

# ARC HARDWARE INCUBATOR **MVP ACCELERATOR**

April to June 2020

Application deadline  
by 11:30pm on  
**15th March**



**Australian Government**  
**Department of Industry,  
Innovation and Science**

This project is supported by the Australian Government Department of Industry, Innovation and Science through Incubator Support initiative funding as part of the Entrepreneurs' Programme

# IF A WINDOW OF OPPORTUNITY APPEARS, DON'T PULL DOWN THE SHADE.

## Contents

Who we are looking for	3
Arc's unique hardware startup resources	4 - 5
MVP Accelerator Program - outline	6 - 7
What Makes Arc different?	8
How to apply	9
Selection process	10
Investment	11
Accessing Arc	12





# Who we are looking for

Arc is looking for scalable innovative startups developing solutions (with a hardware component) in the clean energy, agtech and water innovation spaces.

Applications are open to anyone who is working towards products in the following fields:

- energy efficiency technologies
- low emission technologies
- renewable energy technologies
- technology to accelerate agri-food R&D
- on farm efficiency
- food processing technology
- new food products
- water innovation

There is also scope for startups that specialise in different areas but that still contributes to clean energy. This includes fields like transport, energy generation, waste management, etc.

**The program will be delivered at Arc Hardware Incubator in Brisbane and selected participants will be relocating their startup to Arc's incubator space for the duration of the accelerator. Following the 3-month accelerator program, participating startups are encouraged to undergo a further 3-month incubation period to solidify their market engagement, testing and R&D.**

