

Innovating Innovation @ UNSW Australia



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Innovation, Entrepreneurship and Sustainable Development

Drivers of Sustainable Economic Development

- Since the 2008-2010 GFC, the world economy has seen a rise in under- and unemployment, jobless growth, and an increasing disparity in income between the richest and poorest
- SMEs represent 99% of all firms in most economies and 50-75% of value added
- The G20's +2% GDP growth target over the next 5 years has a particular focus on the SME sector e.g. reducing regulatory barriers
- Encouraging and facilitating innovation and entrepreneurship will be a major driver in achieving sustainable economic growth
- Universities can play a key role by not only producing graduates who can be ***employed***, but also graduates who ***employ***

Sources of Ideas for Sustainable Development

- An increasing amount of activity linked to innovation and entrepreneurship across the University focuses on social as well as commercial impact

New findings reveal which Australian universities are creating the most entrepreneurs

Tuesday, 20 August 2013 | By [Rose Powell](#)



UNSW was **ranked number one in Australia** for producing entrepreneurs

Innovation and entrepreneurship is in our DNA

Activity takes place across the University

Innovation @ UNSW

- Showcasing some examples:
 - Peter Farrell Cup
 - Student Entrepreneur Development
 - Start-up Games
 - Start-up internships
 - Hackathon
 - Michael Crouch Innovation Centre

Peter Farrell Cup

**Do you have a business idea that
you'd like to bring to life?**



Peter Farrell

**Enter the
Peter Farrell Cup
and you have
a chance to
win \$5000!**

Key Dates

Date	Event	
Wednesday 16 July	Judges and mentors information night	
Wednesday 20 August	Information Night Students	A
Monday 1 September	Team registration Peter Farrell Cup	
Monday 8 September	One page synopsis Peter Farrell Cup (format will be on internet)	COB, b
Wednesday 24 September	Business Plan and Mentor Match	Colombo Theatres
Wednesday 1 October	Pitch Workshop	Colombo Theatres, 6 PM
Monday, Tuesday & Wednesday, October 20-22	Pitchfest	ASB Lounge, 6 PM
Friday 31 October	Business Plan Deadline	COB, by email
Friday 14 November	Finalists announced	WEBSITE
Thursday 27 November	FINALS Night	Scientia Bldg



Place	Award
1 st Prize	\$5,000
2 nd Prize	\$3,000
3 rd Prize	\$1,000
Honorary Mention	2 x Prizes of \$500 each
UNSW Business School: People's Choice Award	\$500

