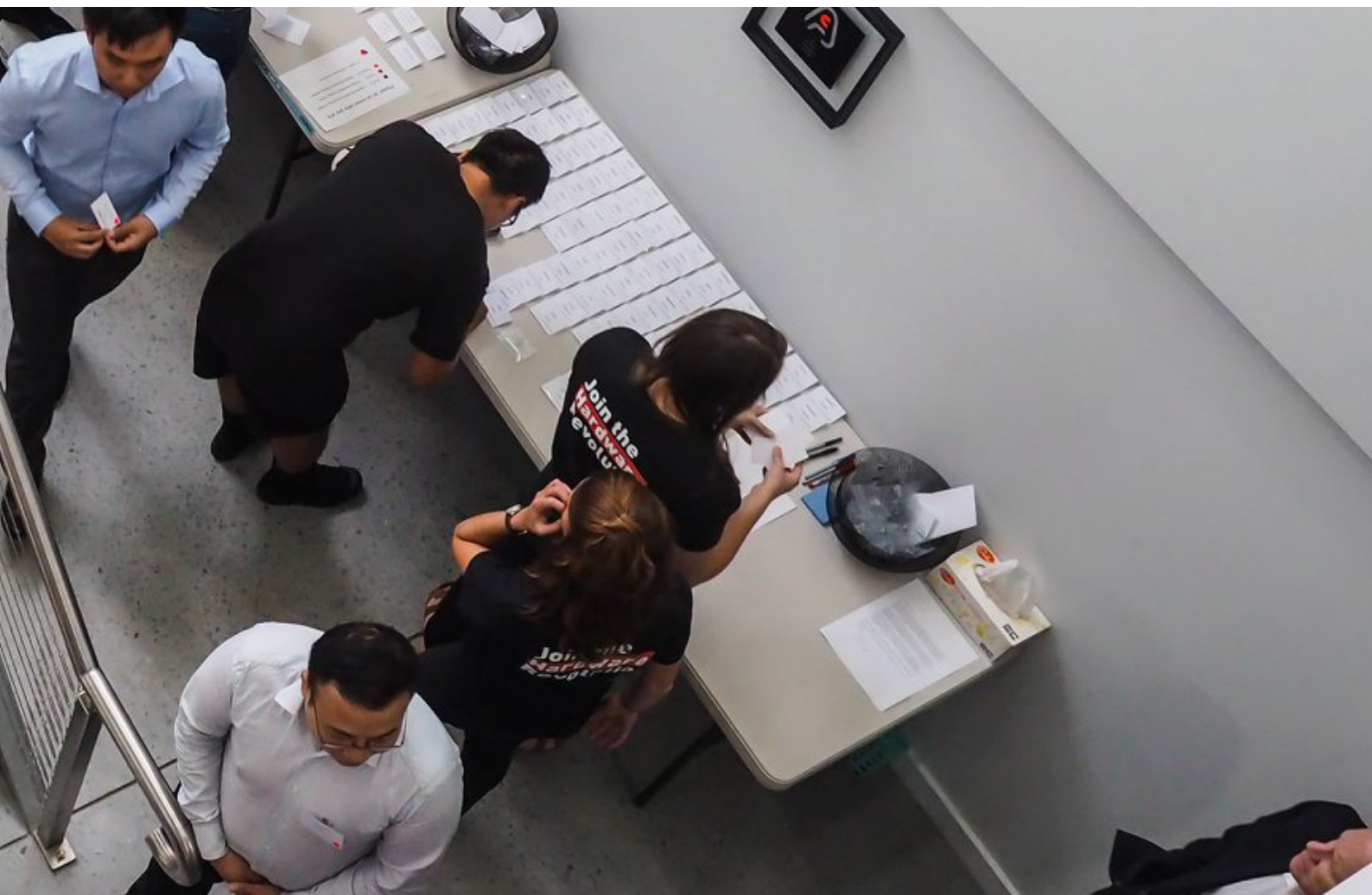
Arc is Australia's first and most advanced Hardware Incubator specifically designed fast-track the development of startups. Arc provides a range of advanced manufacturing and prototyping tools, to enable hackers, hipsters and hustlers to develop their hardware ideas at an accelerated pace.

www.arc.space

Who attends a startup weekend?

