LAND IN THE BAY

The Australian entrepreneur's guide to the San Francisco Bay Area
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Using the Commonwealth Coat of Arms

INTRODUCTION

The San Francisco Bay Area is widely recognised as the epicentre of global technology innovation and disruptive business. The area offers a singular concentration of cross-sector industry leaders, investors and academics, and is fertile ground for Australian entrepreneurs looking to scale their ventures globally.

This guide provides practical information that Australian entrepreneurs should consider before and after entering the Bay Area market. It outlines top business and personal considerations and provides a roadmap for entering and succeeding in the market. Some of the advice is specific to the Bay Area, but much of it is also applicable to entrepreneurs looking to enter other US markets.

'The biggest positive [of the Landing Pad] was the opportunity to arrive into a new country with a support network already in place. Without the Landing Pad, we possibly may have delayed moving international as quickly as we had. The office environment was motivating, being around founders in the same boat, particularly Australians expanding into the US market, and it was helpful to take workshops on the operational aspects involved in launching a business into the USA.'

Bennett Merriman, Co-Founder, Event Workforce Group as published in Startup Daily.

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Visit australiaunlimited.com/landing-pads for more information.
California is rich with opportunities for Australian entrepreneurs. The state is home to over 100 technology companies that are collectively worth more than US$2 trillion and accounts for approximately six per cent of all corporate America’s profits.\(^2\)

In 2016, there was US$69 billion in venture capital (VC) invested in the US, with 60 per cent of that invested within the West/Northwest region of the US.\(^3\)

The Bay Area alone accounts for more than one-quarter of all global VC investment\(^4\) and hosts nine of the top 10 VC firms in the world.

There are over 20,000 Australians working in the Bay Area, most at large companies including Google, Facebook and Apple. There are also many working on their own startups.\(^5\)

There are over 62 unicorns* in California.\(^6\) Bay Area unicorns include:

- Lyft
- Airbnb
- Dropbox
- Pinterest
- Stripe

Collectively these startups are worth over US$2 trillion\(^2\).

* A unicorn is a startup company valued at over US$1 billion.
Austrade has produced reports profiling industry opportunities in the US, providing insights for Australians seeking to bring their ventures into the market. Before entering the San Francisco market, it may be valuable for Australian entrepreneurs to review emerging trends across the following strategic sectors:

- Advanced materials manufacturing
- Agribusiness
- Agritech
- Cyber security
- Digital technology
- Fintech
- Medtech
- Resources and energy
- Renewable energy
- Defence

To read more about the United States market and review industry-specific opportunities, visit austrade.gov.au/Australian/Export/Export-markets/Countries/United-States-of-America.
TOP FACTORS TO CONSIDER

Australian entrepreneurs should consider a number of factors when making the decision to enter the Bay Area market.

Pre-arrival

**Visas**

Visas should be top of mind for Australian entrepreneurs considering an expansion into the US market. Austrade cannot provide direct advice on visa selection, so entrepreneurs should consider options well before arriving in the Bay Area.

There are nearly 60 different types of temporary US visas, as well as a variety of ways to become a permanent resident. It is important to seek legal advice and counsel well in advance of any market visits to ensure all appropriate documentation is filed prior to departure.

Generally, a citizen of a foreign country that wishes to enter the US must first obtain either a non-immigrant visa for a temporary stay or an immigrant visa for permanent residence. For Australian entrepreneurs beginning this process, the first step is to visit the US Department of State website to research obtaining the correct visa class. Engaging an accredited visa or immigration specialist and visiting the American Immigration Council website may also be beneficial. For more information, visit the following:

- travel.state.gov/content/visas/en/general/all-visa-categories.html
- americanimmigrationcouncil.org
- advance.org/us-immigration

**Housing and cost of living**

Entrepreneurs should thoughtfully consider their budget before making the decision to enter the expensive Bay Area market.

San Francisco is the least affordable city in the US. It is also the second most expensive city to live in the world - the estimated monthly cost of living is 62.6 per cent higher than the US average.

Given the high cost of housing in San Francisco, it is important to plan ahead and review roommate and neighbourhood resources before arriving.

**Cost of living**

There are a variety of cost-of-living tools that can assist with the development of a budget. These tools are often crowd-sourced from user inputs and are subject to change.

Examples can be found at numbeo.com/cost-of-living/in/San-Francisco and expatistan.com/cost-of-living/san-francisco.
Neighbourhood guides

San Francisco is a city of diverse neighbourhoods. It is recommended that neighbourhood guides be reviewed before any final selections are made.

