

SEGRA Challenge

Building Startup and Innovation Ecosystems

REGIONAL AUSTRALIA



We've got a saying...
"It takes a Village to Raise a Startup"

THE SPACE
turning ideas into reality

SEGRA
SUSTAINABLE ECONOMIC GROWTH
FOR REGIONAL AUSTRALIA

SEGRA Challenge Overview

theSPACE Australasia, with the support of **SEGRA** aim to map (ie: understand where the regions are at) and develop Startup & Innovation Ecosystems across regional Australia over the next 12 months (and beyond).

Over the past three years theSPACE (in conjunction with key stakeholders) have been building a startup & innovation ecosystem in Cairns (and more broadly in FNQ) to more effectively assist entrepreneurs/innovators to develop their ideas, products and services. The ecosystem process creates a roadmap for sustainable economic growth and diversity in the regions, leading to increased Regional Domestic Product. We've learned that the development of a vibrant startup & innovation ecosystem can be duplicated throughout regional Australia (with the right support), whilst enhancing the authenticity of the region.

Why do we want to have this conversation with you?

Technology and the internet are enabling change in industry at an ever increasing pace, disrupting traditional industry and opening our regions to a global market place.

This is creating record high youth unemployment in our regions, which is compounded by dying and localised industries and contributing to an ongoing cycle of regional brain drain.

Regional communities, "places" are at the heart of Australian culture, but 21st century models for sustainable development are required to keep them relevant.

In short, the world is changing.

"50% of occupations today will no longer exist by 2025 as people will take up more creative professions".

Martin Chen – Chief Operating Officer of Genesis

"40% of Australian jobs could be redundant in 10 years."

The Committee for Economic Development of Australia (CEDA)

"60% of Australian students are training for jobs that will not exist in the future or will be transformed by automation"

Foundation for Young Australians

We need to take action now so that our regions remain relevant.

Why should you consider this?

Our regional areas understand small business, but is still understanding the concept of "startups". What we are proposing is educating a new way of doing business. It's been done exceptionally well in places around the world such as Silicon Valley and increasingly in metro areas of Australia, however we aren't Silicon Valley (nor Sydney), we are Bathurst, we are Wagga Wagga, Cairns, the Tablelands... Coffs Harbour, etc... This challenge aims to assist our communities to adapt these new models to fit our individual places, so that they remain relevant to the globalised economy of the future. We are looking at enabling startup, innovation – high growth, globally focused businesses in regional Australia.

We are not talking about selling the souls of our regions, it's about embracing what is unique in our region, and looking at what opportunities exist to create high growth, scalable products, services (businesses).

We have initiated a new way of approaching business, which requires a fundamental infrastructure (not so much physical), but about connecting key stakeholders and teaching them how to play the new rules, of the new game and teaching the new skills that are required. In addition, it's about encouraging a culture of entrepreneurship (from the very young to the very old) and infusing that into the existing culture of the regions.

How do we do that... by developing an ecosystem. We've got a saying... "It takes a village to raise a startup"

Startup & Innovation Ecosystem



THE SPACE
turning ideas into reality

The Challenge

As part of the **SEGRA** Challenge we will aim to map (ie: understand where the regions are at) and develop Startup & Innovation Ecosystems across regional Australia over the next 12 months (and beyond).

But what is a startup & innovation ecosystem?

The fundamentals of an the ecosystem are as follows (also refer image above)

1. Ecosystem
 - a. Commercialisation runway - process to step startup's & innovators through
 - b. Key stakeholders to support the entrepreneurs. Entrepreneurs/innovators are at the heart of it
2. Building a culture of entrepreneurship & innovation
 - a. Programs to educate the community (at all levels, from school age through to anyone interested (for example at theSPACE we've developed a high school program "Emerging Entrepreneurs" where we teach students the fundamentals of entrepreneurship... What is an entrepreneur, who can be an entrepreneur? It's not the smartest, prettiest, most athletic, musically gifted... It comes down to 3 key characteristic's... passion, never giving up and attitude. Anyone, anywhere can do it). Programs form part of the commercialisation runway. Innovation follows similar processes.
 - b. Events to bring the participants together (for example startup & innovation weekends)
3. A local champion to drive it. Local government is an enabler, an entrepreneur needs to drive it

4. Physical place to run events and/or meet up (vastly different dependant on the size and needs of the community). Obviously Burke is going to have different needs to Dubbo. At theSPACE we've assisted regions to tailor solutions based on their needs.

Actions

Stage 1.

We appreciate that there is not a one size fits all approach, however there are some fundamentals which we've identified that are likely to apply to most regions and are at the heart of development. We will conduct some initial primary research (conversation starting with you) and secondary research, which will help to determine where your region is at. These are the metrics we will use to benchmark and measure growth.

