

6 - 8 MARCH 2020



ARC HARDWARE



hardware  
**startupweekend**<sup>™</sup>  
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# STARTUP WEEKEND GUIDE



Australian Government  
Department of Industry,  
Innovation and Science



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# 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 startups. The unique aspect of this event is using cutting-edge prototyping technologies to be able to develop physical products in 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.



## 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](http://www.arc.space)



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# 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, students 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!

REGISTER HERE: <http://arc.space/programs/>

Check out our 2019 March Startup Weekend here!  
<https://www.youtube.com/watch?v=5RkC6nwVLgY>





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## 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

1st Place



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## October 19 Prizes & Winners:

For the October 2019 startup weekend we partnered with Techsars, StartCon 19 (largest technology conference in Australia), the office of the QLD Chief Entrepreneur and Netherworld to provide participants with some great prizes.

Winners:

1st - Grease Boss: IoT gun for tracking grease nipples

2nd - IoTGym: Smart gym equipment

3rd - Temp Band: Temperature sensor for chemotherapy patients

4th - E-cane: Electronic cane for the blind

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



# Schedule

Friday	5.30pm - 11pm
<b>5.30 Registration</b>	Arrive at Arc and check-in.
<b>6.00 Dinner &amp; Networking</b>	Provided. Socialise and mingle with the other participants.
<b>7.00 Introductions</b>	Welcome speakers and review agenda for the weekend.
<b>7.15 60 Second Pitches</b>	Anyone with a product or business idea can pitch their concept in 60 seconds to the rest of the participants.
<b>8.15 Project Selection</b>	Participants rank all the ideas pitched. Only the top 5-10 projects are then progressed.
<b>8.30 Build a Team</b>	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 assist participants to use the equipment. Equipment includes: 3D printers, laser cutter, soldering station, etc. Teams can then use the equipment to develop their product over the weekend.
12.00 Lunch	Provided



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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.
<b>Sunday</b>	8.00am - 9.00pm
8.00 Pitch Workshops	Minimum of one team member attends a pitching workshop.
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.







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#HardwareSWBNE

IF A PICTURE IS  
WORTH 1000 WORDS,  
A PROTOTYPE IS  
WORTH  
1000  
MEETINGS

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REVOLUTION

## What should I bring?

- Laptop + charger
- Camera + phone
- Business cards
- Optional: a second monitor, keyboard, etc.
- Optional: specific hardware and electrical components that you want to incorporate in your idea
- Lots of creative energy and a good attitude!

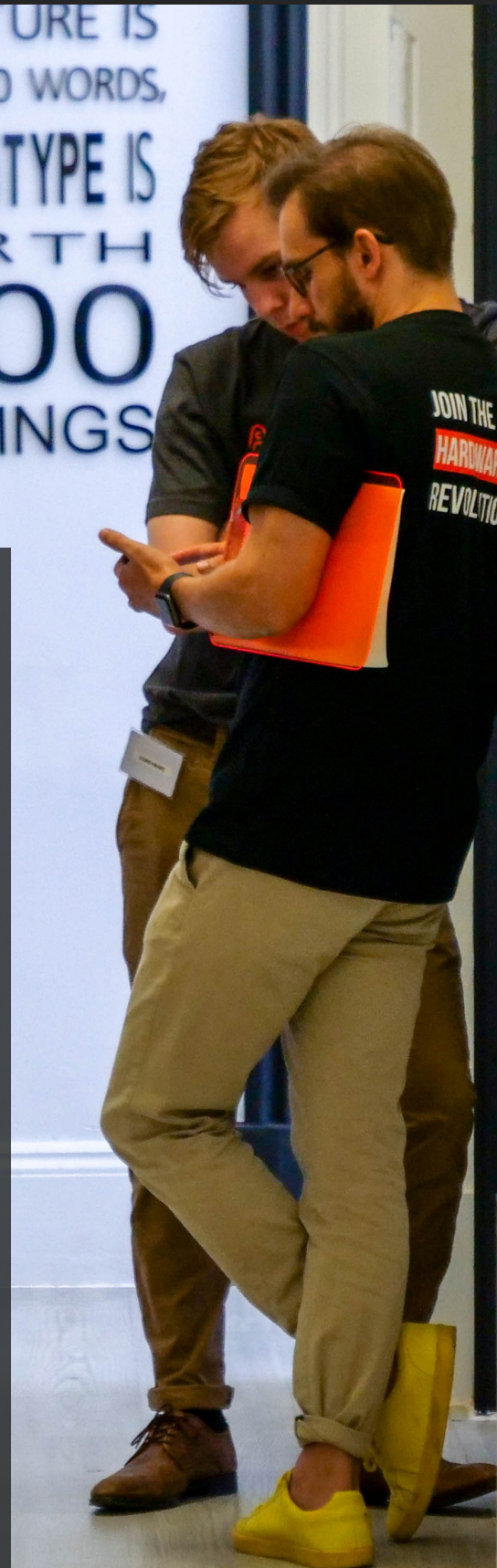
## How do I prepare?

