

AUSTRALIAN LANDING PADS PROGRAM

Innovate. Accelerate. Go Global.

Berlin

San Francisco

Shanghai

Singapore

Tel Aviv

Landing Pads provide market-ready Australian startups with access to some of the world's most renowned innovation and startup ecosystems.

Participants will have a short-term operational base at one of five Landing Pads for up to 90 days. The immersive environment is designed to accelerate the development of a startup's product or service business model.

The program is administered by the Australian Trade and Investment Commission (Austrade) as part of the Government's National Innovation and Science Agenda. Participants will benefit from Austrade's extensive global network of contacts and tailored business development assistance.

Applications are now open for placements at Austrade's Landing Pads in Berlin, San Francisco, Shanghai, Singapore and Tel Aviv.

WHY APPLY?

Ninety-day residency: Have your own operational base in an established co-working space. Co-locate with some of the best startups in the world. Access all services and facilities on offer such as coaching; introductions to mentors, investors and customers; training; and networking events.

One-on-one business development assistance: Austrade's Landing Pad Manager will help you make the most of your 90 days by providing tailored business development assistance, including identifying and

targeting potential investors, strategic partners and customers. They will help you access the right people and companies to suit your startup.

Use Austrade's international business network:

As an Australian Government agency, Austrade will draw upon the combined strength of 81 offices in 48 markets to help you go global. Landing Pad participants can tap into Austrade's business and investor networks to meet potential customers (including multinationals), investors and strategic partners.

After-program support: Austrade will continue to work with your startup and help you determine the next steps. As a Landing Pad alumni you will be introduced to a network of service providers, corporates, programs and other government agencies that can provide assistance.

WHO SHOULD APPLY?

If your startup has seed funding in place and you can demonstrate the traction, scalability and unique selling proposition of your idea, Austrade can help you go global.

APPLY NOW

Visit australiaunlimited.com/landingpads



Australian Government

Australian Trade and Investment Commission



WHICH LOCATION IS RIGHT FOR ME?

San Francisco

- › Located at RocketSpace – a technology campus providing a curated community of sector-leading startups and entrepreneurs.
- › Access industry partners such as Goodyear, Pfizer, Samsung and AT&T, as well as RocketSpace's alumni network that includes Uber, Spotify, Weebly and Supercell.
- › San Francisco is widely recognised as the epicentre of global technology innovation.
- › Best for market-ready tech-based startups that have already conquered the Australian market.

Tel Aviv

- › Located at SOSA innovation hub – founded by Israel's most prominent angel and venture capital investors.
- › Access leading innovation and R&D departments from over 300 multinationals including Samsung, GE, General Motors, as well as global financial leaders operating in Israel.
- › One-on-one mentoring sessions on subjects such as user acquisition, UI and UX, collaborating with corporates and pitching to investors.
- › Suited to startups looking to refine their product or service offering and scale their business globally.

Shanghai

- › Located at XNode in the heart of Shanghai, a fully serviced startup co-working space that bridges China and the world.
- › Shanghai is recognised as a centre for technology, innovation, finance and entrepreneurship, and an international gateway to China.
- › Connect with Shanghai's vibrant innovation ecosystem, including investors, regulators and some of the 525+ leading multinational corporations (MNCs) and tech giants.
- › Ideal for entrepreneurial startups looking to access China's enormous market potential.

Singapore

- › Located at BASH (Build Amazing Startups Here), Singapore's largest integrated startup space.
- › Over 3,500 MNCs have regional headquarters based in Singapore.
- › Singapore's position as one of Asia's leading R&D centres is strengthened by the presence of these MNCs.
- › Suited to market-ready startups seeking venture capital funding or looking to expand into South East Asia.

Berlin

- › Located at Betahaus, one of Berlin's best-known co-working spaces for startups.
- › Best for startups seeking a gateway into the European Union and its multinationals. Bayer HealthCare, Deutsche Bank, Robert Bosch and Microsoft have opened incubators in Berlin.
- › Ideal for startups targeting Europe's healthcare, ICT, advanced manufacturing, smart transport and energy sectors.

NATIONAL INNOVATION AND SCIENCE AGENDA

The Landing Pads program is an initiative of Australia's National Innovation and Science Agenda, developed to drive innovation and entrepreneurship in Australia.

MORE INFORMATION

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Questions?

Contact Austrade on 13 28 78 or email landingpads@austrade.gov.au

LOCAL IDEAS.
GLOBAL LANDING PADS.

If you require assistance from Canberra Business Chamber, please contact Anton Pemmer on anton.pemmer@canberrabusiness.com or 02 6247 4199 – Direct: 02 6154 6142.