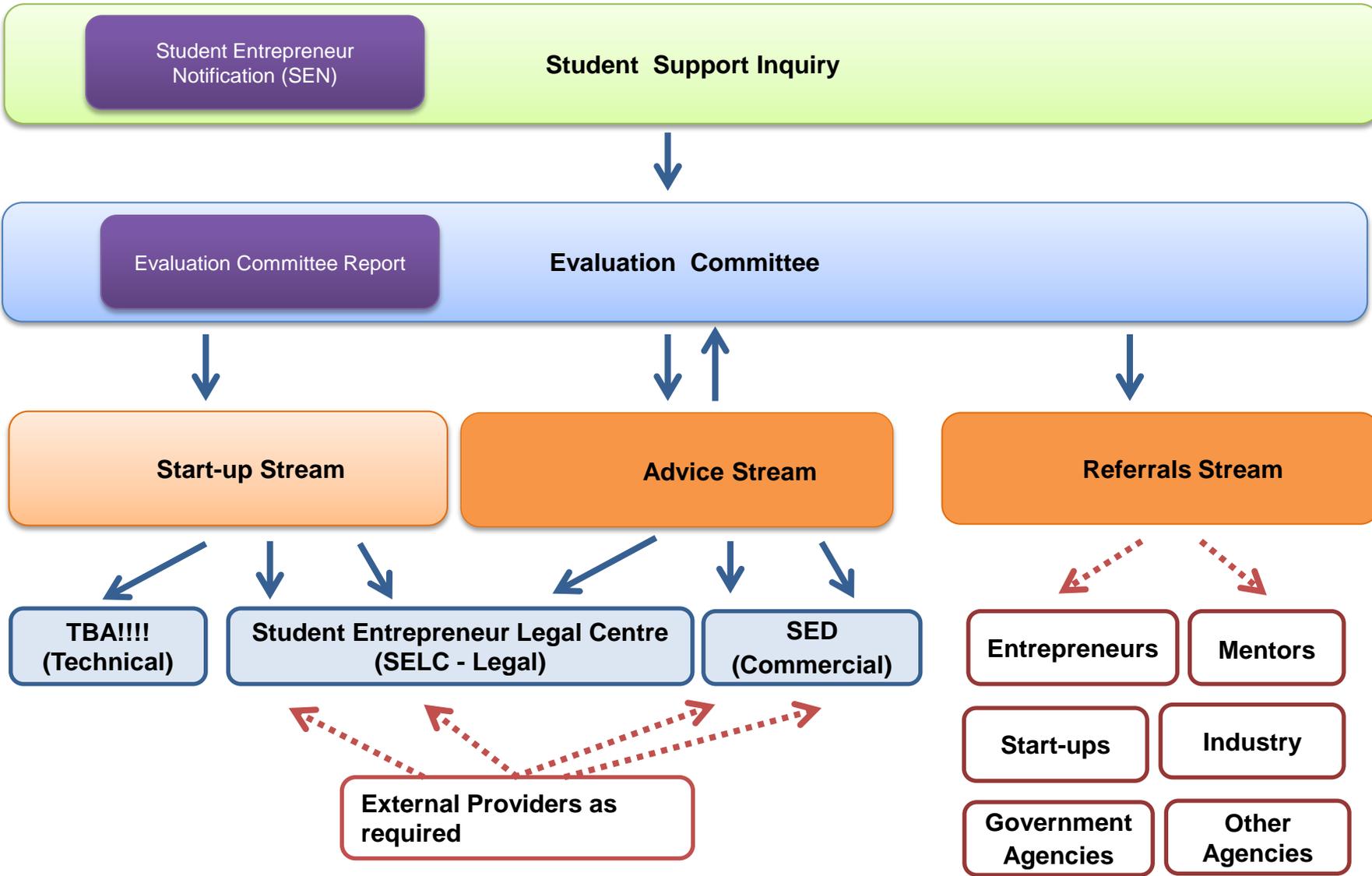
<http://www.asb.unsw.edu.au/PFcup>



Student Entrepreneur Development (SED)

Student Entrepreneur Development (SED) - Model

Internal / External Communications



Our metrics are based on student success as entrepreneurs and the learning that comes with it.

Student Entrepreneur Development – Since July 2012

245 student start-up teams supported with 100's of students attached

2 fulltime staff supported by the NewSouth Innovations team of 30: Business Development Managers, Lawyers, Marketing and Admin staff

100's of mentors and external supporters

A fulltime service available all year round plus a suite of programs

Serving students across all faculties, UG/PG/Research, International and Domestic

Support from idea generation stage, team and concept development, MVP development, investment, partnerships, networking, overseas trips etc



Case Study: Foodbank Local



Founder & CEO: Brad Lorge, Current 2nd year CSE Student
\$500K 1st year revenue / Woolworths is a customer / US expansion

***Eliminating world hunger by creating better logistics
software that makes it easier than ever for stores – from your
local bakery to national supermarket chains – to donate food to the needy.***