Brainstorm some ideas to pitch on Friday night.

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

Do some market research as background information will give you a better understanding of your concept.

Get some rest!

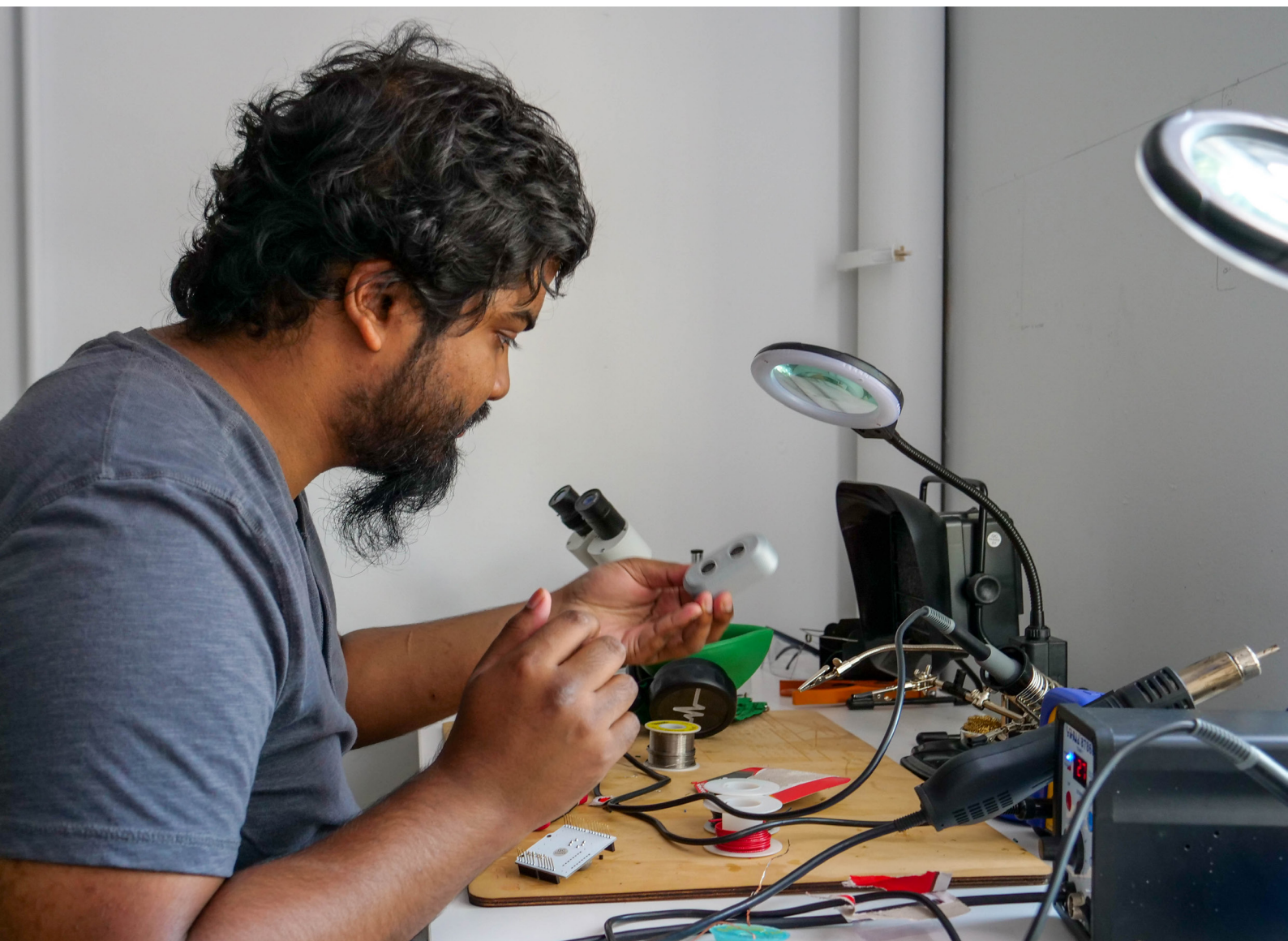




## What does Arc provide?

- Laser Cutter
- Cardboard, acrylic and ply wood
- Ultimaker 2+ and 3 (3D printers)
- Ultimaker filament
- Power Tools + Assembly Lab + bolts/screws + adhesives
- Soldering Stations + Oscilloscope
- Arduino sensor Kits + raspberry pies
- Computers Lab (x5 computers with Solidworks and Adobe Suite Licences)

If you have any specific questions about our equipment and resources please send us an email - [contact@arc.space](mailto:contact@arc.space)





## Highlights



### Access to staff

Full-time access to staff in industrial and graphic design, manufacturing, mechatronics, business and IP strategy. Staff will also be there to help operate the machineries throughout the weekend.