It's open to anyone and everyone to attend! In the past we have hosted a wide range of participants, including: designers, engineers, developers, coders, business minded individuals (finance, law and marketing), social scientists and experienced professionals.

Whether you are a serial entrepreneur or new to the startup world, if you are motivated to build a product or startup and open to new ideas then the Startup weekend is perfect for you.





What are the end results?

Startup Weekends are a great way for individuals to experience working in newly formed teams, quickly developing ideas and business propositions. It's an immersive experience and a great way to learn the process of developing a startup.

Benefits include:

- networking opportunities
- access to cutting edge technology
- access to industry mentors
- validating concepts
- prizes

Success Stories

Water Aware

Water Aware developed a water sensor for farming purposes and were awarded first place at the 2018 Startup Weekend. Since then, two team members have shifted their focus and are actively working together on a very promising drone Startup called Drummer. Drummer also participated in Arc's Hardware Pitch Night and as a result, is currently in discussions with investors to raise seed funding.



Rider Remote

A motorcycle GPS navigation system developed by Rider Remote placed second during the 2018 Startup Weekend. One of the team members has continued development on the product and commenced discussions with manufacturers. The team was provided with the opportunity to utilise Arc's resources, allowing Rider Remote to continue software and product development post startup weekend.





**BRING YOUR
IDEA TO LIFE IN
54HRS!**

Schedule

Friday

5.30pm - 11pm

5.30 Registration

Arrive at Arc and check-in.

6.00 Dinner & Networking

Provided. Socialise and mingle with the other participants.

7.00 Introductions

Welcome speakers and review agenda for the weekend.

7.15 60 Second Pitches

Anyone with a product or business idea can pitch their concept in 60 seconds to the rest of the participants.

8.15 Project Selection

Participants rank all the ideas pitched. Only the top 5-10 projects are then progressed.

8.30 Build a Team

Participants choose the project they want to develop and form a team. Each team should have a hacker, hipster and hustler to ensure complementing skill-sets.

Saturday

8.00am - 11pm

8.00 Business Review

Mentors are allocated to teams to help guide them through the development of the product idea and business proposition.

8.30 Arc's Hardware

Arc staff provide equipment training to participants. Equipment includes: 3D printers, laser cutter, soldering station, etc. Participants can then use the equipment to develop their product over the weekend.

12.00 Lunch

Provided

1.00 Market Research

Teams have time to conduct market research, speak with users, research technical requirements and develop prototypes.

1.30 MVP

Teams spend time working through and fleshing out the concept in detail.

2.00 Mentors

Mentors are available to assist with individual consultations and team dynamics.

6.00 Dinner

Provided.

Sunday

8.00 Pitch Workshops

Minimum of one team member attends a pitching workshop and mentoring session.

11.00 Presentation Prep and Technology Check

Teams all come together and work on perfecting their presentations, pitching, finalising slides and a tech-check.

12.00 Lunch

Provided.