- (1) Early stage commercial legal advice around structuring the company was provided by the Student Entrepreneur Legal Centre team located at Nsi. The company was incorporated and all costs were taken care of by the program
- (2) Legal documents such as shareholder agreements, confidentiality agreements and employment contracts were drafted and provided free of charge
- (3) Connections provided via the introduction service including potential partners in the Australian startup ecosystem (eg Fishburners) and also US based Mentors for UNSW Entrepreneurs group
- (4) Exposure to angel investor networks as FoodBank Local was able to meet and pitch to 20 angel investors during the UNSW Sydney Angels Mixer event
- (5) Marketing exposure as FoodBank Local was selected for a short video and showcase on the UNSW Young Entrepreneurs web page and studio access arranged for free recording of a corporate video

Start-up games

Start-up Games



The UNSW Start-Up Games is an accelerator program with a difference – the beginning point is an individual without an idea and the goal is to build teams, develop ideas and be able to pitch the business convincingly at the final event.

UNSW Startup Games

- 24 student participants, 19 survivors
- Alumni Mentors & Judges
- Games, exercises, team work, skill development
- 8 full Saturdays & 1 Final Pitching Event
- Cross faculty: Industrial Design, Computer Science, Business School, Engineering, Arts, Design
- PhD's, Masters & Undergrad Students
- 7 start-ups created **from idea generation stage**
- 7 start-ups continued to be supported by ATPi with office space, mentoring and support
- 2 start-ups secured MVP Grant
- 2 start-ups secured angel funding
- Media coverage & presentation at UNSW Innovation Awards

SPONSORS



Official Partner:



NewSouth
Innovations

Start-up internships

MBA Elective in Entrepreneurship@UNSW

INTERNSHIP PROGRAM

Student placed in Startup for course duration. Total immersion of the student in the startup

GUEST SPEAKER SERIES

Significant Guest Speaker Program throughout the course

FLIP CLASSROOM

Use of flip classroom provides opportunity for collaboration and significant offline work



Success@UNSW Business School

Never Stand Still

Business School

MBA
Entrepreneurship
Course



Many have now
scaled in
Australia and
globally



Sales
Gossip



Leads to Building
out a Startup and
launching it in
the course



verbate



tapestry

Hackathon

Hackathon

- Commonwealth Bank - Australia's largest bank with a focus on innovation
- Event took place over 2.5 days and provided an opportunity for UNSW students drawn from across all faculties to develop an innovative application of CommBank's soon to be released merchant solutions in a retail setting
- Working in diverse teams student groups worked closely with executives, technical product experts and a large number of Alumni who had gone on to become successful entrepreneurs to develop an innovative application of CommBank's technology in the retail context.
- Hosted by UNSW Business School and run by NSi (UNSW's commercialisation office) and AWI Ventures (a Sydney based fintech accelerator)
- Followed a lean startup model and built a pitch deck and in many cases working demos of apps
- Teams pitched solution to a panel of senior executives and experts and competed for \$5,000 first prize and internship opportunities
- Winning team also given a place in finals for intake in AWI Ventures accelerator program (and up to \$50,000 equity)
- Produced several investable ideas



Michael Crouch Innovation Centre

Michael Crouch- Founder of Zip Industries

“Innovation is what will continue to make Australia great”



- Alumnus of UNSW
- Founded Zip Industries in 1962
- Products found in more than seventy countries
- Tap Innovator – First in introducing boiling, chilled and sparkling filtered water plus hot and cold water, from a single source and outlet
- Made generous donation that enabled foundation of Michael Crouch Innovation Centre

Michael Crouch Innovation Centre ...A Vibrant Hub of Innovation

“Inspire UNSW students to find a better way”

Inspire → Innovate → Solve important problems for



Everyone is an innovator. Everyone is welcome.

