Investment Readiness - First Deals 1 to 1000 Customers - EOI Application form

Form Preview

Expression of Interest - Investment Readiness - First Deals 1 to 1000 Customers

* indicates a required field

PROGRAM OVERVIEW

A 12-week comprehensive customer acquisition capability program to enable female founders to build traction, convert real customers and scale their businesses.

>>>

Sprint 3: Your Customer Journey

Weekly 1-hour virtual workshops, a 30-minute 1:1 coaching session per founder, self-paced modules and templates, and access to Tech Ready Women mentors.

Week 1: Defining Key Customers and Account Management Processes Founders identify their most valuable customer segments and design account management processes to retain and grow them. This covers onboarding, regular touchpoints and early warning signs of churn.

Week 2: Identifying Upsell Opportunities and New Revenue Streams Founders analyse their existing customer base to find opportunities for upselling, cross-selling and pricing changes. Growing revenue from current customers is usually faster and cheaper than acquiring new ones.

Week 3: Understanding Adjacent Opportunities Founders explore adjacent markets, segments and use cases where their product could deliver value with minimal adaptation. They leave with a clearer view of their broader addressable market and where to expand next.

Week 4: Reporting on Metrics That Matter Founders learn which metrics best show customer health and business growth, such as retention, net revenue retention and customer lifetime value. They set up simple reporting to track progress and support conversations with investors and partners.

KEY DATES

- **EOIs Open**: 10th November 2026 at 9am
- **EOIs Close**: 16th January 2027 at 2pm

PROCESS / ASSESSMENT

1# **Submit Your EOI**

2# **Assessment**

- Applications will be assessed by **Tech Ready Women** representatives, assessing business fundamentals and growth potential.

3# **Selection**

- Applicants will be notified approx. 3 weeks after program closure.

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 50% 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

Does the applicant organisation and/or related parties have 50 or less full time equivalent employees? *
○ Yes ○ No

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

Can you commit to weekly virtual 60 mins and workshops? *
○ Yes ○ Most of them ○ Need to check ○ No

Are you willing to complete a post course survey and share your startup's progress with Tech Ready Women, peers and the Queensland Government for purpose of collaborative learning? *
○ Yes ○ No

Submission Eligibility

⚠ **Unfortunately, based on your response, it would appear that your organisation is not eligible to be considered for the EOI Investment Readiness First Deals 1-1000 Customers.**

⚠ **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/Business Name *
Organisation Name

Full Legal Name of Organisation as per below ABN lookup

Trading as (if applicable)
Organisation Name

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.

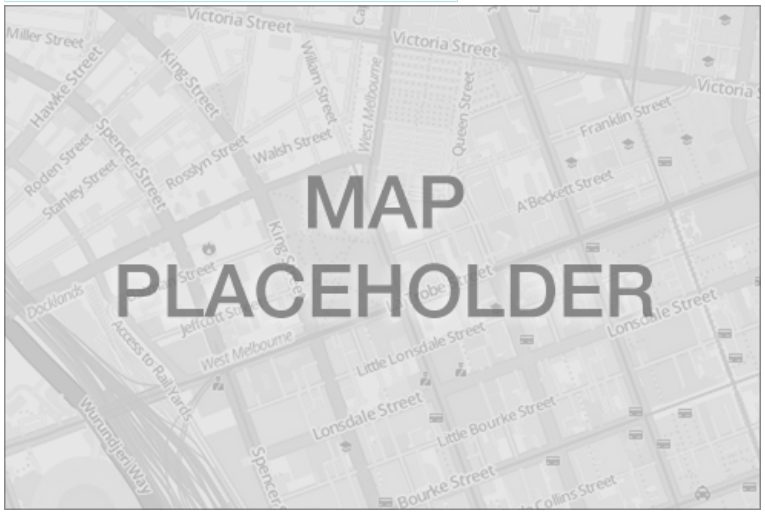
Applicant Organisation/Business Type *

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



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)
- ○ Other:

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.

Provide a short description of your business, product or service or business idea *

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

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

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.

Are you a Young person (under 25)?

○ Yes ○ No ○ Prefer not to say

Optional to answer, do you identify as a young person under 25

Contact Details

For the purpose of this EOI submission, provide the contact details of the Female Founder that is applying for this program 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

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.

This information is collected for the purpose of managing and assessing applications to this program and will be shared with **Tech Ready Women** to support the delivery of the program. 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 course

Participation in the Investment Readiness Capability - First Deals 1-1000 Customers being delivered by Tech Ready Women

Course description

Attendance of the Tech Ready Women's 1-1000 customers program. Program designed for women-founded and women-led delivered by the department service provider as part of the Female Founder Investment Readiness program in 2027.

Priority Investment Areas

Select the option that best describes your innovation *

- ○ Product
- ○ Service
- ○ Other:

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

- ○ Innovative solutions to existing problems
- ○ 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

Describe your product, service, or solution? *

Word count:
Must be no more than 100 words.

How long has the business been in operation? *

Provide in years, months

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.
○ Other:

Do you have paying customers? *
○ Yes
○ No

Where are you up to? *
○ First paying customers
○ Consistent revenue, want to scale

Provide a brief details as to how are you currently finding your customers? *

Word count:
Must be no more than 100 words.

Who are you trying to sell to or pilot with? *

- ☐ Enterprise
- ☐ Mid-market
- ☐ SME
- ☐ Government or council
- ☐ Consumer
- ☐ Not sure yet

Select all that applies

Have you had any pilot or trial conversations yet? *

- ○ No
- ○ Some early conversations
- ○ One in progress
- ○ One or more completed

Is your product, service or solution ready for a customer to use in their own environment? *

- ○ Yes
- ○ Nearly
- ○ Not Yet

What's the biggest thing getting in the way of winning customers or landing a pilot? *

Word count:
Must be no more than 200 words.

What do you want to have in place by the end of the program? *

Word count:
Must be no more than 200 words.

How did the Applicant Organisation first become aware of this Investment Readiness Program? *

Other:

Is there anything else we should know about? *

Input N/A if there nothing further to add

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.

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: *

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.*

Investment Readiness - First Deals 1 to 1000 Customers - EOI Application form

Form Preview

Name *

Title | First Name | Last Name

Position *

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.