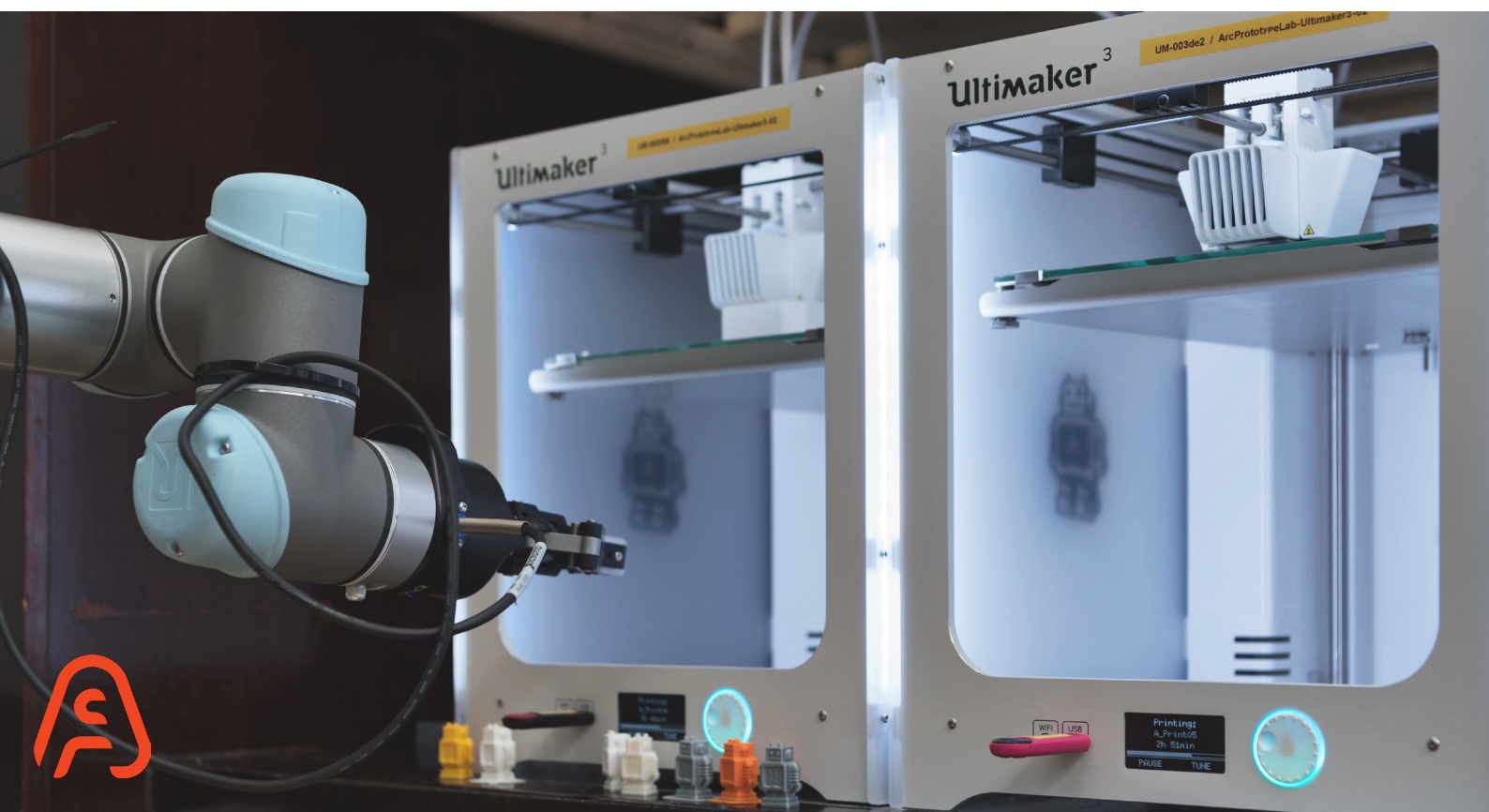


# Arc's Unique Hardware Startup Resources

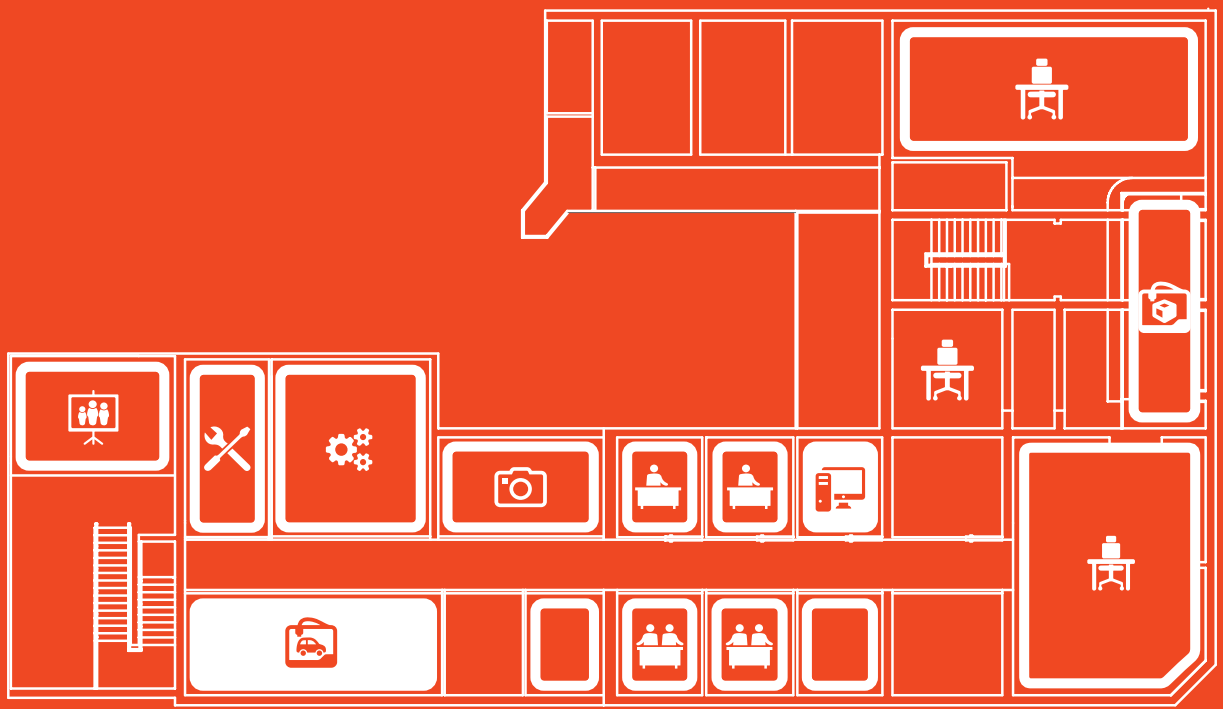
Having already set up a state-of-the-art facility, Arc is able to provide an unprecedented level of access to advanced prototyping and manufacturing equipment as well as a vast array of knowledge-based resources.





