

Hot DesQ Guidelines

Hot DesQ is offering everyone, from early-stage and established startups to successful Australian expats, the chance to base themselves in the Queensland startup community.

We are offering up to AUD\$100,000 over six months to add your startup smarts to our industry strengths here in Queensland.

We want new entrepreneurial talent to come to Queensland and share knowledge, experience, ideas and give back to the local startup ecosystem.

The basics

Who can apply?

Any entrepreneur currently based outside of Queensland with an existing startup, or entrepreneurial experience can apply. This includes:

- International or interstate startups/entrepreneurs who are committed to moving to Queensland (for at least 6 months) to work on their startup full-time
- Startup teams up to 5 years old
- Applicants (and team members) must be aged 18 years or over
- Applicants must be proficient in written and spoken English

What are the selection criteria?

Queensland is a huge region, with innovation opportunities in every sector. We're looking for applicants with a wide variety of skills, experience and ideas.

Important factors in your application are:

- your startup background
- entrepreneurial talent, experience and connections
- stage of development and business traction
- business model and approach to market
- why you want to come to Queensland
- how you could contribute to Queensland

Do I need to be an existing startup?

Yes, however we're keen to welcome a mix of early stage startups and experienced entrepreneurs to Queensland – check out the selection criteria for more information.

Hot DesQ is the right place for you if you're:

- an established startup that is looking to expand into the booming Asia-Pacific markets
- a successful Aussie expat wanting to try your next venture or relocate your startup back home

- an emerging startup team or entrepreneur keen to be part of a vibrant and welcoming startup community, with a sensational lifestyle and growing market

Application process?

Applications are only accepted online.

The application process has two stages:

1. Stage One – you need to complete an online form AND submit a 1-2 minute video pitch.
2. Stage Two – if you are shortlisted, you will have a video interview with the panel of judges.

You will need to outline who will be relocating to Queensland in your application, so please ensure to chat with your team before submitting.

When can I apply?

Applications open 31 March 2017 and close on midday (AEST) 3 May 2017. Applications can be submitted at any stage during that period, but must be finalised and submitted prior to the due date.

Only one application per startup team can be submitted in this Round.

When will you expect me in Queensland?

Applications close at the start of May and we expect to announce winners by mid-2017.

We know visas and moving can take time, but our cohort will need to arrive in Queensland from **Monday 7 August - Friday 18 August 2017**.

Please keep this arrival date in mind, when nominating team members to relocate to Queensland.

About the program

What does Hot DesQ expect from me?

- Get engaged! Through Network Points activity we want you to share your skills, experience and contacts with local Queensland startups
- Grow your startup! Queensland's vibrant and energetic startup community will help you do it
- Mentor local startups – it is a requirement of the program that you mentor at least two startups throughout your participation in the program.

As an incoming startup of the Hot DesQ program, you will be expected to:

- work on your startup full time whilst in the program,

- accrue 1000 Network Points the program, with a minimum of 150 per month (Network Points are accrued based on your engagement in the Queensland startup ecosystem).
- submit monthly Milestone Reports, to be validated by your Host organisation
- be based in Queensland for the duration of your program in your Host organisation (travel for business meetings and short-term personal travel is acceptable, as long as minimum network points are accrued).
- submit a Final Report at the completion of your program.

Let's talk money...

How does the funding work?

The judging panel have the discretion of awarding up to AUD\$100,000 per successful startup. The judges will evaluate the applicant's level of experience, talent, networks and potential of their startup, and then if shortlisted will allocate funding accordingly.

The minimum amount awarded will be AUD\$50,000 through to AUD\$100,000 to applicants that have high-levels of experience and skills, and evident potential to make a significant impact in Queensland.

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

All successful applicants will be embedded in a Host organisation and provided with free co-working (for up to 4 team members) for 6 months, access to mentors and connections in Queensland.

How do I get paid and when?

Your Host will need to confirm with the Department that your Key Personnel have arrived in Queensland and have established in the Host location prior to receiving any payment. Your six month project term will commence upon this confirmation and you will receive an initial payment of 25% of the total awarded funding amount. You will then receive five monthly payments of 10% at the end of each month for the first five months of the project. At the end of the sixth month you will then receive your final milestone payment of 25% that will help you with further capital to continue to grow your business in Queensland.

All payments will be made to the applicant organisation. Please note, all successful applicant organisations will need to register for an Australian Business Number (ABN) and be registered for Goods and Services Tax (GST), an Australian Government Tax in order to receive funding from the Queensland Government. Applicants must designate their main business location as Queensland.

