

# LP1 2020 - Landing Pads Application Form

## Form Preview

### Contact Information

\* indicates a required field

#### Contact Details

##### Full Name \*

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

##### Position or Role in the Company/Startup \*

##### Primary Email \*

##### LinkedIn Profile

##### Primary Phone Number \*

##### Primary Business Address \*

Address

  
  
Suburb/Town State/Province Postcode Country

##### Primary Website \*

##### Company Name \*

##### ABN \*

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register

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ABN
Entity name
ABN status
Entity type
Goods & Services Tax (GST)
DGR Endorsed
ATO Charity Type <a href="#">More information</a>
ACNC Registration
Tax Concessions
Main business location

Must be an ABN.

### How did you hear about the Landing Pads program? \*

- Austrade staff
- Austrade website
- Event (provide name below)
- Facebook
- Twitter
- LinkedIn
- Co-working space (provide name below)
- Accelerator (provide name below)
- Investor (provide name below)
- State / Territory Government
- Commonwealth Government (not Austrade)
- Other (provide details below)

### Please provide details (if selected Other) or name (if selected Event, Co-working space, Accelerator or Investor)

Must be no more than 100 words.

### Please nominate State/Territory government

## Business Description

\* indicates a required field

### What is the primary target industry for your product?

- Financial services
- Education
- Internet of things

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- Artificial intelligence
- Content / media
- Marketing
- Medical, health and biology
- Retail
- Logistics
- Social media
- Construction
- Real estate
- Fitness or wellness
- HR / recruitment
- Block chain
- Food and Agriculture
- Mining, Oil, Gas and Energy
- Cyber security
- Travel
- Virtual / augmented reality
- Advanced manufacturing
- Green energy and Renewables
- Sports
- Defence
- Other, please specify

**Please, specify the primary target industry for your product**

**Provide a description of the problem you are solving. How does your solution solve the problem? \***

Word count:

NOTE: Must be no more than 150 words

**What is your business model? How will it make money? \***

Word count:

NOTE: Must be no more than 150 words

**Are you currently (or have you previously been) in an accelerator/incubator program? \***

- Yes
- No

**If you answered "Yes" above, please identify the accelerator/incubator you are in, or have previously been in, and the date you commenced the program.**

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Word count:

Must be no more than 150 words.

**Do you have the financial means in place to sustain 90 days in the Landing Pad/s you are applying for?**

- Yes
- No

NOTE: Costs could include flights, accommodation, insurance, visas, etc.

**Is your business...**

- A pre-revenue business
- A revenue generating business with operations in Australia
- A business that is exporting or dealing internationally

**What investment stage is your business currently in?**

- Self-funded
- Seed
- Angel
- Series A
- Series B or further
- Other, please specify below

**If other, please specify**

Word count:

Must be no more than 150 words.

**How much capital has your business raised from private investors and/or government grants? (AUD) \***

- \$0
- \$1 - \$250,000
- \$251,000 - \$500,000
- \$501,000 - \$750,000
- \$751,000 - \$1,000,000
- >\$1,000,000

**If your business has received a government grant, please outline the source and funding amount.**

Word count:

Must be no more than 50 words.

### Selection Criteria

\* indicates a required field

#### Vision

**Please tell us about your business value proposition, your key objectives and the vision for your business. What do you think your business will look like in 5 years?**

\*

Word count:

Must be no more than 300 words.

#### Traction

Tell us about your business' traction. Responses should demonstrate that you have:

- developed a minimum viable product to deliver to market
- **existing sales, and/or can quantify your user/customer pool**
- partners in Australia who have done due diligence on your technology/company and are supporting your application

**Please provide data on your business success to date. This may be revenue or other relevant business metrics. Include totals and growth over the last 6 month period. \***

Word count:

Must be no more than 400 words.

#### Differentiation

What differentiates your business? What is your competitive advantage?

- What are your differentiated services or technologies?
- What is new and interesting about your business?
- Who are your key competitors?
- What makes you better than your competition?
- How does your business affect the market?

**What differentiates your business? \***

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Word count:  
Must be no more than 200 words.

### Market Relevance

Please place a 1 in the Landing Pad you would like to apply for. A maximum of 2 preferences can be entered, with 1 being your first preference.

Please refer to the following link for application, assessment, and start date timelines:  
<https://www.australiaunlimited.com/LandingPads/apply-now>

Berlin	San Francisco	Shanghai	Singapore	Tel Aviv

**Why did you select the above Landing Pad(s)? What do you plan to achieve during your time in the Landing Pad? \***

Word count:  
Must be no more than 200 words.

### Scalability

Tell us about your ability to scale your business. Responses should describe how your business:

- has identified its growth objectives
- is ready to launch globally
- will reach these growth objectives

**How will you scale your business? \***

Word count:  
Must be no more than 300 words.

Please provide your annualised estimated financial projections:

Year 1 (Current Year)	Year 2	Year 3	Year 4
Expenses	Expenses	Expenses	Expenses
\$	\$	\$	\$

Must be a dollar amount. Must be a dollar amount. Must be a dollar amount. Must be a dollar amount.

