Advance Queensland Hot DesQ - Guidelines for Applicants – Round 3, 2018

Introduction

This Australian-first program attracts international and interstate startups to Queensland for at least 6 months to pursue their businesses whilst also helping to grow the entrepreneurial culture and connections in the State.

Hot DesQ provides an injection of new entrepreneurs to create new businesses and jobs, and broaden international connections as well as providing access to global markets and investors.

Hot DesQ leverages off Queensland's competitive advantages such as an attractive climate and lifestyle, abundant natural resources, affluent consumers, STEM skills and proximity to the Asia Pacific region and capability in several tech sectors, attracting world-class entrepreneurial talent.

Grants up to $100 000 (excluding GST) are available to support entrepreneurial talent to come to Queensland and share their knowledge, experience, ideas and give back to the local startup ecosystem.

Important dates

19 September 2018 – Applications close midday (AEST)

November 2018 – Shortlisted applicant interviews

December 2018 – Offers made

4 March to 10 March 2019 – Cohort to arrive in Queensland

Monday, 11 March 2019 – Official program commences, including welcome events, networking, cohort building and company establishment.

Eligibility criteria

To be eligible for Hot DesQ, the startup (at the time of submitting its application):
* must at a minimum have a working prototype (MVP) with evidence of market traction
* must currently be headquartered outside Queensland (international or interstate)
* must be operating for less than 5 years
* team members cannot already be based in Queensland
* team members must be aged 18 years or older
* team members must be proficient in written and spoken English.

Hot DesQ is the right place for you if you are:
* an established startup that is looking to expand into the booming Asia-Pacific markets, expand your international presence, or test your product in the Australian market
* a successful Aussie expat wanting to try your next venture or relocate your startup back home
* an emerging startup team or entrepreneur with previous experience keen to be part of a vibrant and welcoming startup community, with a sensational lifestyle and growing market.

Areas of focus

Hot DesQ Round 3 is open to startups in all eligible industries, however a particular focus will be on attracting startup projects that will leverage off Queensland's sectoral strengths and have a focus on technology applications in:

- Artificial Intelligence (AI)
- Internet of Things (IOT)
- Robotics
- Augmented and/or Virtual Reality
- Blockchain
- Health and Medical technology
- Agricultural technology
- Resources and energy technology
- Aviation and aerospace technology
- Advanced manufacturing
- Tourism and Leisure technology.

Ineligible projects

The following projects are ineligible:

- provision of consultancy services
- projects involving liquor, gambling, tobacco, adult services and illicit substances or involving illegal activities
- multi-level marketing activities.

Assessment criteria

To be considered as a successful applicant the grant application must score highly in all assessment criterion.

1.   Your startup experience

You should clearly demonstrate your/team:

- expertise and experience
- entrepreneurial talent
- connections.

2.   Market readiness/traction

Your application should demonstrate the product, process or service is:

- already in a local market and ready to scale into new markets OR
- clearly market-ready and operating at pre-commercial scale OR
- is a working prototype with the potential to significantly enhance or 'step-change' a key Queensland industry.

3. Business model and market development

Your application should demonstrate:

- evidence of a sound business plan and business model (attach business model canvas or similar)
- how you intend to launch your product in Queensland/Australia
- how your startup is different to any existing Queensland based startups in your field.

4. How you can contribute to Queensland economy

Your application should clearly state how the Queensland will benefit from your experience and connections. You should also demonstrate how any Queensland industry sector(s) may benefit from the technology and services you bring.

5. How you would add value to Queensland's startup community

A core part of the Hot DesQ program is giving back to the Queensland startup community. You must demonstrate what additional value you/your team believes you can contribute.

Relocation requirements

1. Who

You will need to outline in your application who will be relocating to Queensland. Therefore, please obtain team agreement before submitting. A Founder or Co-Founder of the startup must form part of the relocating team for the duration of the program.

2. Timing

Hot DesQ Round 3 Teams must arrive by 4 February 2019 and remain based in Queensland for at least 6 months. Please keep the arrival date in mind when nominating team members to relocate to Queensland.

3. Visas

Once you are notified of your success, if you are not an Australian Citizen/Resident, an appropriate Australian visa will be required to participate in the program. Your Visa cannot be obtained through the Hot DesQ program. Each recipient will need to apply for a visa directly through the Australian Government. Hot DesQ will provide a letter to successful applicants to support visa applications. All relocating team members must ensure they have the correct visas to work and operate a business in Australia. Before you apply, please review the visa options available for your entry into Australia to work/start a business, to ensure your eligibility. Information on visas can be found at: http://www.australia.gov.au/help-and-contact/faqs/visas-and-immigration.