Metrics or key fundamentals we will measure

1. Regional Startup & Innovation Champion ie: an Entrepreneur. Does the region have one?
2. Key stakeholders. Identify them and engage with them
3. Physical place. Has one been established?
4. Number of relevant programs run each month
5. Number of relevant events run each month

This will help us quickly establish where each region is at and devise programs for each individual region to move them forward. Further details will be provided after an initial snapshot is taken of the region.

Stage 2.

Beyond the initial snapshot, funding options are being explored from Local, State & National Government along with the private sector to offer programs to initiate growth. More information on the applicable programs will be provided after the data from stage 1 is evaluated.

Getting involved

Getting involved is really simple at this stage. It's simply a matter of saying yes to an initial conversation with Troy, where he'll run through a series of questions about your region, pertaining to the metrics above.

About Troy Haines

Troy Haines is a Startup and Innovation Coach who has worked with hundreds of entrepreneurs across Australia to help them commercialise their ideas. Amongst many awards, he was named Innovation Champion in 2014 by the Minister of Innovation and Premier of QLD. He was also inducted into the QLD Government Innovation Wall of Fame for his work in building the NQ startup & innovation ecosystem. Troy and the team at theSPACE have developed startup & innovation programs which they deliver across a wide audience, from high school students, SME's to Government (and everyone in between). He has been referred to as a creative genius and consistently demonstrates how actions speak louder than words when getting results.

theSPACE Cairns

theSPACE Cairns is a regional Startup & Innovation hub, that brings together ideas, skills and resources from the local region and connects them to a national and international network, so that we can more effectively commercialise ideas. With a coworking space, startup and innovation events (both social and educational), mentors and coaches we support entrepreneurs at multiple stages of the commercialisation process from idea screening, team development, product / market fit, capital raising through to the growth phase.

theSPACE has run numerous programs with key strategic partners including:

- Startup Basecamp – Pre-accelerator Program. Key partners - iLab, State Government.
- Startup Weekend – 54 Hour Startup Weekend. Key partners – State Government, Cairns Regional Council, Advance Cairns, JCU, Cairns Chamber of Commerce, Cairns Airport, Tourism Tropical North Queensland.
- Establishing Micro Startup & Innovation Ecosystems across FNQ. Key partners - State Government, Cook Shire Council, Douglas Shire Council, Cassowary Coast Shire, Tablelands Regional Council, Startup Tablelands and Cairns Regional Council.
- Emerging Entrepreneurs Program – School Based Entrepreneur Program. Key Partners – James Cook University, Smithfield High School, Trinity Anglican School, Babinda High School
- 6 Steps to developing ideas. Key Partners – Cook Shire Council.

Team

Presently our team consists of the following:

- Troy Haines – Founder of theSPACE
- Damian Zammit – Cofounder of theSPACE
- Nathan Finney (Financial Controller) – Partner in theSPACE
- Christine Doan – Startup Tablelands
- **SEGRA**

theSPACE Board of Directors

Troy Haines – Executive Director

Damian Zammit – Executive Director

Debbie Hancock – CEO Cairns Chamber of Commerce (Non-Executive)

Kevin Brown - CEO of North Queensland Airports (Non-Executive)

Jeff McEachern – North Queensland Airports (Non-Executive)

Professor David Low – Dean of Business, Law & Governance JCU (Non-Executive)

Testimonials from program “Developing Micro Startup & Innovation Ecosystems across FNQ”

Cook Shire Council recently engaged theSPACE to deliver a startup and innovation workshop series, Building Start Up and Innovation Ecosystems and Agile Planning. “We were thrilled with the results of the first workshops and are excited to continue supporting theSPACE to deliver programs, including our upcoming Six Steps to Developing Your Ideas workshops, and emerging entrepreneurs and start up weekends in Cooktown. We believe that supporting this culture of entrepreneurship in our region and encouraging new business startups will result in employment opportunities and economic growth for our whole region,”

Peter Scott, Cook Shire Mayor

“Douglas Shire Council is committed to support and help create environments which encourage and foster business innovation, diversification, establishment and relocation within our region. Our Council recently worked with TheSPACE who successfully facilitated a workshop in Port Douglas on an introduction to Innovation/ Creating Startup Ecosystems and Agile Business Planning. The workshop was very successful and based on the high degree of positive responses from the 20 participants, all were able to take away practical skills and ideas that they could apply to their own business ideas and models. It would be hoped that these participants and others will access and utilise Council’s new Space Port which is a public co-working space soon to be opened in August 2015. Council would welcome the opportunity to further work and partner with TheSPACE in the future on providing more local opportunities for local businesses and new and emerging entrepreneurs in the Douglas region to explore innovation ideas and strategies which could strengthen and diversify the local economy. Through the collaboration with businesses, service provider, education and training providers, students and other important stakeholders our Council would look to work with TheSPACE to provide opportunities that could have a real impact at reducing the unemployment rates within our region; as well as providing local opportunities that stem the immigration of our residents to other regional and metropolitan areas who are seeking employment opportunities”

Brendan Leishman, Community & Economic Development, Douglas Shire Council