The following table outlines the milestone structure:

| | Milestone description | Completion date | Payment |
|----|---|--------------------------|-------------------------------|
| 1. | Establishment in the Host location (including ABN registration and bank account activation, if relevant). | Arrival at Host Location | 25% of awarded funding amount |
| 2. | Completion of Milestone Report 1 including accumulation of at least 150 Network Points endorsed by Host. | End of month 1 | 10% of awarded funding amount |
| 3. | Completion of Milestone Report 2 including accumulation of at least 150 Network Points endorsed by Host. | End of month 2 | 10% of awarded funding amount |
| 4. | Completion of Milestone Report 3 including accumulation of at least 150 Network Points endorsed by Host. | End of month 3 | 10% of awarded funding amount |
| 5. | Completion of Milestone Report 4 including accumulation of at least 150 Network Points endorsed by Host. | End of month 4 | 10% of awarded funding amount |
| 6. | Completion of Milestone Report 5 including accumulation of at least 150 Network Points endorsed by Host. | End of month 5 | 10% of awarded funding amount |
| 7. | Completion of Final Report including accumulation of a total amount of at least 1000 Network Points endorsed by Host. | End of month 6 | 25% of awarded funding amount |

Your monthly payments will be made on the basis that you are working full-time on your startup, and have earned adequate Network Points for the month – as verified by your Host.

What reports do I have to prepare?

Milestone payments will be made based on receipt of a Milestone report and approval by the department.

Your milestone report needs to be endorsed by your Host organisation and submitted to the Department at the end of each calendar month. After approval of the Milestone report by the Department the applicant will be directed to provide an invoice to the Department for payment of the Milestone amount.

A final Milestone payment will be made at the receipt of the Final Report.

Milestone report: At a minimum, the report should contain the amount of Network Points accrued (minimum 150 per month), Host endorsement, key activities undertaken and the number of people engaged.

Final report: In addition to the Milestone Report, the Final report will include questions such as:

- the status of your startup
- Achievements during your participation in Hot DesQ
- Partnerships or Collaborations
- Funding raised (excluding the Grant)
- Staff employed
- New contracts or clients
- Intentions for future of business
- University students engaged

What expenses are eligible?

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, and living arrangements as well as salaries, research 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 employee costs, technical expertise such as software development, equipment and marketing. So all of these types of activities are covered as acceptable expenditure.

EXTENDED FREQUENTLY ASKED QUESTIONS

Eligibility

Do I need to speak English?

Yes. You will need to be able to communicate effectively in English, both verbally and in writing.

What needs to be in my pitch video?

The pitch video needs to be short – 2 minutes or less. Your pitch video will form a key part of your application, so think about including:

- About yourself, your team members and your experiences
- Why are you applying to Hot DesQ?
- What's your existing product or startup?
- What value will you add to the Queensland startup community?
- What problem are you solving?
- What markets are you trying to capture?

Think of it like your pitch to investors, but not as formal. It doesn't need to be professional quality – just a phone is fine, as long as our judges can get some more information about you and your team and why you want to come to Queensland.

Timing

When do I move to Queensland?

Hot DesQ applications close at the start of May 2017, with shortlisting and assessment taking place over the next 2 months. Winners will be announced in mid-2017.

If you're offered a position on Hot DesQ, the cohort will need to arrive in Queensland from **Monday 7 August - Friday 18 August 2017**.

How long does Hot DesQ last for?

Successful applicants will base themselves in Queensland for at least 6 months to grow their startup ventures. At the end of your 6 months, we will provide your final milestone payment, which we hope will help you to stay in Queensland and continue to build your business.

All program participants are responsible for ensuring they have the correct visas to work and operate a business in Australia.

Application process

Who reviews my application?

A panel of judges with business and investment expertise will review applications to determine the best startups to be offered a Hot DesQ place in Queensland

Who has access to my application?

Hot DesQ judges and officials will review all applications. All documents will be kept completely confidential and only able to be accessed by judges and Departmental staff directly involved in delivering the program.

Will I be notified if I'm successful or not?

Every applicant will be officially notified, whether successful or not.

If your application is deemed unsuccessful you will receive an email notifying of the decision.

If your application is successful, you will receive an email outlining the next steps for the program, and contact details to engage directly with Hot DesQ staff.

Will I get any feedback if rejected?

No. Feedback is unable to be provided to applicants.

The judging panel may provide feedback to those shortlisted applicants that participate in a video interview, however that will be at the discretion of the panel and is not guaranteed.

If my startup gets selected, what are the next steps?

If your application is shortlisted by the panel of judges, you will be contacted by email to arrange a video interview. You may also be asked to provide written answers to any further questions the judges may have.