### Access to coworking space

Program participants get access to the co-working space, which provides a desk to work at and an opportunity to network with like-minded entrepreneurs.



### Tailored workshops

Throughout the weekend workshops will be run by industry experts covering topics such as best practices in developing and validating a product as well as pitching your idea to an audience.



### Exposure to mentors

Access to mentors from fields such as IoT, Robotics, Sales, Trials, Manufacturing, Investment, business strategy, corporate and IP law throughout the weekend.



### Access to hardware resources

Participants will be provided basic training and will be assisted by staff when accessing hardware production resources such as 3D printing facilities, electronics lab, laser cutter, assembly tools.



### Networking

Throughout the weekend you will have access to industry experts, like-minded individuals, mentors and staff that you can network with.



## Contact Details



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**Head of Programs**

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**Lead Designer**

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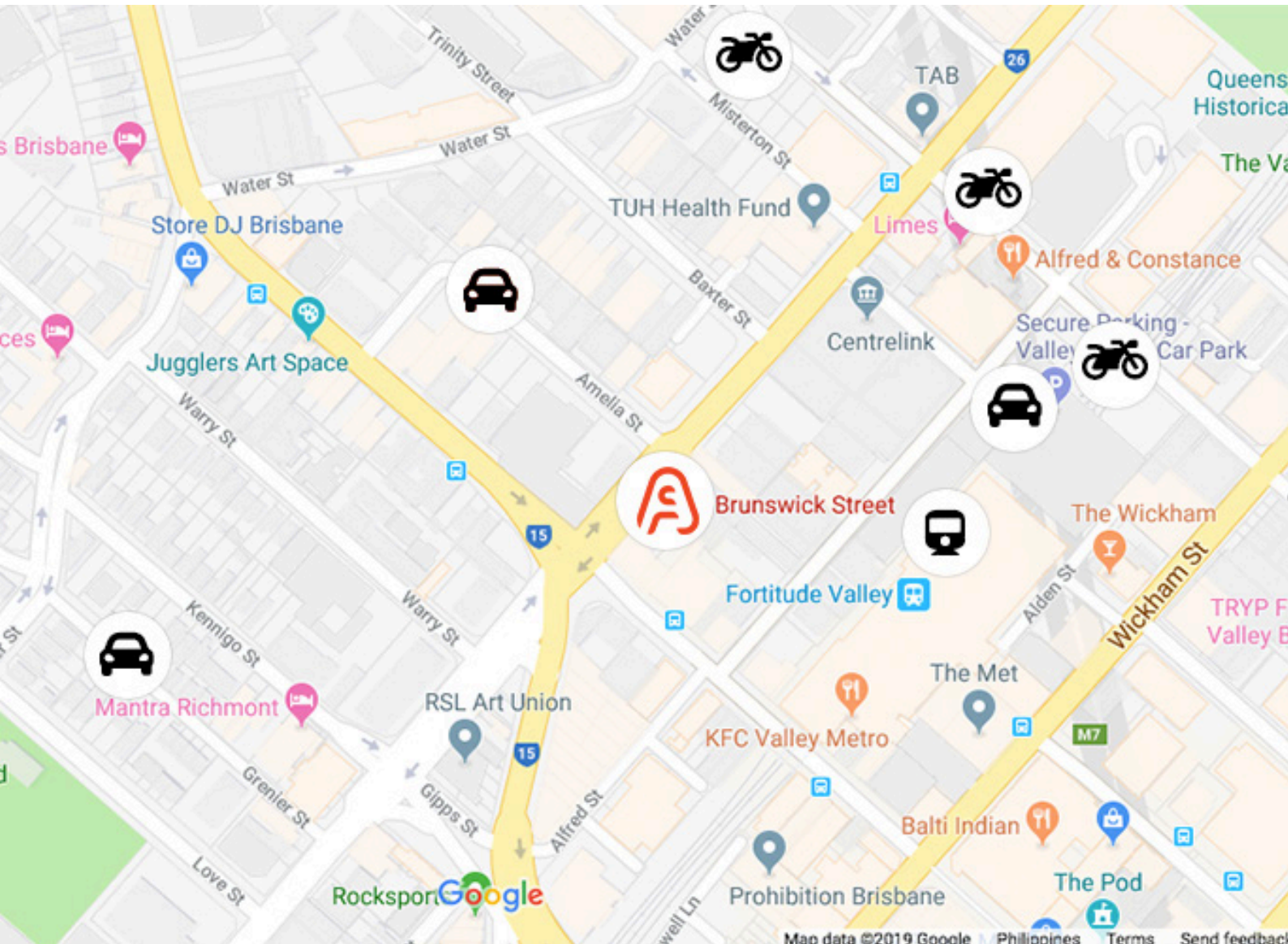
Victor Vicario  
**Facilitator**

Victor's career has been dedicated to technology innovation for as long as he can remember. Fully immersing himself within several hardware startups, Victor is also specialised in IP law in addition to directing Arc Hardware Incubator. Passionate about the integration of technology in enabling startups to grow, Victor's vision through Arc is to provide businesses access to a vast range of technology, education, hands on training and industry mentorship.