The following websites might be of use:

- thrillist.com/lifestyle/san-francisco/which-sf-neighborhood-should-you-move-to
- airbnb.com/locations/san-francisco/neighborhoods.

Apartment listings

There are a variety of websites and applications that provide housing options. Often the accommodation options listed are shared living arrangements and require signing a sub-lease contract. Australian entrepreneurs should review these listings and begin to make enquiries before arriving in the Bay Area. The following list provides a sample of apartment search websites.

- sfbay.craigslist.org
- airbnb.com/locations/san-francisco
- padmapper.com
- zumper.com
- hotpads.com
- roomiapp.com
- zillow.com
- rentler.com
- rentsfnow.com

THE ESTIMATED MONTHLY COST OF LIVING IN THE BAY AREA IS

62.6% HIGHER

THAN THE US AVERAGE

VISA CATEGORIES

E-3
Skilled professionals from Australia who hold a degree or equivalent of a degree in a specific field. For more US Department of State information visit ustraveldocs.com/au/au-niv-typee3.asp.

J-1
Exchange visitors such as au pairs, camp counsellors, physicians, research scholars, trainees, students and recent graduates.

L-1
Employees transferring to the US office of the company they have been working for abroad for more than one year.

O-1
Individuals with extraordinary ability in the arts, science, business, education or athletics.

H1B
Professionals with immigrant intent who hold a Bachelor’s degree or equivalent of a Bachelor’s degree.

B-1
Professionals visiting for one to six months to conduct business activities.

E1/E2
Treaty Traders setting up a company in the US that trades with Australia (E-1 visa) or Treaty Investors who invest in a company in the US (E-2 visa).
Social security

A social security number is used for taxation and identification purposes in the US. Individuals with a social security number may receive certain government services and social security benefits. A social security number can also ease the process of opening a US bank account, although it is not a requirement.

Australian entrepreneurs should begin the social security number application process before arriving in the US.

Before applying

For non-US citizens intending to work in the US, a Department of Homeland Security (DHS) authorisation to work must be issued before an application can be made for a social security number. Australians can apply for a DHS authorisation through the US Citizenship and Immigration Services (USCIS) website. Their working status will also need to be verified electronically.

Visit uscis.gov/e-verify for more information.

How to apply for a social security number as a non-citizen

Australian entrepreneurs can apply for a social security number before coming to the US as part of the immigration process. When applying for an immigrant visa with the US Department of State, applicants can apply for a social security card at the same time and avoid an in-person trip to a Social Security Office.

Alternatively, applicants can apply for a social security number once in the US by visiting a Social Security Office.

Documents needed if applying through a Social Security Office

1. A current foreign passport.
2. A current US immigration document that proves the work-authorised immigration status.

Acceptable immigration documents include:
- Form I-551 (Permanent Resident Card, includes machine-readable immigrant visa)
- Admission stamp showing a class of admission permitting work
- Form I-94 (Arrival/Departure Record)
- Form I-766 (Employment Authorization Document, or EAD).

Other helpful information

For more information on social security numbers for non-citizens, visit the following websites:
- ssa.gov/pubs/EN-05-10096.pdf
- socialsecurity.gov (official Social Security website).

'The Silicon Valley is a great complement for Australian entrepreneurs, who should take time early in their entrepreneurial journey to learn how this rich ecosystem can assist and enhance their business-building endeavours.'

Bardia Housman, Founder and CEO, Business Catalyst and start.com.au
Arrival

Banking

Determining which financial institution to choose depends on the nature and requirements of both the business venture and personal considerations.

According to the United States Consumer Finance Protection Bureau, a social security number is not required to open a checking or savings account.

To open a checking or savings account, the bank or credit union will need to verify your name, date of birth, address and identification (ID) number. An ID number can be a social security number or an Individual Taxpayer Identification Number (ITIN). To get an ITIN, you will need to fill out a form with the Internal Revenue Service (IRS).12

Visit irs.gov for more information.

The following information from Entrepreneur Media illustrates the advantages of community, regional and national banks.

