

GRDC GroundUp Program

2024



VENTURES

CREATE CHANGE



Accelerating solutions for industry from the GroundUp

The GRDC GroundUp accelerator program is for founders committed to working with the agribusiness industry to take their technology to the next level.

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

AgriBusiness Connect, which operates 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 mentors over the 12-week program, companies are assisted in validating and deploying their solutions.

Innovators get access to field demonstrations plus funds, coworking spaces and an industry specific mentor network that includes experts from industry, academia and technology.

Companies are encouraged to apply for GroundUp if they have an Minimum Viable Product (MVP), prototype or solution, can demonstrate some industry validation and show that their solution solves a real problem.



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





A commercially focused accelerator program



GroundUp is an intensive 12-week program for founders of technology who are committed to working with the agribusiness 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 ownership



Fast-track your progress with access to the extensive networks of the Agtech and Logistics Hub, AgriBusiness Connect and industry-specific mentors



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

Delivering real solutions for industry



Solves problems and drives innovation in agriculture by identifying and accelerating the development of technologies



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



Entrepreneurs and commercially-minded 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



Why choose GroundUp?

The GRDC GroundUp program is an extensive and sought-after accelerator in Australia's agribusiness sector.

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

Participants get access to the mentor network of AgriBusiness Connect, the parent company of the Agtech and Logistics Hub, that includes specialists from industry, academia and technology.

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

Each week, innovators are supported and guided through two-hour workshops and mentoring sessions. These are delivered by subject matter experts, with support provided with mentoring and individual check-ins.

Delivered in conjunction with the University of Queensland (UQ) and the Agtech and Logistics Hub, 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 the GRDC GroundUp program structure:

- 1** Access to the industry and supply chain network of AgriBusiness Connect and the Agtech and Logistics Hub
- 2** Participation in field demonstrations to learn from growers and hear about 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 an industry specific mentor network
- 7** Investment readiness support and investment facilitation through an 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 ownership



The selection process

The criteria

Program fit

You are a founder with a clear understanding of the problem the grains sector is trying to solve



Collaboration

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



Adaptable

Your should be open to feedback on your solution for the grains sector and willing to adapt it as required



Customer and channel demand

You can demonstrate some market validation for your solution. This can include industry engagement and feedback you have received on your product. How do you know your solution solves a real problem?



Impact

Is your solution underpinned by biotech or decision support to innovate productivity, decision-making, and/or operations within the supply chain? Does your solution complement Australian grain growers and their commitment to sustainable, responsible farming?



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 February 5 and close on March 15.

2

Shortlisting

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

3

Onboarding

Shortlisted innovators will be invited to participate in an onboarding interview with AgriBusiness Connect. This will provide additional opportunities to understand fit for the program and expectations. Successful applicants will be notified in the first week of April with a formal Letter of Offer and Program Agreement provided.

4

Program commencement

The first workshop commences on 17 April and will run through until August 29, with breaks for holidays.

Program curriculum

The intensive GroundUp Program runs over five months, commencing in April and concluding in August, with a break for the school holidays. Module sessions are two hours and scheduled on Wednesday mornings.

Sessions 1-10: are held between April 17 and June 19 | **Sessions 11-12:** are scheduled after the June school holidays, commencing July 10.

This program culminates in an industry event where innovators demonstrate their solutions to potential investors and end-users.

Workshop topics

Marketplace

Provides an understanding of market and product fit, overview of supply chains, insights into how data is used to drive decisions, cross-pollination of market sectors to explore other opportunities.

Delivered by GRDC.

Pitching and communication training

Covers investor and elevator pitch content, development and delivery, as well as engaging content examples.

Delivered by UQ.

Deployment – go-to market

Covers going to market channels as well as brand, partnerships and socials.

Delivered by UQ.

Branding and marketing

Provides an understanding of social media and branding, selling to enterprises, how to sell specific channels, 'features versus benefits', and value proposition clarity.

Delivered by UQ.

Legal desk

Covers entity structures, IP strategy, NDAs, term sheets, HR, IR, tax and research development.

Reflection and personal development

Aspects include business networking skills, team development and optimisation and how to engage mentors and take feedback.

Delivered by ABC.

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12

Business model basics

Key aspects include company basics, introduction to intellectual property basics and overview of startup tools.

Delivered by UQ.

Product and customer

Learnings include customer validation and interview techniques, Minimum Viable Product (MVP) development, product pricing, customer acquisition and retention, and rapid prototyping.

Delivered by UQ.

Positioning and pricing strategy

Covers basic accounting, cashflow, profit and loss, balance sheets, financial planning, and modelling and pricing models.

Delivered by ABC.

Investment requirements

Explains founders' agreements, the investment process, non-equity based funding and valuations, and includes an introduction to core investor agreements.

Delivered by Artesian.

Pitching and communication practice

Learnings include the practical delivery of pitches and further refinement of value proposition.

Delivered by UQ.

Demo Day

A showcase industry event where innovators demonstrate their solutions to potential investors and end-users.

Delivered by ABC.

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Apply now!

Visit agtechlogisticshub.com.au

and submit your application by March 15



**Agtech and
Logistics Hub**



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Connect**



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& DEVELOPMENT
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OF QUEENSLAND**
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