

LaunchHUB Program Application Guide

Overview

This LaunchHUB Pre-Accelerator Program guide outlines the application process for RMIT-affiliated founders building startups with a positive social/environmental impact. The guide will help you prepare your application and cover the following areas:

- Eligibility
- Application Process
- How to Prepare Your Application & Apply
- Selection Criteria
- Application Questions
- FAQs

Eligibility

Please review the eligibility requirements on our [website](#) to confirm your startup has a clear positive non-economic impact and includes at least one co-founder who is affiliated with RMIT University (current student/staff, alumni, or ex-staff) holding equal or combined majority stake in the startup.

Application Process

Part 1: Submit your application form.	All application questions can be viewed below to help you prepare your responses before submitting your form online. Please ensure the person filling out the application form is the RMIT-affiliated founder and will be the main point of contact for the application process.
Part 2: Bootcamp	If your application is shortlisted, you will be invited to attend Bootcamp. This takes place across two evenings, where you will have the opportunity to meet with the LaunchHUB Activator team. Following Bootcamp, you will be required to make a submission which will be assessed by an evaluation panel. You will be notified the week after about the outcome of your application.

How to Prepare Your Application & Apply

- Review the eligibility criteria on our [website](#) and the selection criteria (below).
- The online application form cannot be saved. Review the application questions in this guide (below) and prepare your answers.
- Submit your application (click the Apply Now button) on our website.



Selection Criteria

Problem – Solution Fit

We're looking for startups that can clearly explain the problem they're solving, who experiences the problem and show how their solution directly addresses it in a meaningful way. Strong applicants will have engaged with users or stakeholders to validate their approach.

Commercial Potential

We want to see that your startup has a viable path to revenue and is targeting a market with real opportunity. You don't need to have it all figured out, but you should have a clear idea of your business model and the size or growth potential of your market.

Market Traction

We consider whether you've taken early steps to validate your idea in the real world. We're not looking for scale yet, but we do want to see some validation of your idea with prospective customers.

Impact Potential

We're looking for founders who are driven to solve meaningful social or environmental problems with clear alignment to one of the United Nations 17 Sustainable Development Goals. Your impact should be clear and integral to your business model.

The Team

A great idea needs a team that can make it happen. We want to understand your strengths, relevant experience, and how well you and/or your team are equipped to execute on the opportunity you've identified.

Application Questions

There are three sections to the application form.

Section 1: Startup details

Section 2: Applicant details

Section 3: Program Application Questions

**Required responses*

Section 1: Startup Details

1. What is your startup name?*
 2. Please provide a brief description of your startup (50 words max).*
 3. What town/city is your startup based in?*
 4. State*
 5. Postcode*
 6. What is the current registration status of your startup?*
 - a. Unregistered
 - b. Registered in Victoria
 - c. Registered outside Victoria 7. Does your startup have an ABN or ACN?
If yes, you will be prompted to provide
 8. Please provide your startup's website - *if you have one*
 9. Please provide your startup's social media platforms – *if you have them*
 1. LinkedIn
 2. Instagram
 3. Facebook
 4. TikTok
 10. Please upload your startup's logo - *if you have one*
 11. What industry is your startup primarily connected to?*
- You will be provided with a list to select from.*

Section 2: Applicant Details

1. First name*
 2. Surname*
 3. Preferred name
 4. Email address*
 5. Mobile number*
 6. Which option best describes your affiliation with RMIT?*
- You will be provided with a list to select from.*
7. Please provide a link to your LinkedIn profile - *if you have one*

The following questions help us track our progress in increasing access to capital for underrepresented founders in our university ecosystem. Your responses are optional and confidential, and used only for program evaluation and improvement.

8. Are you of Aboriginal and/or Torres Strait Islander origin?*

 1. Yes
 2. No
 3. Prefer not to say

9. Which gender do you identify with?*

1. Woman
 2. Man
 3. Non-binary
 4. Prefer to self-describe
10. Do you identify as LGBTQIA+?*
1. Yes
 2. No
 3. Prefer not to say