<table>
<thead>
<tr>
<th>Good for...</th>
<th>Community Banks</th>
<th>Regional Banks</th>
<th>National Banks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small to medium size-businesses.</td>
<td>Small to medium size-businesses with aggressive growth strategies.</td>
<td>Medium to large businesses with multistate operations.</td>
<td></td>
</tr>
<tr>
<td>Service</td>
<td>Very responsive. Decisions are usually made by bank/branch staff. It’s possible you’ll interact with the same banker for years.</td>
<td>Small enough to care about and deliver personalised service.</td>
<td>Impersonal. A high turnover among staff makes it hard to maintain a personal relationship and most decisions aren’t made at the branch level.</td>
</tr>
<tr>
<td>Fees</td>
<td>Can be around the highest.</td>
<td>In the middle.</td>
<td>Lowest, thanks to economies of scale.</td>
</tr>
<tr>
<td>Technology</td>
<td>Behind the curve.</td>
<td>You’ll get the basics, but nothing fancy.</td>
<td>On the cutting edge. Can handle much, if not most, of banking online.</td>
</tr>
<tr>
<td>Ease of Credit</td>
<td>Loans are made with more weight given to your character and history and an understanding of the local market.</td>
<td>Regional banks will give you more weight to local market conditions than national banks will.</td>
<td>Loans are issued strictly by the numbers, with no flexibility.</td>
</tr>
<tr>
<td>Intangibles</td>
<td>Community banks partner with national banks to provide credit cards and international services.</td>
<td>Many regional banks are made up of independently run community banks and offer the best of both worlds.</td>
<td>Experts in international banking and services.</td>
</tr>
</tbody>
</table>

**Taxation**

Many US states impose a sales tax at the point of sale, with rates varying between the different states and counties. Income and corporate tax laws apply. Advice from taxation professionals is suggested for Australians establishing a business presence in the US. There are various relevant publications available from the private sector, including ‘The Inbound Guide to US Corporate Tax’ - an Ernst and Young publication that provides overviews of the US tax systems. Other accounting firms, such as Deloitte, provide similar publications.

Advice on tax liability situations should be obtained from professional tax advisors, accountants or lawyers. The Internal Revenue Service (IRS) ([irs.gov](https://irs.gov)) can provide advice and the Australian Taxation Office ([ato.gov.au](https://ato.gov.au)) can advise on Australian tax implications.


**Fundraising**

The Bay Area is known as an international hub of venture capital. The processes for fundraising, especially for startup companies, are quite similar in the US compared to Australia. Standard processes could involve:

- a tailored pitch to angel investors or venture capital firms
- agreement on the term sheet
- third-party due diligence process
- execution on the final documents.

Founders should research capital networks before arriving in San Francisco. Helpful resources include:

- Silicon Valley angel investors on AngelList at [angel.co/silicon-valley/investors](https://angel.co/silicon-valley/investors).
- Entrepreneur Media’s VC 100 list of top early-stage investors at [entrepreneur.com/article/242702](https://entrepreneur.com/article/242702).
A snapshot of the US venture capital market in 2016

- 334 VC FIRMS MANAGED US$50M OR LESS, WHILE
- 68 FIRMS MANAGED US$1B OR MORE.

- 7,751 VC-BACKED COMPANIES RECEIVED US$69.1B 2ND HIGHEST TOTAL IN LAST 11 YEARS
- 253 VC FUNDS RAISED US$41.6B TO DEPLOY INTO STARTUPS, HIGHEST TOTAL IN 10 YEARS

- 2,105 VC FIRMS MADE AT LEAST ONE INVESTMENT IN A US BASED STARTUP.
- MEDIAN VC FUND SIZE REACHED $75M, HIGHEST MEDIAN SINCE 2008 OUTSIDE OF CA, NY & MA, MEDIAN VC FUND SIZE WAS US$23.5M.

STATES THAT SAW AN INCREASE IN VC FUNDRAISING YEAR-OVER-YEAR:

DATA PROVIDED BY PITCHBOOK

VC FUNDING WAS DEPLOYED TO STARTUPS IN ALL 50 STATES AND D.C., RESEARCHING 226 METROPOLITAN STATISTICAL AREAS AND 386 CONGRESSIONAL DISTRICTS.
Networking resources

'It's all about networking. Networking is a San Francisco thing...the Australian startup ecosystem is tiny...it's not even comparable to San Francisco.'
Simon Murphy, Founder, RefLIVE

'You really need to prove yourself in the American market by networking or by having great business fundamentals to show investors.'
Bart Macdonald, Founder, Sapling

Australian networks and news

- **Aussie Founders Network (AFN):** The Aussie Founders Network (AFN) is a member-driven community of Australian founders, investors and industry advisors with a mission to support, build and elevate the role and impact of the Australian tech community globally. AFN's vision is to build a network of Australian-founded technology companies whose valuation is US$100 billion. Visit aussiefounders.org for more information.