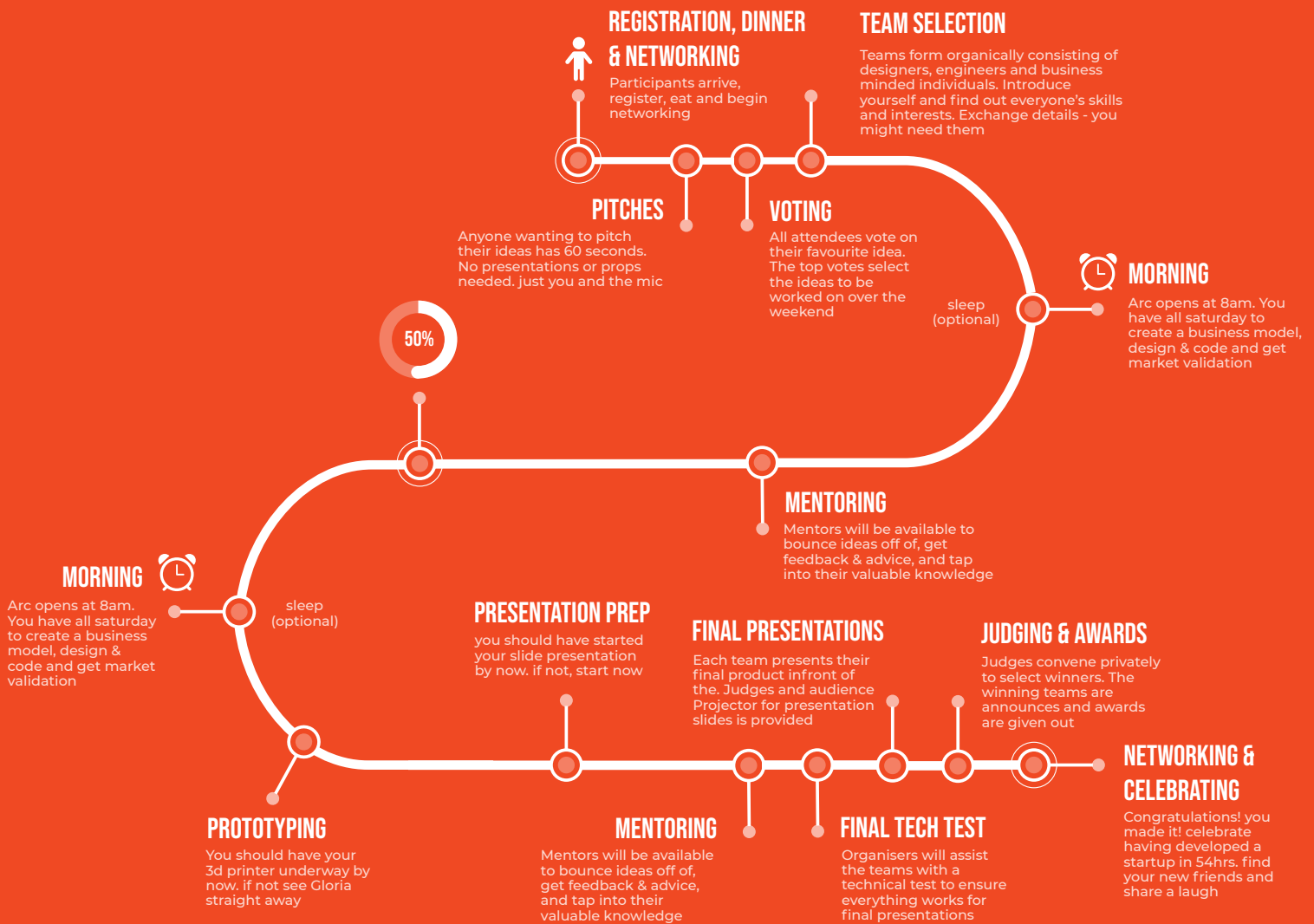
5.00 Final Presentations

Time to Pitch! Teams have 5 minutes to present their product to the audience and a panel of guest judges.

7.30 Judging and Awards

Participants, judges and mentors have the opportunity to mingle and discuss the various projects before awards are announced.

STARTUP WEEKEND TIMELINE



What should I bring?

- Laptop
- Charger
- Camera
- Business cards
- Optional: A second monitor, keyboard, etc... set yourself up to be productive!
- Lots of creative energy and a good attitude!

How do I prepare?

Do some market research as background information will give you a better understanding of the problem you are trying to solve.

Practice your pitch! You will have 60 seconds to persuade other attendees to join your team.
Make it clear, concise, and convincing!

Get some rest!