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Revenue

\$

Must be a dollar amount.

Revenue

\$

Must be a dollar amount.

Revenue

\$

Must be a dollar amount.

Revenue

\$

Must be a dollar amount.

## Additional Information

\* indicates a required field

Tell us about your team. Responses should include:

- who the founders are, their roles and their backgrounds
- team size (founders and full-time employees only)
- prior business experience
- where the team is currently based
- the supporters and mentors you have in place

**Who's in your team? \***

NOTE: Must be no more than 200 words

**Upload your pitch or slide deck - A Pitch Deck would be highly valued by the Assessment Panel**

Attach a file:

A maximum of 1 file may be attached.

**Provide a link to your pitch video (if you have one)**

## Terms and Conditions of Use and Privacy

\* indicates a required field

### Terms and Conditions of Use

By using this website you accept the following conditions:

1. The Commonwealth of Australia, as represented by the Australian Trade and Investment Commission (Austrade), makes no recommendation or assessment of, or warranty against, the completeness or accuracy of the information contained on or accessed through this website and makes no representations about its suitability for any particular purpose.

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You must undertake your own enquiries, and use your own judgement, as to the suitability of the products/services/content as it applies to you, obtaining legal advice where necessary.

To the extent permitted by law, Austrade excludes all liability for loss or damage arising from the use of, or reliance on, the information contained on or accessed through this website, or the Landing Pads program, whether or not caused by, or attributable to, negligence on the part of Austrade or its agents.

2. Information or materials which are offensive, pornographic, unsuitable for minors' access or otherwise of a criminal or violent nature may be accessible through this site either as a result of hacking or material placed on linked websites.

Austrade makes no representations as to the suitability of the information accessible for viewing by minors or any other person.

3. You assume all risks associated with use of the website, including: risk of computer, software or data loss or damage caused by any virus which might be transmitted or activated via the website or your access to the website; or risk that the content of this website and linked websites fails to comply with the laws of any country outside Australia.

4. These terms are governed by the law in the force in the Australian Capital Territory and any dispute about these terms or the contents of this website are subject to the exclusive jurisdiction of the courts of the Australian Capital Territory and the courts of appeal from them.

5. You acknowledge that:

a. Your use of this website may be logged for the purpose of security and usage monitoring.

b. It is your responsibility to lodge your application in accordance with these terms and conditions. You must allow sufficient time for the lodgement of your application before the deadline, including time that may be required for any problem analysis and resolution prior to the application deadline. Any attempt to lodge an application after the application deadline will not be permitted by Austrade.

c. Austrade will not be liable for any loss, damage, costs or expenses incurred by you or any other person if, for any reason, an application is not received on time, is corrupted or altered or otherwise is not received as sent, cannot be read or decrypted, or has its security or integrity compromised.

d. Application to the Landing Pads program does not in any way guarantee that you will be accepted into the program or receive any benefits.

e. Although Austrade has implemented information security measures, Austrade does not warrant that unauthorised access to information and data transmitted via the Internet will not occur.

### **Do you consent to the Terms and Conditions of Use? \***

I consent

NOTE: You must consent to the Terms and Conditions of Use in order to submit this application

## Privacy

Personal information provided to Austrade is protected by the *Privacy Act 1988* (Cth). The personal information you provide as part of your application will be recorded, used and disclosed by Austrade for the purpose of assessing your application and for any other purposes required or authorised by law. Austrade may transfer the information to its other offices, including overseas offices, and the information may, from time to time, be stored

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overseas through this process. Your information will be collected and stored via third party software and computer servers and your application will be lodged through a third party platform.

If you are applying under a Landing Pads Fast Track Program under which Austrade is partnering with another organisation, your personal information including personal information received by Austrade during and after your time at a Landing Pad will also be provided to that organisation to assist with verifying your application. Your personal information may be provided to a third party organisation to evaluate the success of the program. If you are successful in your application, in order to maximise your benefits from the program, we may confirm to a third party that you are a Landing Pads participant so that you are eligible to receive goods or services from that third party at a discounted rate.

If you provide personal information of other people to Austrade (such as names and contact details), you MUST ensure that you have informed, and obtained the consent of, those other people to the information being provided to Austrade and Austrade using this information for the purpose of assessing this application.

If the personal information supplied is incomplete or inaccurate, we will be unable to assess your application. If your personal information, such as your contact details, changes, you can advise Austrade of the new information by emailing [landingpads@austrade.gov.au](mailto:landingpads@austrade.gov.au). You can also access, change, or request the removal of the information Austrade holds about you at any time by emailing [landingpads@austrade.gov.au](mailto:landingpads@austrade.gov.au).

For further information on Austrade's Privacy Policy [click here](#). If you have any queries or concerns or to make a complaint please contact the Austrade Privacy Officer at [privacy@austrade.gov.au](mailto:privacy@austrade.gov.au).

**Do you consent to the use and disclosure of your personal information? \***

I consent

Note: You must consent to the use and disclosure of your personal information in order to submit this application