- **Australian American Chamber of Commerce (SF Aussies):** Established in 1981, the Australian American Chamber of Commerce exists to embody, promote and advance the uniquely Australian way to work and play. This means taking a quintessentially Australian approach to both business and pleasure, allowing for seriousness and fun, success and relaxation. It means advancing the spirit of Australia and sense of fairness, fun and adventure that Australians share with like-minded people in the US and throughout the world. Benefits are myriad, and include discounts, updates, newsletters and the general camaraderie and tight connections of the Australian-American community in the Bay Area. Visit sfaussies.com for more information.

- **G'day SF:** The G’day SF weekly email is a summary of everything going on and coming up in San Francisco with an Australian twist. It is sent out every Tuesday. Visit gdaysf.com for more information.

- **Australians in San Francisco Bay Area Facebook group:** This public Facebook group provides a networking platform for all Australians living in the Bay Area or visiting the region. The group is not dedicated to founders or entrepreneurs but provides widely relevant content for Australian expatriates. Visit www.facebook.com/groups/1399551966968123 for more information.

- **Silicon Valley New Tech:** The 13,000-plus member SVNewTech Meetup started in January 2006. Entrepreneurs, investors, bloggers and tech enthusiasts come together to network and watch demonstrations of hot new technologies. SVNewTech meets once a month; the first hour is company demonstrations, the second hour is networking. Food, wine and beer are provided. Visit meetup.com/svnewtech for more information.

- **Igniters:** An active community of more than 500 Stanford entrepreneurs and Bay Area founders, Igniters brings in influential speakers to discuss various topics related to startups. Past topics have included growth hacking, product building, pitching, legal, finance, community building, networking, innovation, UX, UI, design, marketing, sales and public relations. Visit ignitersv.com for more information.

For a comprehensive list of startup meetup groups in the Bay Area, visit meetup.com. These include technology-specific groups, such as SF Data Mining, as well as more general meetup groups like Startup Grind.
Events and conferences in San Francisco

› **Australians in Tech**: A weekly, casual networking event for Australians who work in tech in the Bay Area. It is for locals and visitors. Visit meetup.com/Aussie-Tech for more information.

› **LAUNCH Festival**: The LAUNCH Festival is an annual event focused on helping founders build, scale and fund the next generation of outstanding companies. It has approximately 15,000 attendees, four stages and 250 speakers. Visit launchfestival.com for more information.

› **Lean Startup Week**: Lean Startup Week gathers thousands of thought leaders for a week of keynote talks, interactive workshops, speed mentoring, industry dinners, bootcamps and startup tours. The conference unites intrapreneurs and entrepreneurs from government agencies, international conglomerates, bootstrapped startups and civic organisations in their mission to create radical change in their industries. Visit leanstartup.co for more information.

› **Silicon Valley Forum - World Cup Tech Challenge**: Combining global technology innovation with a touch of friendly competition, the World Cup Tech Challenge is a dynamic way for startups from around the world to launch their products in Silicon Valley. Visit worldcupTech.com for more information. Additional Silicon Valley Forum events can be found at siliconvalleyforum.com/attend/conferences.

› **TechCrunch**: TechCrunch hosts startup events around the world, including Disrupt in San Francisco. Disrupt gathers the best and brightest entrepreneurs, investors, hackers and tech fans for on-stage interviews, the Startup Battlefield competition, a 24-hour Hackathon, Startup Alley, Hardware Alley and after-parties. Visit techcrunch.com/events for more information.

› **Hackathons**: Visit meetup.com/topics/hacking/us/ca/san_francisco for more information.

› **Silicon Valley/San Francisco startup events calendar**: A variety of calendars exist for startup events in the area. For more information, visit startupdigest.com/digests/silicon-valley and lanyrd.com/places/silicon-valley.

'Having a strong connection to the technology capital of the world is critical if you're going to build a globally significant tech company. Moving to the Bay Area helped me become a much better entrepreneur.'