Combining high-level accelerator programs with such resources is the most cost-effective model to accelerate the development and scalability of innovative hardware startups. The resources made available by Arc include:

1. Prototype & Manufacturing Lab
2. MVP Lab
3. Electronics Lab
4. Post-processing & Assembly Lab
5. Media Lab
6. Co-working Space
7. Concept & Design Space
8. Networking
9. Investor Engagement
10. Educational Programs & Mentoring



# Layout of Resources



-  Post Processing Lab
-  Media Lab
-  Prototype Lab
-  Private Cubicle

-  Meeting Room
-  MVP Lab
-  Coworking Space
-  Independent Office

-  Assembly Lab
-  Electronics Lab
-  Computer Lab
-  Casual Seating

# MVP Accelerator Program - outline

---

<b>Duration</b>	<b>12 weeks - Monday to Friday</b>
<b>Times</b>	<b>9:30am to 5:30pm</b>
<b>Timeline</b>	<b>7th April - 26th June 2020</b>
<b>Capacity</b>	<b>8 startups</b>
<b>Benefits</b>	<b>Idea validation &amp; prototype development</b>

---

This full-time 12-week program is designed for early stage hardware startups that have identified and can demonstrate market need, that have a functional prototype and that would benefit from accessing cutting edge prototyping facilities and specialised industry mentors to develop polished MVP's they can test with early stage customers in their relevant industry.

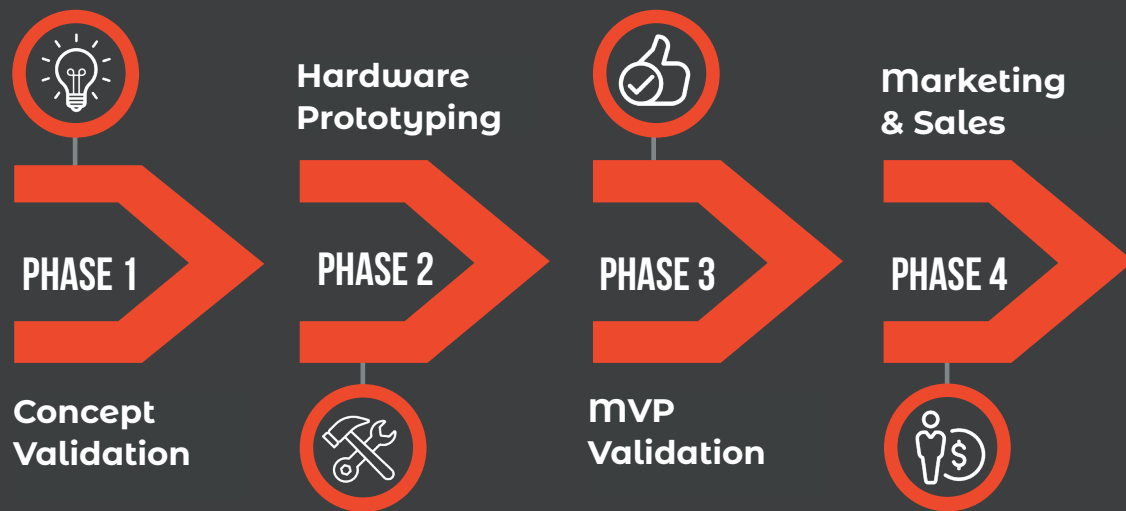
By completing this program, participants will be best prepared to undertake industry trials and start collecting accurate data on the benefits and scope of use of their products. This program is designed to address the gaps present within existing industry-specific accelerator programs that are not able to adequately assist startups throughout their product development stages.

