

Sample form, not for offline completion.

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AUSTRALIAN  
TECHNOLOGIES  
COMPETITION

## Circular Economy

This category highlights technologies that promote the sustainable use and reuse of resources through reducing waste and creating closed-loop systems. Entries should demonstrate how their innovations contribute to the reduction of environmental impact, support sustainable production practices, and facilitate the transition to a more circular, regenerative economy.

Entry Company/Entry Name

Will you be entering a secondary category

Yes

No

ABN

Australian Business Number

Website (optional)

Is your company publicly listed on the ASX, NSXA or a foreign stock exchange?

Yes

No

ASX - Australian Stock Exchange NSXA - National Stock Exchange of Australia

Do you have operational legal entities/subsidiaries in other countries outside of Australia?

Yes

No

Describe your technology or company in one line.

40 words

(This is the overarching description that summarises what you offer.)

Now describe your company in a fraction more detail.

120 words

Keeping it understandable to someone outside of the industry.

What is the customer problem you are trying to solve?

200 words

Briefly describe the industry problem you are targeting and quantify the need / benefits your solution delivers to a customer. Note: you are permitted to submit one application form for each award category you are entering

Who are your customers?

120 words

Describe who your customers are as well as giving any specific company examples.

How is your company unique and why is it better than alternatives?

120 words

A concise description of your technology / solution, including its basic technical features and what makes it different from others on the market or under development

What year was your company established

How many full time employees work for the company?

Number of full-time employees who identify as women?

How did you hear about the Australian Technologies Competition?

Past or Present Judge

Past or Present Mentor

Press

Start Up Daily

Other

Why are you interested in applying to the Australian Technologies Competition?

- Accolade
- Challenge
- Interest in topic
- Peer Recommendation
- Mentorship opportunity
- Investment opportunity

Are you engaged with any of the Federal Government's Industry Growth Centres?

- We Are Not Engaged With Any
- AustCyber
- NERA
- FIAL
- AGMC
- MetsIgnited
- MTPConnect

What state or territory is your company based/registered in?

- NSW
- VIC
- QLD
- ACT
- TAS
- WA
- NT
- SA

Will you be applying for the over \$100k investment opportunity if you are successful to move through to Round 2 of the competition?

FINAL CHECKLIST

I confirm that the company is an Australian-registered business

- I understand that this Competition is seeking Australian scale-ups with global potential
- My company's technology aligns with one of the 15 Award Categories
- My company has majority ownership of the technology's intellectual property
- I understand that information submitted as part of this application is used strictly for judging purposes and will not be shared with external parties

Please tick each of the following boxes before submitting your application:

- I confirm to meet the minimum requirements and am eligible to enter the Australian Technologies Competition 2025

## Executive Summary

400 words

Provide a concise overview of all elements of the business plan starting with your value statement on what you do and what value it delivers to whom. Use this Executive Summary to effectively demonstrate that you have a complete understanding of your business, its potential and the risks that you will need to successfully manage to get there. Do not include new information on this page and do not feel the need to fill the page up. A concise overview will be more powerful than trying to include every detail. The Executive Summary will not be scored by the judges but it will provide the judges with their first detailed view of your company. It is important as it will help them understand what detail to look for throughout the rest of your Business Plan.

## Customer Fit



**Customer Interviews** Test up to three different customer segments. A segment is a group of like-minded customers who reference each other. You are looking for customers whose problems ('pain points') you can solve in a segment that is underserved or where your solution has a significant advantage in cost or function over the alternatives. Interview questions: - Does this solution solve a problem you have? -What, specifically, and how? -What product (and/or feature set) would solve your pain better? -What more pressing pain(s) do you have? -How are you currently addressing this pain? What is it costing you? -How much are you prepared to pay for this product? Your Page on 'Customer Fit' could answer the following questions: - Which market segment has the Best Product/Market Fit (i.e. who are your earliest adopters?) - What pain point does your product solve in this segment? - Describe the product/feature set that potential/existing customers said they wanted - How many prospective/existing customers did you interview? - How many interviewees said they would buy this product? - If you have existing customers, how many (and what proportion of interviewees) said they couldn't live without it (be honest!) - What did you discover about pricing? - What is your estimated cost of acquiring a customer (If you have sufficient data)? - In your interviews, did you come across interesting case studies, quotations, or stories that can be used to provide anecdotal support for your arguments? - Indicate your Minimum Viable Product (MVP)? - A Minimum Viable Product has just those features that allow the product to be deployed, and no more. The product is typically deployed to a subset of possible customers, such as early adopters that are thought to be more forgiving, more likely to give feedback, and able to grasp a product vision from an early prototype or marketing information. It is a strategy targeted at avoiding building products that customers do not want, that seeks to maximize the information learned about the customer per dollar spent.