Geoff McQueen, Founder and CEO, Accelo
Registering on online databases

Registering a startup on prominent online databases can help raise Australian startups’ profiles among potential investors, customers and the wider startup community, in San Francisco and other US markets. The following is a sampling of these databases:

- **F6S**: F6S is home to 1.5 million tech founders, 600,000 startups and more than 12,000 startup programs globally. F6S delivers founders more than US$1 billion per year in opportunities, funding, grants and services. F6S founders apply to accelerators, pitch investment funds and post or apply for jobs. Visit [f6s.com/f6s](http://f6s.com/f6s) for more information.
- **CrunchBase**: CrunchBase is the premier destination for discovering industry trends, investments and news about hundreds of thousands of companies globally. From startups to Fortune 500 companies, CrunchBase is recognised as the primary source of company intelligence by millions of users globally. Visit [crunchbase.com](http://crunchbase.com) for more information.
- **AngelList**: AngelList is a community of startups and investors who make fundraising efficient. According to the online platform, in 2015 it raised US$163 million on behalf of 441 companies. Visit [angel.co](http://angel.co) for more information.
- **PitchMantra** has created a list of startup databases, which is available at [medium.com/@PitchMantra/100-best-places-to-promote-your-startup-6ad7a52d79c0](http://medium.com/@PitchMantra/100-best-places-to-promote-your-startup-6ad7a52d79c0).

‘By spending time in the Bay Area of San Francisco, I have been able to network and learn from some of the best people in the startup tech industry. It is an incredible place where everyone is willing to help and no-one shuts down your idea. Rather, they question you to make you think even bigger. I recommend spending time in San Francisco to anyone who is building a tech company.’

Holly Cardew, Founder, [pixc.com](http://pixc.com)
'As CSIRO expands its presence in the US, we're thrilled to have the support of the Aussie Founders Network (AFN). Its grassroots creation reminds me of the early days of tech and networks created by veterans of the Aussie expat community in the Valley.'

Dr Larry Marshall, Chief Executive, CSIRO

Co-working locations

Average office rent in San Francisco has surged to US$72.26 per square foot. Standard monthly rent for a single desk in a co-working space ranges from around US$500 to over US$1000. Many startups have turned to various co-working spaces around the Bay Area instead. This provides flexibility as co-working spaces do not bind customers for a specific period, while a lease on an office is usually between five and 10 years. This suits the nature of startups since the company could expand or terminate operations within just a few months.

A sampling of Bay Area co-working spaces includes:

![RocketSpace](image1)
![wework](image2)
![galvanize](image3)
![PlugAndPlay](image4)
![Bespoke](image5)

'Once the novelty wears off of being in a new city and country, it's important to find your 'tribe'; a group of people that share your passions and journey. The San Francisco Bay Area, for the Aussie tech startup community, is a deeply rich community of passionate, determined and visionary entrepreneurs who have sacrificed a lot to pursue their dreams. I always feel my heart and soul warmed and inspired after spending a few hours with our fellow Australians, and it's great to get a dose of home.'

Maria Sipka, Co-Founder and Chief Evangelist, Linqia
RESOURCES

News

There are a variety of print and online publications that provide local and regional news. These include:

- San Francisco Chronicle: sfchronicle.com
- SF Gate: sfgate.com
- Hoodline: hoodline.com
- SF Weekly: sfweekly.com
- SF Examiner: sfexaminer.com

These outlets provide technology-specific news and can be valuable resources for entrepreneurs exploring the local innovation ecosystem:

- TechCrunch: techcrunch.com
- SiliconBeat: siliconbeat.com
- VentureBeat: venturebeat.com

Public transport

San Francisco has a variety of public transportation systems including Bay Area Rapid Transit (BART), the Municipal Transportation Agency (Muni Transit) and Caltrain. Visitors can read more about these systems online:

- Muni Transit: sfmta.com
- BART: bart.gov
- Caltrain: caltrain.com
- List of transit services by county: bart.gov/guide/transit

Things to do

San Francisco offers a wide variety of events including live music, exhibitions and festivals. These sites provide listings of events in the Bay Area:

- TimeOut San Francisco: timeout.com/san-francisco
- 7x7: 7x7.com
- SF Eater: sf.eater.com
- Do The Bay: dothebay.com

‘Everyone’s so positive and encouraging and wanting to help [in California]. Anything is possible. It’s really a nice place to be when you are a startup staring at a very big mountain and thinking how am I going to climb this?’

Ash Shilkin, Founder, ChimpChange
The Australian Trade and Investment Commission (Austrade) helps Australian businesses to develop international markets by providing advice and a variety of services, including market briefings, referrals, ecosystem information and grant programs.

