

Expression of Interest - Investment Readiness Pilot - Education Stream

* indicates a required field

OVERVIEW

The Backing Female Founders Program provides a suite of initiatives to grow and scale Queensland innovation businesses founded by women.

The founder journey, never an easy one for anyone, is considerably harder for women. It is well documented that women-owned businesses face a range of barriers to growth – including economic situation, investment education, difficulty building a high-quality network and access to capital, which is ranked the number one barrier for women founders in Australia.

PROGRAM OVERVIEW

FoundEd, an online program by Scale Investors, is tailored for early-stage founders aiming to raise capital—a critical turning point for many startups. Acknowledging that many exceptional entrepreneurs encounter challenges due to a lack of knowledge, tools, or networks, the FoundEd course seeks to enhance founders' abilities to navigate the startup ecosystem. The comprehensive curriculum covers a range of topics. Founders will have 12 months access to the course material.

What the program will cover:

An overview webinar session at the commencement of the program as well as the following modules:

1. The 101 of raising capital & founder stories

In Module 1 you will begin by cutting through some of the basic investment terms and capital raising jargon.

You will then hear directly from a range of women founders on their experiences successfully raising capital.

2. When to raise

In Module 2, you will learn when the best time is to raise capital for your startup

3. The investment landscape

Module 3 will provide you with a holistic understanding of the Australian investment landscape.

4. Building founder resilience

Module 4 will begin to prepare you for your future capital-raising journey. Eyes wide open!

5. What investors look for in a pitch deck!

In the final Module, you will gain an understanding of the key elements that are essential in any pitch deck.

6. Office hours

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Additional learning and support, fostering an environment where founders can connect and gain further insights will be an integral part of the program.

Applications will close 25 February 2025

Assessment

The following criteria will be taken into account for assessment purposes:

- 1. Innovation** - business is deemed an Innovation Driven Enterprise* (**An Innovation Driven Enterprise (IDE) is a business that emphasises innovative solutions as a key driver of growth, competitive advantage, and value creation. Such enterprises focus on developing and commercialising new products and/or services to achieve their strategic outcomes.*
- 2. Stage of product/service development** - built but not yet tested; reached Minimum Viable Product Stage; or Beyond Minimum Viable Product Stage
- 3. Equitable distribution of opportunity** - to recognise priority target groups inclusive of regional and Indigenous businesses.

Please provide detailed but concise responses to each question, writing for a broad audience and avoiding the use of technical jargon or unexplained acronyms. Attempt to address questions in full. Guidance text will be included to assist you.

Eligibility Requirements

To be eligible to participate in the program, organisations must meet the following requirements:

Is the applicant organisation headquartered in Queensland (operating and having its head office located in Queensland)? *

☐ Yes ☐ No

For the purposes of this program "Located in Queensland" is any organisation that has a physical office in Queensland and has an ABN which states its "Main business location" is in Queensland.

Does the applicant organisation have an ABN? *

☐ Yes ☐ No

Is the applicant organisation ABN registered in Queensland as the main business location? *

☐ Yes ☐ No

Is your business majority Female Owned? Must be at least 51% of shares held by a woman/woman (at least six months before application) *

☐ Yes ☐ No

If the female founder's shares are held within a trust, the applicant organisation will be required to demonstrate how it meets the eligibility criteria above

Is the applicant organisation and/or related parties have 50 or less full time equivalent employees? *

☐ Yes ☐ No

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Are you a subsidiary of a group of companies that has more than 50 full-time-equivalent employees in total *

☐ Yes ☐ No

What stage of development is your product/service at? *

- ☐ Not built and not yet tested in market or trialled with potential customers
- ☐ Built but not yet tested in market or trialled with potential customers
- ☐ Reached Minimum Viable Product Stage but not yet tested in market/trialled with customers
- ☐ Reached Minimum Viable Product Stage and tested in market/trialled with customers
- ☐ Beyond Minimum Viable Product Stage and ready to enter market