## Market Potential



Your Page on 'The Market Potential' could cover the following points: **\*\*THE MARKET\*\*** - How attractive is your overall market? Reference factors such as market growth forecasts and access to government grants to support early adoption. - How big is the overall market? Total Addressable Market/Segmented Addressable Market (TAM/SAM) Cite your sources and assumptions - What trends make your product the right product of the moment (trends that you follow and trends you're bucking) **\*\*GO TO MARKET\*\*** - Do you have your first customer(s)? - How has their input helped shape your positioning of the product? - Are your initial conclusions still valid, or do you need to adjust your strategy? - Do the early adopters represent the first \$1 million in revenue? - What's the market size of your early adopter segments; what proportion of that market can you secure, over what timeframe? - How many early adopters have you validated this with? - Which partnerships with major industry players will you forge? - What are the alternative competing products and why are you better than them? - What advantages do they have which you find difficult to emulate? - How can you make it hard for your competitors to emulate what you do? (Barriers to Entry)

## The Business Model



**\*\*Your Page on your 'The Business Model' could cover the following points:\*\*** \* Describe the customer's industry value chain (as opposed to your supply chain) and how you will access your target market. \* Provide a diagram of the customer's industry value chain, and describe how your product is/will be distributed to your customers – making clear distinctions between direct and indirect distribution. \* Make a preliminary estimate of your cost structures and the impact of your product(s) on your customers' margins and sales. \* Have you identified any points of major opportunity in the industry value chain? e.g. do you drive out costs at certain points that your competitors can't or is there extra profit for one of the links in the chain that your competitors can't match? \* Show that you understand your competitors' pricing and costs. \* Show that you have a solid business model and not just a clever technology.

Companies can enter up to two categories across a total of 17 award categories. Each finalist will be in the running to win the overall 'Australian Technology Company of the Year' Award.

- Advanced Manufacturing
- AI Tech
- Alumni Achievement Award
- Circular Economy
- Clean Energy
- Cybersecurity
- DeepTech
- Disaster & Emergency Management
- Edtech
- Fintech & Regtech
- Global Social Impact
- Growth Equity
- Medtech & Pharma
- Proptech
- Sustainable Cities & Communities
- Sustainable Mining & Resources
- Water, Food & Agribusiness

#### Technology Validation & Protection



**\*\*Your Page on 'Technology Validation & Protection' could cover the following points:\*\*** \* What known opportunities or problems are you addressing with your technology? \* If you only have a prototype, then provide details of its operation and performance in comparison to the estimates, the problems that have occurred and have been resolved, and problems that are yet to be resolved. Where possible, provide quotes from customers/validators and as much evidence (in summary form) as possible from credible sources that your prototype is/was working effectively. \* If there are technical issues inherent in producing your product at a large scale, then show that you understand the risks and know the steps involved in addressing them. Where possible, provide quotes from customers/partnerships/alliances and as much evidence (in summary form) as possible from credible sources that your product design can be manufactured/delivered at scale. \* Confirm that your technology IP is Australian, explain how it is protected and explain how you have beneficial use of it.

#### The Leadership Team



**\*\*Your Page on 'The Leadership Team' could cover the following points:\*\*** \* Provide a table of existing team and skills/bio/ experience. Include any Non-Executive Directors and advisors and details of incentive plans to retain people. \* Provide a separate table that sets out: \* Leadership team gaps and milestones for filling these gaps. \* Tactics and incentives for attracting the talent you need.

#### Managing Finance



Your Page on 'Managing Finance' could cover the following points: \* How will you fund the growth of the company? \* Provide a three-year cash flow projection with three different scenarios. Scenarios could be: \* Your Best Guess Scenario, with assumptions \* An Optimistic Scenario, with assumptions that explain variance; how do you create the circumstances to create this variance? \* A Pessimistic Scenario, with assumptions that explain the variance; how would you avoid the issues that create this variance? \*\*Show that your assumptions make sense for your industry, or explain where you have significant variance.\*\* \* What are your milestones in the next 18 months? Include a table, such as the template provided below, that sets out: \* Milestones \* What level of funding, if any, do you need to hit each milestone? \* What are the appropriate sources of funding for each milestone? (e.g. internal cash flow from other products, angel investors, venture capital, grants, debt etc) \* What is the agreed or planned exit strategy for your early investors? Management buy-out; IPO; PE? \* If you expect an M&A exit, do you have any specific acquirers in mind? What evidence do you have that they might be interested? Are there any benchmark transactions that can be used to give a potential valuation?

## Operational Risk



Your Page on 'Operational Risk' could cover the following points: \* Show that you understand the major risks to your business and that you have plans in place to mitigate them. Building a new business involves risks and this question is not looking for an answer saying that there are no risks. Rather, it is looking for a demonstration that the risks are understood and managed as best as possible. \* What are the operational risks critical to your short-term business goals (e.g. key person, supply chain, procurement, intellectual property, overhead costs, currency, legal, IT security, etc)? What controls do you have in place for these risks? \* How do you monitor the regulatory environment and ensure cost-effective compliance? How do you balance the need to take risks with the cost of controls? \* How important is operational effectiveness to your growth? What KPIs do you use for this? How do you ensure your business operations are capable of responding to a major new opportunity? \* How do you identify cost-saving opportunities and efficiencies? What key changes do you need to adopt to make your business more effective and efficient?

## Partnerships and Alliances



Your Page on 'Partnerships & Alliances' could cover the following points: \* To what extent will organic growth deliver your business plan goals? What alliances and partnerships could deliver further customer value? \* How do you identify potential alliance partners? Can you move quickly when potential alliances arise? Do you have an informed view on valuation? \* Are there partnerships or alliances that will provide additional or more effective channels to market your product? \* Do you have a private equity strategy? How do you build business networks to learn about new deals and opportunities? \* What are the Critical Success Factors (CSFs) that will make your partnerships and alliances deliver real value for your business?

## Next Steps



Your page on 'Next Steps' could cover the following points: \* Long term strategy \* Key steps to execute strategy \* Critical success factors

## Additional Photos or Diagrams (optional)



\* Visuals are very useful for the judging process. They are often the first thing that a judge will look for in order to visualise what the business plan is referring to. \* Please include any specific graphics that will assist the judges to understand your technology and business more effectively. Where possible these should be included in the text where most relevant but this page provides an opportunity for any additional graphics to clarify your submission further.