As part of the Australian Government’s National Innovation and Science Agenda, Austrade has established Landing Pads in global tech hubs, including San Francisco. Landing Pads assist market-ready Australian startups to access some of the world’s most renowned innovation and startup ecosystems.

San Francisco Landing Pad
- Ninety-day residencies at leading technology campuses. This immersive environment provides market-ready scaleups with a cost effective option to land and expand into major global innovations hubs around the world.
- Business development assistance - Referrals to service providers who are best equipped to support Australian scaleups entering the US market.
- Access to Austrade’s international business network - Austrade will draw upon the combined strength of more than 80 offices in 48 markets to help Australian startups 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 Landing Pad participants and help them determine the next steps. Landing Pad alumni will be introduced to a network of service providers, corporates, programs and other government agencies that can provide assistance.

Visit australiaunlimited.com/landing-pads for more details.

Grants and incentives

In addition to the Landing Pad, Australian entrepreneurs should consider the following grant and tax incentive programs before entering the US market. This list is not comprehensive and entrepreneurs should conduct their own research into available grants and support programs including at state and local government levels.

- **Export Market Development Grants (EMDG)**
  EMDG encourage small- and medium-sized Australian businesses to develop export markets. The grants reimburse up to 50 per cent of eligible export promotion expenses above A$5,000 provided the total expenses are at least A$15,000. Up to eight grants are available to each eligible applicant. For more information on EMDG, visit austrade.gov.au/Australian/Export/Export-Grants.

- **Research and Development (R&D) Tax Incentive**
  The R&D Tax Incentive is broad-based, market-driven assistance for all industries. It provides a targeted tax offset to encourage more companies to engage in R&D in Australia. The incentive assists eligible companies to create new or improved products, processes and services by reducing their tax. For more information, visit business.gov.au/assistance/research-and-development-tax-incentive.
The Entrepreneurs’ Programme

The Entrepreneurs’ Programme is the Australian Government’s flagship initiative for business competitiveness and productivity. Delivered by the Department of Industry, Innovation and Science, the programme forms part of the Australian Government’s National Innovation and Science Agenda. The programme offers support to businesses through four elements:


- **Business management** - experienced business advisers and facilitators review business operations including business direction, strategy, growth opportunities and supply chains. They provide a report with strategies for improvement and work with the business to implement these strategies.

- **Incubator support** - assists new and existing incubators to improve the prospects of Australian startups achieving commercial success in international markets by helping them to develop their business capabilities. Visit [business.gov.au/Assistance/Incubator-Support](http://business.gov.au/Assistance/Incubator-Support) for more information.


CSIRO Innovation Connections Program

CSIRO’s Innovation Connections Program offers eligible Australian small-to-medium enterprises (SMEs) an opportunity to improve their competitiveness by building relationships with Australian research organisations. Innovation Connections grants worth up to A$50,000 are available to support projects involving:

- engagement of a publicly funded research organisation to undertake research activities

- placement of a researcher in the business to develop and implement a new idea with commercial potential

- access to research infrastructure

- access to other forms of research capability, as determined by a business research needs assessment.


Austrade International Readiness Indicator

Austrade’s International Readiness Indicator is an online tool for new exporters. It is designed to help Australian businesses determine whether their product is ready for entry into a new global market.

The Indicator draws on Austrade’s experience in assisting Australian firms to enter international markets. It focuses on the key aspects needed to be export-ready and compete successfully in overseas markets, such as the US.

Before scaling a venture into the US market, it is worthwhile for Australian entrepreneurs to review this tool.


‘There is just no way a small startup company should be renting an office place on their own. It’s such a liability...we like the co-working space because it gives you that flexibility.’

Kristy Bayley, Director of Operations, Switch Automation
ABOUT AUSTRADE

The Australian Trade and Investment Commission - Austrade - contributes to Australia's economic prosperity by helping Australian businesses, education institutions, tourism operators, governments and citizens as they:

- develop international markets
- win productive foreign direct investment
- promote international education
- strengthen Australia's tourism industry
- seek consular and passport services.

Austrade provides information and advice that can help you reduce the time, cost and risk of developing international markets. We also administer the Export Market Development Grants scheme and offer a range of services to Australian exporters in growth and emerging markets.

W  austrade.gov.au
    australiunlimited.com/landing-pads
E  info@austrade.gov.au

@AustradeUSA
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AustralianLandingPads
References


15. As above.