## Who will benefit?

**Participating startups, who arrive with a product with potential, limited market testing, some expertise and a lot of energy, will leave with a validated MVP and a more targeted and clear market strategy.**



The program provides the ideal platform to make the transition from an early-stage project to a full scale business opportunity. This is achieved by addressing all critical stages needed to launch a new product and business in the market. They Include:



Phase 1 - **Concept Validation & Business Setup** - This phase is designed to help startups clearly address the problem they are attempting to solve, the scope of the market they are considering and the most appropriate commercialisation strategies.

Phase 2 - **Hardware Prototyping 101** - This phase will be dedicated to refining the development of the startup's products. As an outcome of Phase 2, startups will be able to develop an early stage MVP (Minimum Viable Product).

Phase 3 - **MVP Validation** - This phase will build upon Phase 2 to refine the development of an MVP and begin addressing manufacturing considerations such as material selection, manufacturing process, manufacturing location and overall logistics.

Phase 4 - **Marketing & Sales** - This phase will address the importance of a well-structured marketing strategy, sales strategy and capital raising strategy. During this phase, we will make available our full AV suite along with expert mentoring in branding, marketing, pitching and video production, to achieve consistency and on point messaging.



# What makes Arc different?

1) We have 6 dedicated staff members that actively help startups progress in the areas of:

- Mechatronics
- Industrial & graphic design
- Funding & grants
- Business & commercialisation
- Intellectual property

2) You have access to state of the art prototyping equipment and software at one location, through our:

- MVP Lab
- Prototype Lab
- Post Processing & Assembly Lab
- Electronics Lab
- Media Lab
- Computer Lab

3) We have a partnership with Artesian Venture Capital and other investors specifically for Hardware startups.

- Artesia has already funded 5 hardware startups through our programs over the past 6 months.

4) We offer access to our wide range of national and international manufacturing networks

- In 2020 Arc is planning on conducting two manufacturing trips one in Europe and one in America.

- Arc has already conducted two manufacturing trips in China and has multiple good sources that are actively engaged with our startups.



# How to apply

Step 1 - Talk to your team and gather information.

Step 2 - Create video evidence of your product.

Step 3 - Submit the online form and attach video evidence .

Online Application: <https://forms.gle/rdUPs3NH45GgDiPV9>

IP: All information provided though your application will be kept confidential.

## Contact

Gloria Vicario  
Head of Programs  
contact@arc.space  
0424 921 900



**Application deadline**  
by 11:30pm on

**15th March**



## Selection process

*When selecting the participants for the Accelerator Programs, Arc will rank the various applicants based on the strength of their team, industry validation and product development progress.*



**15 March**

---

Application closes



**16 March**

---

First shortlist



**26 March**

---

Second shortlist



**31 March**

---

Offers made



**7 April**

---

Program starts

## Investment

Startups accepted into the MVP Accelerator Program focusing on clean energy technologies (energy efficiency technologies, low emission technologies and renewable energy technologies) and agtech may be offered \$50,000+ in seed capital from Artesian Venture Capital firm, in return for equity (e.g. \$50,000 for 5% equity).

Startups developing hardware technologies in other sectors may also have opportunities for investment in return for equity.

Arc will run the MVP Accelerator Program providing access to co-working space, advanced prototyping resources and technical support in design, mechatronics and business development (valued at \$25,000) in return for 2.5% equity\* and overheads (that will vary based on whether you are a funded or non-funded team).