Choose the statement that most closely describes the current status of the product / technology / solution

Are you planning to engage in a capital raise in the next 24 months or specify timeframe? *

☐ Yes ☐ No

Provide a timeframe for when you expect to plan your capital raise *

in months only please

Submission Eligibility

⚠ **Unfortunately, based on your response, it would appear that your organisation is not eligible to be considered for the EOI Investment Readiness Pilot.**

⚠ **Do not proceed with completing the Expression of Interest form as ineligible applications will not be progressed for assessment.**

Applicant Details

* indicates a required field

Applicant Information

Applicant Organisation Name *

Organisation Name

Full Legal Name of Organisation as per below ABN lookup

Trading as (if applicable)

Organisation Name

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Australian Business Number (ABN) *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

Applicant Organisation Type *

Select from the drop down list.

How many Queensland FTEs does the applicant organisation employ? *

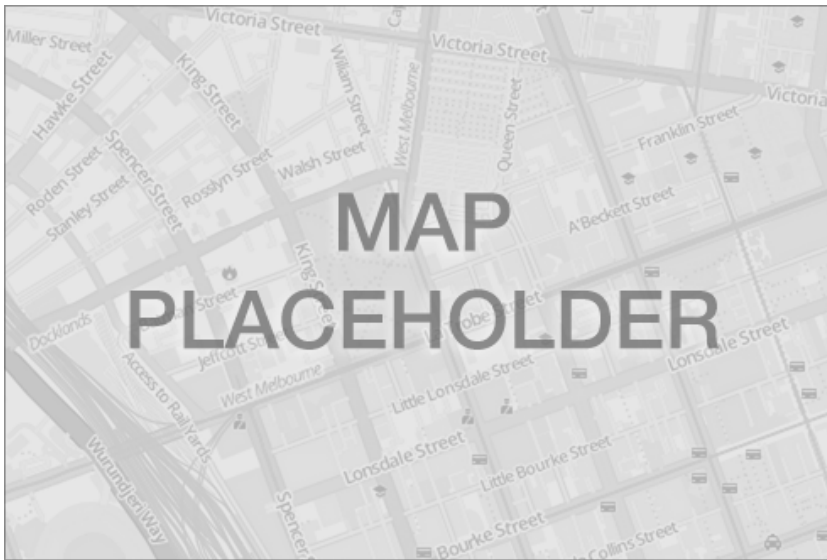
FTEs are Full Time Equivalent employees.

Applicant Organisation Street Address *

Address

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Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required. Coordinates Required. Country must be Australia (Identifiers such as Unit/Lot/Building/Level etc. are not accepted). The field will auto-populate after you start typing. Example: 137 Creek Street, Brisbane City Qld 4000.

The above listed address is: *

- ☐ The physical HQ address of the business
- ☐ Registered address (for e.g., accountant, consultant)

Applicant Organisation Postal Address (if different to above)

Address

Postal Address Only - If you wish to input a PO Box address, select the "Can't find your address" option in the above field. Once selected, you will then be able input PO Box details.

Applicant Organisation Website *

Must be a URL.

Is the Applicant Organisation headquartered outside of South-East Queensland? *

For the purposes of this program "South-East Queensland" is any location within the following council areas: Brisbane City, Moreton Bay Regional, Ipswich City, Logan City, Redland City, Gold Coast City, Scenic Rim, Somerset Regional, Lockyer Valley Regional, Sunshine Coast and Noosa Shire.

Is the applicant organisation a female owned or female led business? *

- ☐ Yes
- ☐ No

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For the purposes of this program, a "female-led business" is one that is at least 51% female owned and/or led. "Led" means the people leading the organisation in roles such as CEO, Director, Executive. A female-led business does not necessarily need to be female founded.

Is the Applicant Organisation an Indigenous business? *

☐ Yes ☐ No ☐ Prefer Not to Answer

For the purpose of this program, the Queensland Government defines "an Indigenous business" as one that is at least 50 per cent owned by an Aboriginal person or a Torres Strait Island person.