Michael Crouch Innovation Centre

A melting pot for UNSW students of engineering, design, science, medicine, business and law

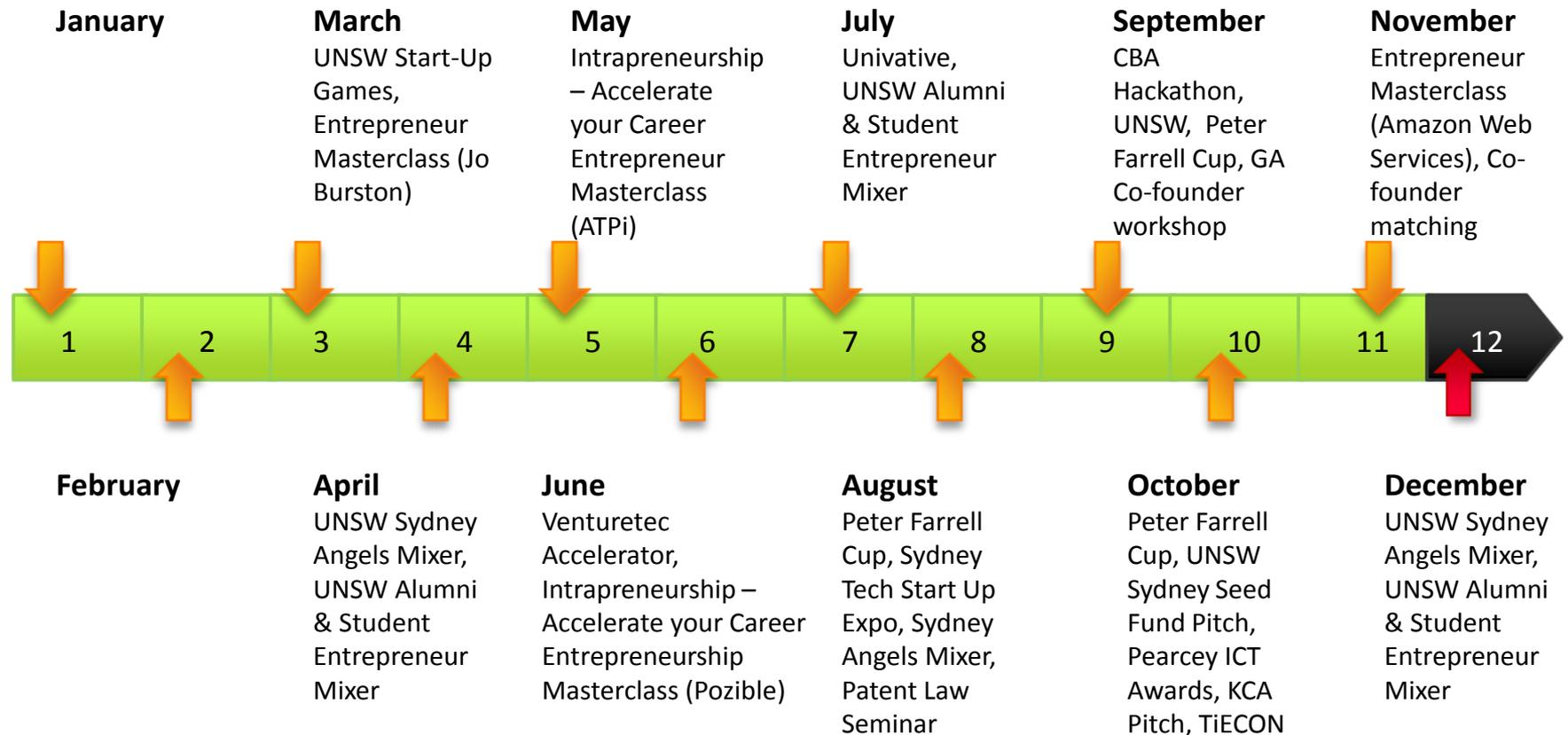
World-class facilities, including “makerspace”, “flipped classroom”, ICT services, and open and fun environment

Top talent to coach, mentor, facilitate, support and coordinate student innovation and events

Building strong two-way connections and engagement between UNSW students and the business community



2014: The runway to the Michael Crouch Innovation Centre Launch



Making a difference...