

AUSTRALIAN LANDING PADS PROGRAM

Innovate. Accelerate. Go Global.

Berlin

San Francisco

Shanghai

Singapore

Tel Aviv

Landing Pads provide Australian scaleups with access to world-leading entrepreneurial expertise and business networks to help them expand globally.

Scaleups participate in an immersive program in one of Austrade's five Landing Pad cities: Singapore, San Francisco, Tel Aviv, Berlin, and Shanghai.

WHY APPLY?

Landing Pads provide:

- › A dedicated Landing Pad Manager with experience in the local market
- › A co-working space in your chosen city to immerse yourself in the local innovation ecosystem
- › Workshops and other programming activities to assist your market entry plans
- › Access to in-market Entrepreneurs in Residence (EIR) mentoring
- › Connections to local founder communities, offering the potential for shared insights and collaboration opportunities
- › Introductions to Austrade networks, partners and contacts
- › Ongoing support for future opportunities

WHO CAN APPLY?

Landing Pads are designed for scaleups ready to expand to global sales and partnerships. Applicants should have an established product, market fit, customer acquisition strategy, and some target market leads.

Applications are assessed on a 5-point criteria.

- › **Market Relevance:** Your product or service has direct application and an accessible target audience in your chosen region.
- › **Differentiation:** A clearly defined value proposition in the new market, and the potential to disrupt the marketplace
- › **Traction:** Existing sales, returning customers, a growing customer base, funding, investors, and partners
- › **Vision:** Clear business objectives for your chosen market, and resources to achieve projected growth
- › **Scalability:** The ability to service a new market and deliver solutions quickly to a growing customer base

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Australian Government

Australian Trade and Investment Commission



WHICH LANDING PAD IS RIGHT FOR ME?

San Francisco

- › For advanced scaleups and experienced entrepreneurs, the San Francisco Landing Pad offers a starting point for your US launch. Leverage the connections and experience of local Austrade employees throughout the US to open doors and build your brand.
- › Located at WeWork in the heart of the city's financial district
- › Recognised as a global technology and innovation epicentre and home to the world's greatest concentration of venture capital
- › Access investors, corporate innovation hubs, government organisations and other strategic partners
- › Ideal for your first 90 days of your US market entry plans and offers an ideal entry point to access the rest of the US market
- › Flexible start and end dates to suit your timeline with the ability to travel to other US cities
- › Home to countless founder communities to share experiences and insights
- › 1-1 workshops with EIR to test and hone your US business plan and market entry strategy
- › A calendar of scheduled events for 2020 including monthly programming with external partners, community networking, fall and spring showcases, opportunities to pitch to visiting ministers, delegations and industry influencers
- › Market specialisations in cyber security, enterprise, AR/VR, fintech, blockchain, proptech, edtech, agtech, foodtech, energy & resources, spacetech, defence & dual-use technologies

Tel Aviv

- › Located at SOSA, an 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
- › Mentoring on user acquisition, UI and UX, collaborating with corporates, and investor pitching
- › Suited to startups looking to refine their product or service offering and scale globally

Shanghai

- › Located at the heart of Shanghai in XNode, which is a fully serviced scaleup co-working space
- › Shanghai is recognised as a centre for technology, innovation, finance and entrepreneurship, and is a gateway to access Greater China business opportunities
- › Connect with an ecosystem of investors, regulators and 525+ multinationals and tech giants
- › Ideal for scaleups looking to access China's enormous market potential

Singapore

- › Located in close proximity to the Marina Bay Financial District at JustCo, and with access to their spaces in 8 APAC cities
- › Singapore is the ideal gateway for Australian scaleups looking to access ASEAN – it has a pro-business and pro-innovation government, 7000 multinational corporations, with more than half of those running their APAC businesses from Singapore, and a strong pool of public research and academic institutes
- › Singapore's open innovation and startup ecosystem has over 100 accelerators/incubators and 150 VCs to support international scaleups' market expansion and founders' growth. This includes a growing Australian innovation community embedded within the Singapore ecosystem which strives to bridge the Australia-Singapore connection
- › The Singapore Landing Pad is suited to B2B scaleups seeking to spend time in Singapore to develop business relationships with APAC decision makers and be relatively close to other Southeast Asian markets to scope out opportunities in the region
- › Scaleups can also spend the 90 days to set up their operational base in Singapore and leverage the badge of the Australian government to build connections for a long-term commitment to the region

Berlin

- › The region covers a variety of hubs and sector opportunities including London, Paris, Barcelona, Berlin, Prague, the Nordics, and Italy, amongst others
- › The Europe Landing Pad Manager is based at betahaus co-working in Berlin, one of the city's first spaces, and will support with identifying which markets within the region are best suited for initial engagement or growth from your point of departure
- › The program then offers desk space credits for a range of locations across Europe, based on your identified need
- › The Europe Landing Pad is ideal for scaleups seeking a gateway to Europe's markets and its many multinationals
- › Europe is the region for fintech (including insurtech and regtech), cybersecurity and encryption, agtech and foodtech, digital manufacturing and robotics, and life sciences and medtech
- › Just in Berlin, there are incubators run by Bayer HealthCare, Deutsche Bank, Robert Bosch and Microsoft

MORE INFORMATION

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Questions?

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