How did the Applicant Organisation first become aware of the Female Founders Investment Readiness Pilot? *

Contact Details

For the purpose of this EOI submission, provide the contact details of the Female Founder that is applying for the Education Stream on behalf of the applicant organisation.

Name *

Title First Name Last Name

Position *

Phone Number *

Must be an Australian phone number.
Include Area Code eg: 07

Secondary Phone Number

Must be an Australian phone number.
Include Area Code eg: 07

Email *

Must be an email address.

Secondary Email

Must be an email address.

Privacy

The Department is collecting personal information from you such as your name, address, contact details of yourself and your organisation.

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This information is collected for the purpose of managing and assessing applications to this program and the Department's function in supporting businesses and industry through innovation programs and grants.

The email address you provide will be used to communicate with you including for the purpose of surveys to evaluate innovation programs. Dependent upon the email service provider you have chosen, this may result in your personal information being transferred overseas.

The personal information provided may be provided to other relevant Queensland Government departments and Ministers, to publicly announce or publish and promote the successful applicants and outcomes of the program. This may include your name and the name of your organisation, project details and progress.

De-identified aggregated data may also be used for the purpose of managing and evaluating the program and informing government about designing and improving policies and programs.

Your personal information will not be otherwise used or disclosed unless authorised or required by law and will be managed in accordance with the [Information Privacy Act 2009](#).

The Queensland Government privacy policy can be found at: www.qld.gov.au/legal/privacy.

The provisions of the Rights to Information Act 2009 apply to documents in the possession of the Queensland Government.

EOI Summary Details

* indicates a required field

Proposal Details

Name of the education course

Participation in the Scale Investors FoundED online investment-readiness program.

This question is read only.

Course description

Attendance of the Scale Investors FoundED online investment-readiness program / course to be delivered by the department service provider as part of the Female Founder program - Investment Readiness Pilot to be delivered in 2025.

This question is read only.

Priority Investment Areas

Select the option that best describes your innovation *

- ☐ Product
- ☐ Service

Choose the statement that most closely describes the current status of the product / technology / solution *

- ☐ Innovative solutions to existing problems

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- ☐ New to world innovation
- ☐ Innovation diffusion (a unique application of a technology that is significantly different to any previous innovation in the market)
- ☐ Innovation in the Indigenous context – identified by the applicant as innovative to cultural and community practices

What is your product, technology or solution? *

Word count:

Must be no more than 200 words.

Which one of the innovation priority investment areas best describes your innovation currently *

- ☐ autonomous systems
- ☐ robotics and artificial intelligence
- ☐ nanotechnology
- ☐ synthetic biology technologies including mRNA
- ☐ quantum technologies
- ☐ innovation in cybertechnology, defence industries and space industries
- ☐ innovating the tourism industry
- ☐ innovation in methods to drive sporting and sporting event success (Sports Tech)
- ☐ using innovative methods to improve agriculture and food including novel proteins and low emission production systems
- ☐ developing environmentally responsible mining practices including innovative methods to accelerate new economy/critical minerals industry
- ☐ managing Queensland's waste and pollution and developing the circular economy
- ☐ mitigating and preventing climate change
- ☐ developing sustainable energy solutions including technology-supporting green hydrogen
- ☐ developing sustainable energy storage solutions
- ☐ developing sustainable water solutions
- ☐ building resilience against future potential pandemic crises
- ☐ building resilience against natural disasters e.g., droughts, floods, cyclones and bushfires.

Do you consider your business an Innovation Driven Enterprise? *

- ☐ Yes
- ☐ No

*An Innovation Driven Enterprise (IDE) is a business that emphasises innovative solutions as a key driver of growth, competitive advantage, and value creation. Such enterprises focus on developing and commercialising new products and/or services to achieve their strategic outcomes.