\* Terms and conditions apply

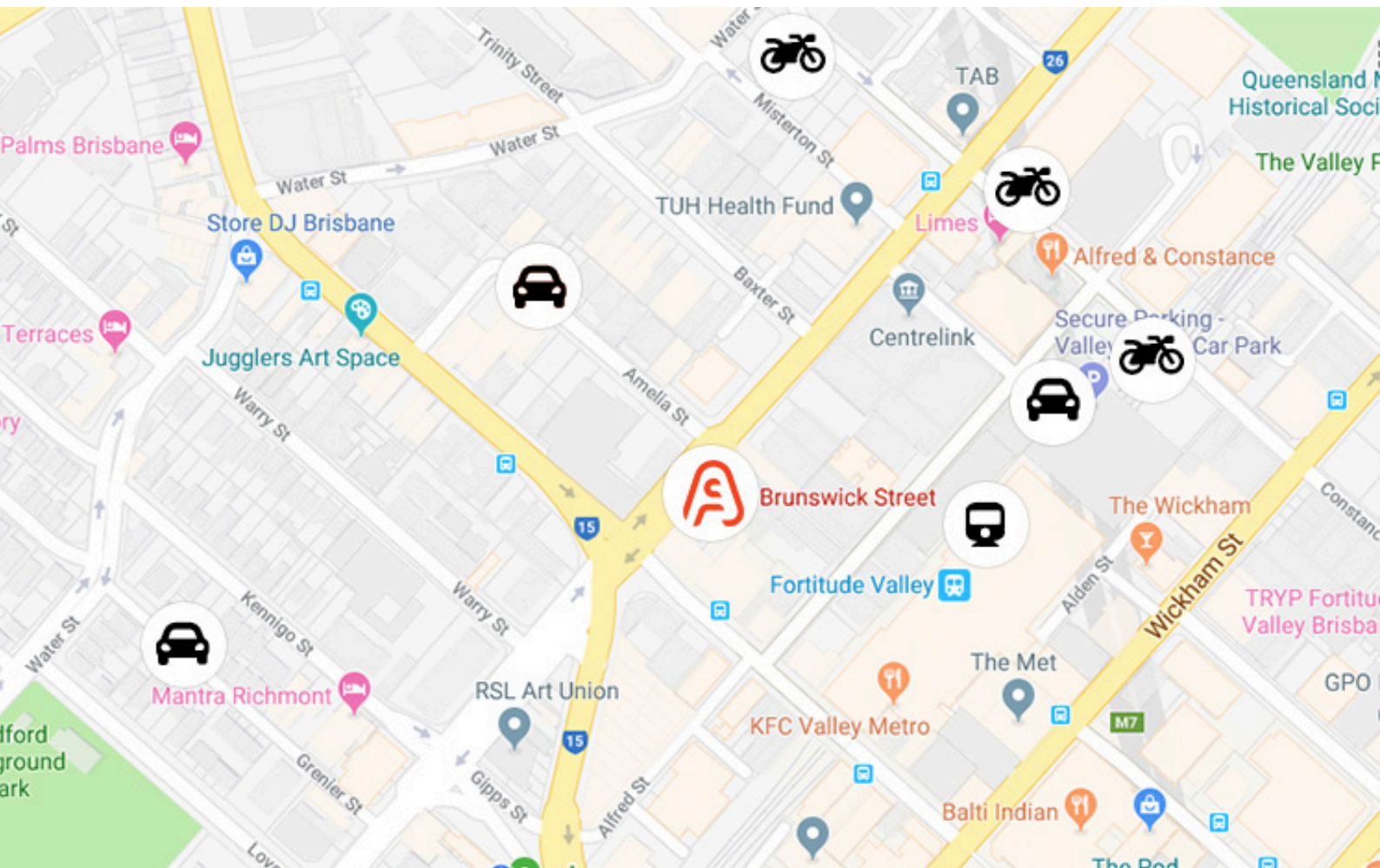
If you would like to know more information please contact Arc's Head of Program, Gloria on 0424 921 900 or [contact@arc.space](mailto:contact@arc.space)





# Accessing Arc

Arc is located on St Pauls Terrace, across the road from Amelia St where onstreet parking is available for allocated time periods. Motorcycle parking can be found in multiple locations along Constance St and Secure parking is behind the Fortitude Valley train station located two blocks away from Arc.





# JOIN THE HARDWARE REVOLUTION



**Australian Government**  

---

**Department of Industry,  
Innovation and Science**

This project is supported by the Australian Government Department of Industry, Innovation and Science through Incubator Support initiative funding as part of the Entrepreneurs' Programme