If you are not successful in gaining an appropriate visa you will not be able to commence the Hot DesQ program.

Funding

The judging panel has the discretion of awarding up to AU$100,000 per successful startup. The judges will evaluate the applicant's level of experience, talent, track record, networks and potential of their startup, and if shortlisted will allocate funding accordingly. The amount awarded will be a minimum of AU$50,000 up to a maximum of AU$100,000 to applicants who have high levels of experience and connections, and evident potential to make a significant impact in Queensland.

When applying to Hot DesQ please consider that if shortlisted you may be awarded AU$50,000. Only the top tier of applications will be awarded the maximum amount.

Eligible project costs

Any costs associated with running your startup or accruing network points within Queensland are eligible.

In moving to Queensland, you will be required to fund relocation costs, and once here will need to fund business establishment and development costs, living arrangements as well as local salaries, research and/or recruitment. All of these activities are eligible expenditure.

In building your business here in Queensland, the types of activities startups will likely need to fund are local employee costs, technical expertise such as software development, equipment, travel to business meetings and marketing. All of these types of activities are covered as acceptable expenditure.

The recipient is required to keep satisfactory financial records as the Department may request a financial acquittal outlining how your business has allocated the funding.

Ineligible project costs

Please read carefully as grant funds cannot be used to pay for ineligible costs. Ineligible costs include the following:
- Payments to consultants/contractors based overseas.
- International salaries
- Personal expenses (which should be drawn from your salary).

IP considerations

Intellectual property (IP) relating to the product, process or service that organisations pitch in their Hot DesQ application must belong to the applicant business **OR** the applicant business must have exclusive, irrevocable and perpetual rights to commercialise the IP. If the IP is not legally protected the applicant must demonstrate that appropriate protective measures are in place.

How to apply

Applications can be completed and submitted online. Your application must consist of:
- ✓ a completed online application form
- ✓ acknowledgement of reading and accepting the terms and conditions
- ✓ a pitch video – 2 minutes or less. Your pitch video will form a key part of your application, so think about including:
    a) About yourself, your team members relocating to Queensland and your experiences
    b) What problem are you solving?
    c) Why are you applying to Hot DesQ?
    d) What value will you add to the Queensland startup community?
    e) What experience could you share with other entrepreneurs?
  We want to be as excited by your pitch video as you are to come to Queensland – so please take the time to film a new pitch video.
- ✓ a link to your website or slide deck (maximum 10 slides) to demonstrate the product/service

✓ at least one letter of support from a customer(s), industry partner(s), investor(s), incubators or accelerator(s).

NOTE: Letters of support from organisations must be on the organisation's letterhead, signed and include the person's title and contact details. All letters and emails must be dated and have contact details for the author.

There is no implicit guarantee of approval at any stage of the application process.

Application assessment

The application process has a number of stages:

1. Complete an online application AND submit a 1-2 minute video pitch.
2. Applications are assessed against the selection criteria by a panel of independent assessors.
3. Shortlisted applicants are invited to a video interview with the panel of independent judges.

All applications received are subject to eligibility and due diligence processes. **Please read the Guidelines and instructions provided throughout the application form carefully to ensure all fields are completed correctly.**

Eligible applications will be assessed in a competitive, merit based process against the program's assessment criteria and other applicants by a panel of independent, external assessors with relevant industry, commercial, technology or scientific research expertise.

Applicants will be notified by email of the outcome of their applications. Successful applicants will have 15 days to accept a letter of offer.

Privacy

The Queensland Government collects and collates information from the application form to evaluate applications for the program. Only authorised departmental officers and approved grant assessors have access to this information.

Applicants should note that broad details of successful proposals, agreed outcomes, progress and the level of funding awarded may be published by the Queensland Government. Some information may be used to promote funded projects.

Your personal information will not be disclosed to any other third party without your consent, unless required by law or for the purposes of the *Information Privacy Act 2009*. For audit purposes, the Queensland Government is required to retain the applications and other supporting material supplied.

The provisions of the *Right to Information Act 2009* apply to documents in the possession of the Queensland Government.

Further information

Web: www.hotdesq.com.au

Email: hotdesq@ditid.qld.gov.au

Facebook: Advance Queensland

Twitter: @AdvanceQld