Provide some details why *

How long has the business been in operation? *

Provide in years, months

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Have you secured any funding so far, and what was the source of that funding *

- ☐ Bootstrapped
- ☐ Crowd source funding
- ☐ Self-financed
- ☐ Angel Investment
- ☐ Venture capital
- ☐ Grant
- ☐ Debt

What specific areas of investment education are you seeking to learn and apply to your startup? *

Word count:

Must be no more than 200 words.

What are your goals for your startup over the next 12 months, and how do you see this course helping you to achieve them? *

Word count:

Must be no more than 200 words.

How do you plan to measure the success and impact of the investment principles you learn from this course? *

Word count:

Must be no more than 200 words.

Are you willing to complete a post course survey and share your startup's progress with course organisers, peers and the Queensland Government for the purpose of collaborative learning? *

- ☐ Yes ☐ No

Industry Classification

* indicates a required field

Primary Industry Classification

The department collects data on industries that benefit from funded projects.

To assist with our reporting, please select the industry classification which will benefit from your proposed project.

Only one option can be selected from the dropdown list below.

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To assist you with your options, refer to the Australian and New Zealand Standard Industrial Classification ([ANZSIC](#)) lookup link.

There are two levels within the ANZSIC hierarchy. Ensure you navigate through to the lowest level to choose an industry option.

Please select the primary industry classification that will benefit from your proposed project: *

[ANZSIC Lookup](#) Click on "Browse" then click on "Primary Industries Classification", then select an option by clicking the relevant industry (not the identifying letter) eg: Agriculture, Forestry & Fishing

Other Priority Industries

Priority Industries - refer to niche or new industry per Queensland Government policies (Industry RoadMap) - To build our competitive strengths, diversify our economy and create the knowledge-based jobs of the future, Advance Queensland is driving innovation-led economic growth through increased collaboration between government, industry and research organisations.

The department collects data on industries that benefit from funded projects. To assist with our reporting, please select the Priority Industry which your proposed project will benefit from.

Only one option can be selected from the dropdown list below.

To assist you with your options, refer to the [Queensland Priority Industries Definitions](#) lookup link.

There are two levels within the Priority Industry hierarchy. Ensure you navigate through to the lowest level to choose an industry option.

Please select the priority industry that will benefit from your proposed project: *

[Link to Qld Priority Industries Definitions](#) Click on "Browse", then click on "Priority Industries", then select an option by clicking on the relevant option (not the identifying number) eg: Advance Manufacturing

Enabling Technologies

Enabling Technologies -separate list from the ANZSIC and Priority Industries – this is not an Industry category. This information is required to capture the type of Enabling Technologies used in activities regardless of the industry.

The department collects data on industries that benefit from funded projects. To assist with our reporting, please select the Enabling Technologies that will be used in your project.

Only one option can be selected from the dropdown list below.

There are three levels within the Enabling Technologies hierarchy. Ensure you navigate through to the lowest level to choose a technology option.

Please specify the main enabling technology used in your project: *

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Click on "Browse", then click on a "Sub Category", then select an option by clicking on relevant technology (not the identifying number) eg: Artificial Intelligence

Please advise your enabling technology: *

Word count:

Must be no more than 3 words.

What is the main type of technology will you provide or use in your project? eg: Autonomous Systems.
Input N/A if not applicable

Applicant Organisation Declaration

* indicates a required field

I declare and certify the following:

- The information I have supplied in this application is true, accurate and not misleading to the best of my knowledge.
- I have received no guarantees or assurances that the application will be approved by the Queensland Government.

By signing below, I acknowledge and agree on behalf of the Applicant Organisation that I represent that:

- I am authorised to sign on its behalf and bind the Applicant Organisation as described above; and
- The Department may undertake checks to assess this application.

Refer to the [Electronic Transaction \(Qld\) Act 2001](#) prior to acknowledging and accepting this declaration.

Name *

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

Position *

Must be no more than 100 characters.

Declaration *

☐ I acknowledge and accept this communication as containing my signature within the meaning of the Electronic Transaction (Qld) Act 2001

Date Signed *

Must be a date.