



# Application Form

## Ideation Program

Thank you for your interest in participating in this program. If accepted, you will join a group of startup teams representing our region's next wave of emerging innovators. You will better understand how the commercialisation journey can be made faster, easier and more successful.

*The information gathered in this application will remain confidential and may be used to prepare an application for funding from the Australian Government's Incubator Support Initiative. Email completed application to [gordon@businesscentre.com.au](mailto:gordon@businesscentre.com.au)*

### Profile (Founder or CEO)

Name:	
Your role:	
Email address:	
Mobile:	
Company/Idea Name:	
Website (Linkedin url if not avail):	

### Which of the following best describes your venture?

We have an idea or concept which we'd like to develop	
We are a startup business developing a product/service	
We are an established business looking to commercialise a new product/service	
We are an established business looking to innovate/scale	

### Tell us more about your idea. (150 word limit)

What is the problem or opportunity you have identified?

What is your solution?

Who are your competitors?

How is your solution unique and how will/is it protected?