# Accessing Arc

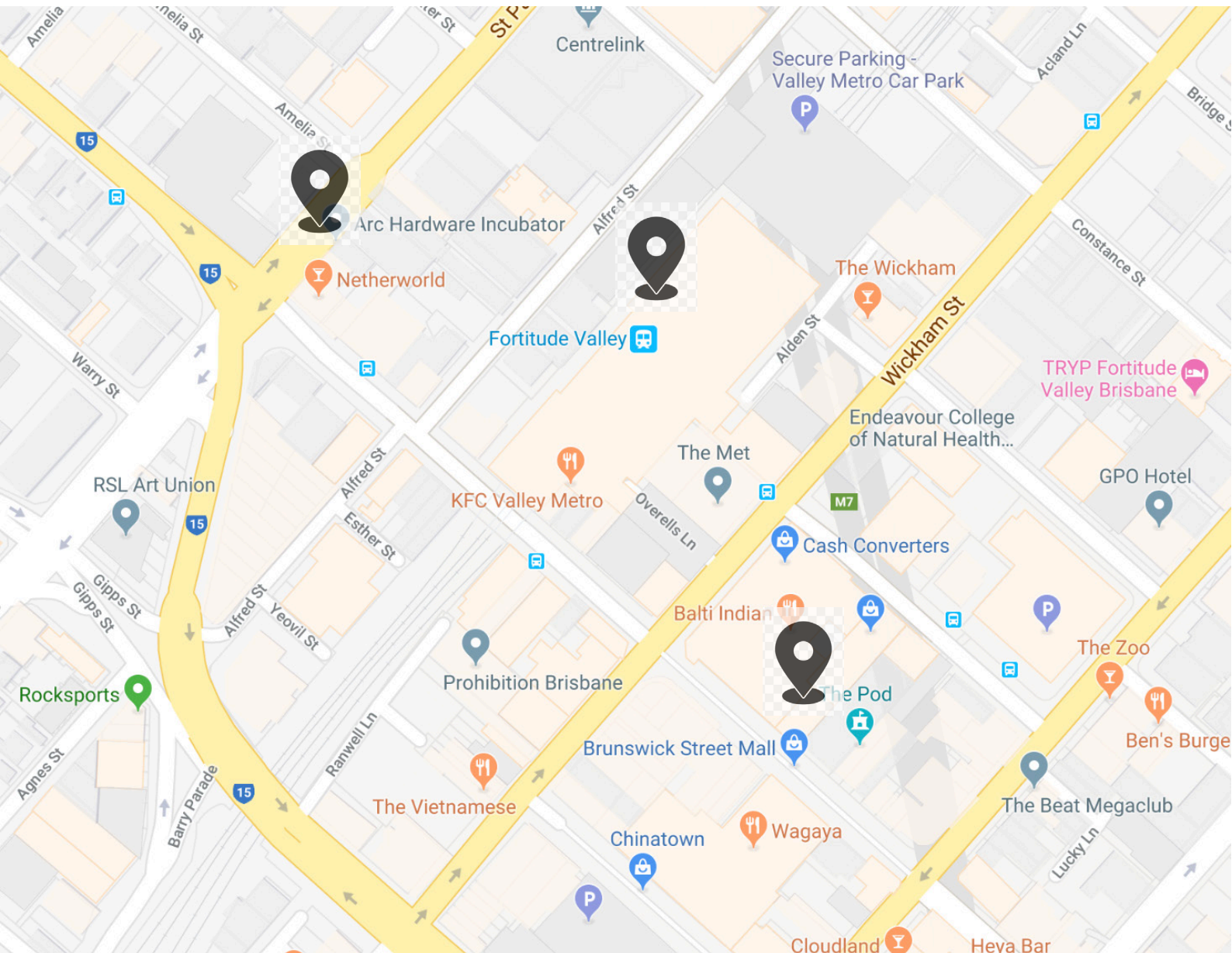
Arc's entrance is located off St Pauls Terrace, across the road from Amelia St. The map below illustrates some street parking options as well as the nearest train station. Over the weekend on-street parking is usually free and there is no time limit, however, make sure you check the street signs. . Secure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





# Hotspots

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



# JOIN THE HARDWARE REVOLUTION



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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