Further information will be provided at the time if you are shortlisted to interview stage.

The Hosts

What is the role of the Host?

A network of Host organisations has been established across Queensland and successful applicants will get to nominate their preferred Hosts with which to base their operations for the duration of the program.

Hosts will provide free co-working space, access to mentors, networks and other assistance. They will also provide landing support to help applicants settle quickly into life in Queensland.

Your Host will support you to get started on building your startup, and will help to make connections and be really active in the Queensland startup community and achieve your required level of Network Points through active involvement with local startups. The reason we want you to be an active member of the Queensland startup community is to connect with people in different places, and share your knowledge and skills with the locals.

Can I change Hosts once I get to Queensland?

No. We embed you with 1 ongoing Host to ensure you (and your team) get the best start and are able to settle quickly and focus on building your startup. We also need to ensure that each Host has the ability to give you the best experience and attention.

How many of my team can relocate to Queensland as part of Hot DesQ?

The program will provide desks in your Host organisation for up to four team members relocating to Queensland. If your startup has more team members wanting to relocate, you are still welcome to apply, however additional desks will have to be paid for.

Relocation

Who will help me before my arrival to Queensland?

If you are successful, both the staff at Hot DesQ and your Host will be able to help you with any questions you may have about relocation and your move to Queensland.

Can I get an advance on funding to pay for travel?

No, your first payment will be made once you have established in Queensland. You are however able to apply the grant retrospectively to cover expenses such as any cost to visas, relocation costs and establishment costs, but you will not receive your first payment until you arrive in your Host organisation.

What other support is available?

The Hot DesQ program has partnered with a number of organisations to help make your startup's transition to Queensland as seamless and painless as possible.

Providing business support across a range of areas, our partners will have you settled and growing your business in Queensland in no time.

See the 'Our Partners' section on the home page for more information about the partners established for Round 1. Round 2 partners will be confirmed over the coming weeks and successful applicants will be given a Hot DesQ Partners Guide.

Do I get a visa through Hot DesQ?

An appropriate Australian visa will be required, but will not be provided through the Hot DesQ program.

You will need to apply for a visa directly through the Australian Government.

Before you apply, please review the visa options available for your entry into Australia to work/start a business, to ensure you may be eligible. Information on visas can be found at: <http://www.australia.gov.au/help-and-contact/faqs/visas-and-immigration>

Can I be accepted in the program and get my visa rejected?

Yes. Your application for a visa must follow standard procedures through the Australian Government. If you are not successful in gaining an appropriate visa you will not be able to start the Hot DesQ program.

We suggest that before you start your application that you review visa requirements in order to avoid any problems.

Other Details

Can I apply for other grants once I am in Queensland?

Yes. You can apply for other grants programs that you are eligible for while you're here. Innovation and startups are receiving unrivalled support in Queensland right now, and there are a number of grants programs you may be able to apply for from both the Queensland Government, as well as from the Australian Government. Your Host will help you identify grants you may be eligible to apply for.

For more information on the Queensland Government's support programs for startups please visit: [Advance Queensland](#).

Can I travel and work on my startup?

You are required to be based in Queensland for the duration of the program and working full-time on your startup. This doesn't preclude you from travelling to develop your startup, strengthening networks, and accessing customers and investors. However, this should be on the basis that you are living full time in Queensland and your startup is being developed here.

Will I need to register as a business in Queensland?

Yes. Successful applicants will need to register for an Australian Business Number (ABN) and be registered for GST in order to receive funding from the Queensland Government. Applicants should designate their main business location as Queensland.

Further information can be found at: <https://www.ato.gov.au/business/international-tax-for-business/foreign-residents-doing-business-in-australia>

What are Network Points?

Network Points are how we will measure your contribution to the Queensland startup ecosystem. There are loads of activities that you can get involved in to earn your points – such as social media engagement, mentoring at hackathons, sharing knowledge with other startups, organising meetups, or giving a talk at a Queensland university.

Different activities are worth different points. The point's value of activities reflects the effort and community value. So giving a lecture to students at University is worth more than blogging online.

You will need to earn 1000 points over the duration of the 6 months, with a minimum of 150 points per month. You get to choose what you do, as long as you earn the minimum number of points for the program. It is also a requirement of the program that you mentor at least two startups throughout your participation in the program.

Your Host will validate the activities for reporting.

Successful applicants will be given a copy of the Network Points system with their letter of offer.

Getting engaged in the Queensland startup ecosystem will help your business as you will connect with influential stakeholders, industry partners, investors, government agencies and potential customers to help grow your startup.