

Agtech and Logistics Hub Accelerator

GroundUp Program

August 2022



Agtech and
Logistics Hub



GRDC
GRAINS RESEARCH
& DEVELOPMENT
CORPORATION



Building market-ready agtech from the GroundUp

The Agtech and Logistics Hub GroundUp Program is for founders of market-ready agtech committed to working with the agrifood industry to take their technology to the next level.

The program cultivates innovation in agriculture to solve industry problems by focusing on startups, innovators and SMEs that have ideas with great potential to achieve product market fit.

The Agtech and Logistics Hub has proudly partnered with the Grains Research and Development Corporation (GRDC) to deliver GroundUp, which offers tailored support for those seeking to accelerate their go-to-market activities.

Under expert guidance from an Entrepreneur-in-Residence and more than 20 mentors, companies are assisted in validating and deploying their solutions over the 12-week program.

The Agtech and Logistics Hub facilitates field demonstrations plus access to VC funds, coworking spaces and a world-class mentor network that includes experts from industry, academia and technology.

Companies are encouraged to apply for GroundUp when they have a market-ready product, evidence of industry demand and an identified market.



GroundUp fast-tracks innovation in the agrifood sector by taking market-ready agtech and offering support and guidance to their creators to validate market-fit





Delivering real solutions for industry

A commercially focused accelerator program



GroundUp is an intensive 12-week program for founders of market-ready agtech who are committed to working with the agrifood sector to deliver real-world solutions



Be challenged by the program and develop critical entrepreneurial skills such as resilience, execution communication, risk taking, decision making and leadership



Fast-track your progress with access to the extensive networks of the Agtech and Logistics Hub, AgriFood Connect, Entrepreneur-in-Residence and a number of mentors



Get pitch-ready with guidance and support from agrifood experts to validate your solutions and achieve market-fit



Solves problems and drives innovation in agriculture by identifying and accelerating the development of market-ready agtech



Provides a new virtual and physical space for investors to find credible and de-risked investment opportunities



Entrepreneurs and researchers innovating in areas aligned with government industry priorities, with support to test and potentially commercialise their new ventures



Delivering solutions for industry by accelerating the journey of a product or service from proof of concept to pilot stage



Why choose GroundUp?

GroundUp is an extensive and sought-after accelerator in Australia's agrifood sector.

The program provides access to world-class mentors for agtech innovators looking to accelerate their growth and fast-track industry validation of their technology.

Participants get access to the Agtech and Logistic Hub's mentor network that includes specialists from industry, academia and technology.

GroundUp is also backed by one of the world's leading grains research organisations, with the GRDC funding the 12-week program.

Each week, startups are supported and guided through full-day workshops that include sessions delivered by an Entrepreneur-in-Residence, content sessions, individual mentoring, founder stand-up updates and Agtech and Logistics Hub Manager check-ins.

Delivered in conjunction with the University of Queensland (UQ), VentureCrowd and Agrifood Connect (AFC), the program culminates in an industry showcase event where companies have the opportunity to showcase their validated technology to potential investors and industry growers.



What are the benefits?

Key details of GroudUp's program structure:

- 1** Access to the Agtech and Logistics Hub's industry and supply chain network
- 2** Participation in Agtech and Logistics Hub study tours to learn from growers and their challenges
- 3** Tailored support in industry validation and deployment
- 4** Membership and access to the Agtech and Logistics Hub
- 5** Desk space at the Agtech and Logistics Hub for the program's duration
- 6** Access to a world-class mentor network and Entrepreneur-in-Residence
- 7** Investment readiness support and investment facilitation through the Agtech and Logistics Hub's investor network
- 8** Opportunities for profile and promotion locally and nationally, including at a showcase 'Demo Day' event
- 9** Experiential learning with startup founders constantly challenged by the program, which helps develop entrepreneurial skills like resilience, execution communication, risk taking, decision making and leadership



The selection process

The criteria

Founder skills and experience

Why are you the right fit to be working on this problem and why is it important to you?



Collaboration

Are you willing to work with others to provide the best-in-class solution for growers?



Program fit

Will your solution benefit from the program in terms of its growth stage, including whether it is too early or too late?



Market validation

How do you know you are solving a real problem for customers? How much validation has been done? How many customer interviews and surveys have you done?



Product and market size

Who has the problem and how will your solution work? How big is the potential of your startup and is the potential market big enough?



The commitment

The key founders of each startup must commit their full-time efforts to progressing their startup in the program. Founders are expected to participate in at least 90% of the workshop and accountability sessions and must support promotional activities.

1

Apply

Complete and submit an online application form, which consists of written and video responses, during the application period. Applications open on 3 August and close on 31 August.

2

Initial shortlisting

A selection committee assesses the applications and produces a shortlist of up to 25 innovators who will be invited to participate in the next stage.

3

Selection process

The 25 innovators are selected to attend a 2-hour presentation that delves into program details, expectations and includes pitch practice and a Q&A session. Then there's the first round of interviews where each innovator delivers a four-minute pitch followed by a six-minute Q&A in front of a section panel. From this, up to 15 innovators are selected for the next stage.

4

Interviews

The innovators are invited to a 25-minute interview, with the selection panel recommending a final cohort of 10-12 innovators.

Program curriculum

The intensive GroundUp Program runs in two stages over the course of 12 weeks, with weekly full-day sessions scheduled on Wednesdays.

Sessions 1-7: are held between 5 October and 16 November | **Sessions 8-12:** are scheduled after the Christmas break between 18 January and 15 February.

The program culminates in an industry showcase event where innovators demonstrate their solutions to potential investors and growers.

Workshop topics



Thomas Hall

Agtech and Logistics Hub Director

thomas.hall@agrifoodconnect.com.au

0477 765 645



Apply now!

Visit agtechlogisticshub.com.au

and submit your application by 31 August

Owen Williams

Agtech and Logistics Hub Manager

owen.williams@agtechandlogisticshub.com.au

0448 795 206

