

Transcript



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Audio/video for this transcript available from: <http://commons.swinburne.edu.au>

JACQUI BLOOM: We've witnessed seven brilliant pitches from the Swinburne Innovation Studio.

GEOFF GOURLEY: Very hard to do startups and commercialization when you're on your own. And so getting that industry support, getting mentorship, some expertise, just helps them get really ready for investment and the next stage of their growth.

SCOTTY ALLEN: Some of these startups are pre-revenue, some of them are post revenue. They all have either a product or an MVP, and they're sharing their progress tonight.

ELLEESHA KING: I think I was at a really sweet spot in my journey so far because I'm still quite relatively early on. You know, what I was missing was some go to market strategies and understanding how accounting works for startups, understanding my legal obligations, all things that I didn't have a knowledge of because I'm so early on.

ABHAY SETH: What we have seen today is that these programs really help shape these startups up. Every program is meant to deliver certain aspects of maturity for them, understanding, and then Elevate kind of puts them at the pathway to pivot.

GEOFF GOURLEY: I think the program has been fantastic. It's definitely evolved, and I think it's improved year on year, which is great. Some of the early companies have also gone on to success, and I think we've really got a sharp program now. The value that they take away that I heard tonight is very practical knowledge. It really prepares them for commercialization and really making them invest.

ELLEESHA KING: Reaching out to the guys at the Innovation Studio. They're so helpful. They just, I feel like even if I wasn't successful in getting into the Elevate program, they were so supportive and willing to support on my journey anyway. They're just a really great bunch of people who want to see startups succeed.

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