Contact Details



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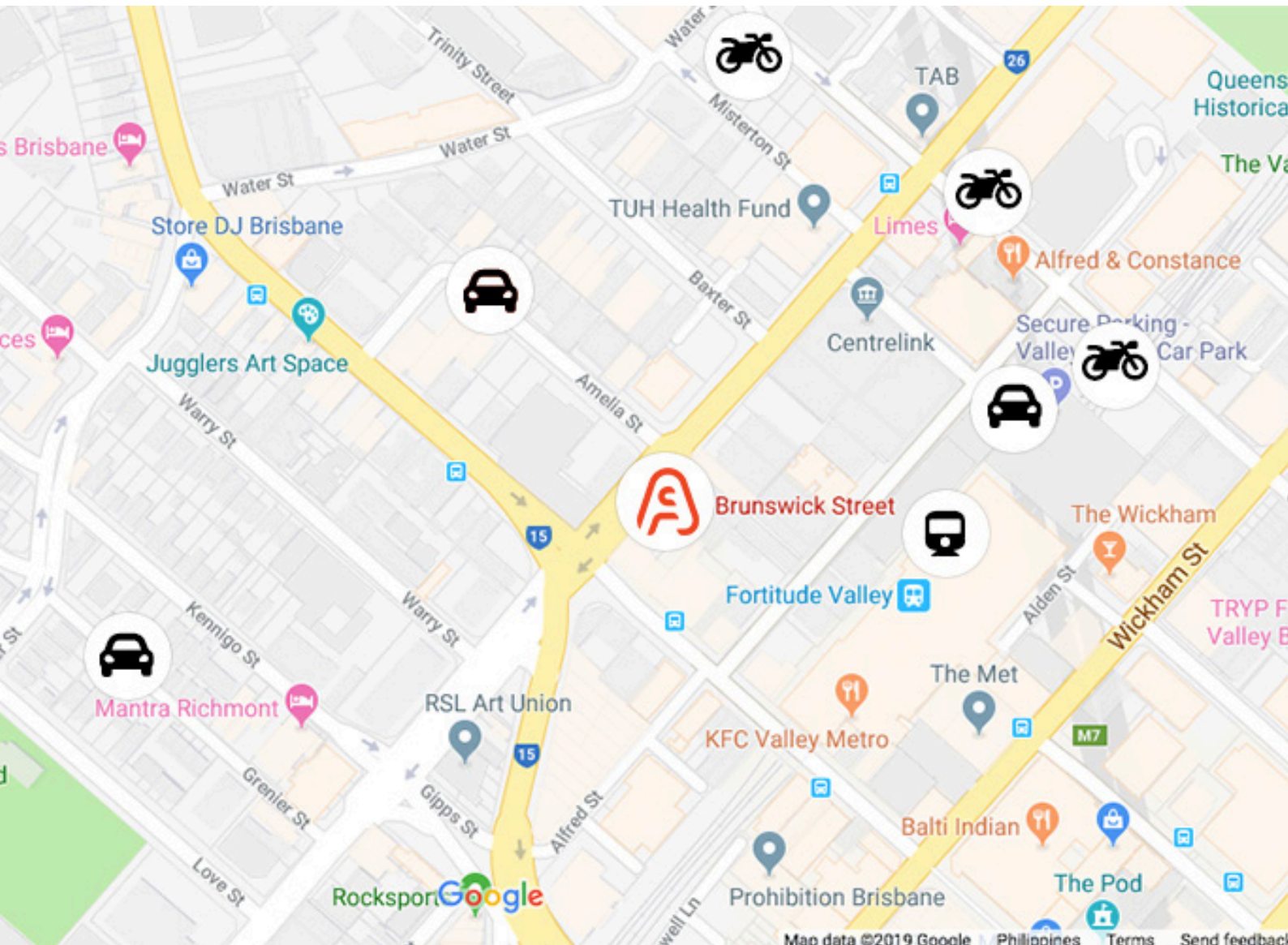
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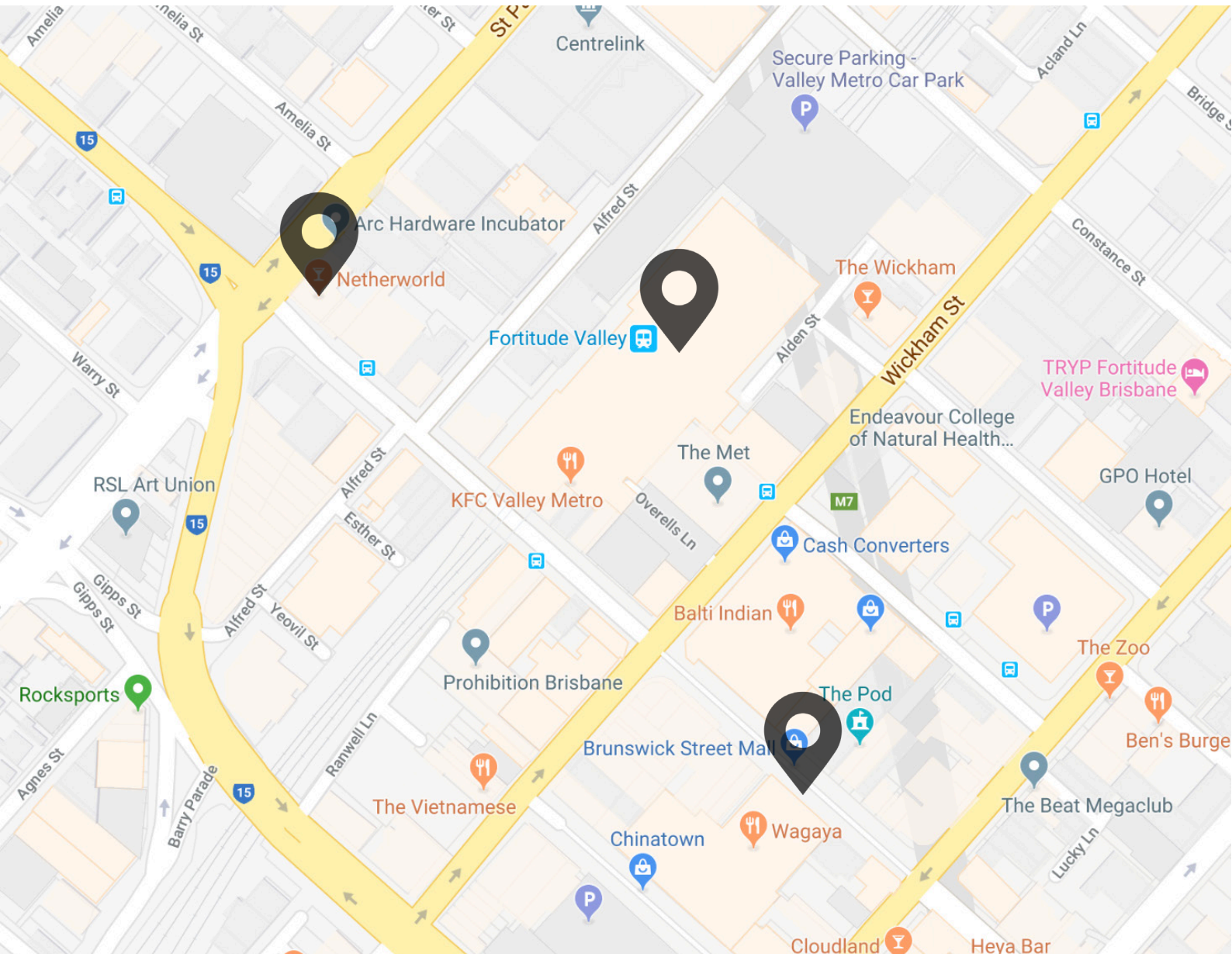
Accessing Arc

Arc's entrance is located off St Pauls Terrace, across the road from Amelia St. The map below illustrates some street parking options as well as the nearest train station. Over the weekend on-street parking is usually free and there is no time limit, however, make sure you check the street signs. . Secure parking is



Hotspots

Hotspots around Arc to get customer validation on ideas include Netherworld, Fortitude Valley train station and the Precinct located on Brunswick St.



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KONICA MINOLTA



JOIN THE HARDWARE REVOLUTION



Australian Government

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