Section 3: Program Application Questions

1. Are you applying as a group with co-founders?
If yes, you will be asked to input their individual email addresses, and they will be sent a contact details form to complete as part of the application.
2. Do you currently use intellectual property that another organisation might reasonably claim to own?*
- If yes, what agreements do you have to use this IP?
3. What is the problem your startup aims to solve, for whom and why are current solutions on the market insufficient?* (200 words max)
Briefly describe the key pain point and who experiences it
4. Describe how your solution addresses this problem.
What makes it a good fit and how is it innovative?* (100 words max)
Explain how your solution works and why it's relevant to the problem.
5. Have you spoken to potential users or customers about this problem?
What did you learn? (100 words max)
Share any insights from conversations, surveys, or user testing.
6. What progress have you made towards your prototype/MVP? And what tests or validation have you undertaken to demonstrate that your solution is technically feasible* (100 words max)
This may include storyboards, mock-ups, wireframes, lo-fi prototypes, hi-fi prototypes, CAD drawings etc.
7. Please upload a visual representation of your prototype/MVP.
This may include diagrams, flowcharts or process diagrams of your prototype that captures its key elements and functionality.
8. Who do you see as your target market, and why?* (100 words max)
Description of your ideal customer. May include scale of the market and how accessible the market is for your team.
9. How might your startup generate revenue?* (100 words max)
Outline how your startup will make money.
10. What traction have you been able to measure to date?* (100 words max)
This may include validation from target customers, partnerships, collaborations, intellectual property, advisors, mentorship, revenue, units sold, users, partnerships, beta testers etc.

11. What positive impact does your startup aim to create and how?* (100 words max)
Describe the social, environmental, or economic benefit you seek to create.
12. Which of the Sustainable Development Goals (SDGs) are you addressing?
You will be provided with a list to select from (select up to 2)
13. Why are you the right team to solve this problem?* (100 words max)
This may include skills, expertise, experience, resources and your connection to your customers.
14. How committed is each founder to this startup (e.g. full-time, part-time, exploring)?* (50 words max)
15. Have you received any funding or investment to date?* (50 words max)
If yes, please detail the funding or investment you have received below including the amount and source.
16. What are you hoping to gain through engaging in this program and what aspects of launching a business keeps you awake at night?* (100 words max)
17. If you are successful, how would you like to contribute to the Activator community during the program and beyond.* (100 words max)
This may include your skills, expertise, knowledge and network, as well as anything that would make the cohort experience great for everyone involved.

Frequently Asked Questions

General

I am not based in Victoria; can I still apply?

Yes, you can still apply, however, you will need to be available and commit to attending all sessions in person and the final Pitch Night event in week 12. This is so you can get the most out of the program experience and engage with your mentors, experts and fellow cohort members. To be considered for the funding, your business needs to be located in Australia.

Will I need to work from the Activator coworking space?

Not mandatory but highly encouraged. It will give you the opportunity to connect with the Activator Community – Activator team, alumni, other founders, and ease of access to RMIT resources and network.

What if I haven't launched my startup, can I still apply?

Yes, you can still apply! You don't need to be a registered company yet to apply; however, it will be expected that your startup is incorporated by the end of the 12-week program.

What is the difference between the Pitch Night and Activator Capital Fund (ACF) Final Pitch?

The Pitch Night takes place in week 12 of your program, where you will present and pitch your startup in front of a panel of judges and the RMIT Activator community and networks. Following this, your startup may be invited to pitch to the Activator Capital Fund and receive up to \$20k equity free pre-seed funding.

What if I am a solo founder? Can I still apply for LaunchHUB?

Yes, of course you can still apply!

Application process

I have questions about the application form, who can I speak to?

Feel free to email us at hello.activator@rmit.edu.au if you have any questions about the program or application process.

When will I hear back about my application?

You will be notified via email of the progress of your application at least one week before Bootcamp starts.

Bootcamp

What is Bootcamp and what can I expect?

Once applications close, you will be notified if you have progressed to the next stage of the application process – Bootcamp. It takes place across two workshop sessions where a founder in the team must attend in person. Your startup will need to make a bootcamp submission that will be assessed by a panel to determine whether your startup will be accepted into the LaunchHUB program.

Do I need to be at Bootcamp day in person?

Yes, you or a co-founder will need to be there for both sessions in person at RMIT Activator's headquarters.

Program

I can't be in Melbourne for some/all parts of the program, should I still apply?

We require you or a co-founder to attend all sessions and the Pitch Night event. Please assess your availability as you consider applying for this program.

We will not be providing any recordings of the sessions.

Is there an age restriction for the LaunchHUB program?

No there isn't – anyone of any age is most welcome to apply for LaunchHUB.


If I am not RMIT affiliated, can I still apply?

If you or a co-founder is RMIT affiliated, then your startup can apply.

What RMIT facilities and resources do I have access to as a program participant?

- Access to and use of the Activator co-working space during office hours – office space, printers and meeting rooms.
- Library at all campuses and student working spaces during work hours
- Access to specific facilities (e.g. labs) will need to be investigated with the school or college on a case-by-case basis.
- We can also support you with connections to the wider RMIT University – we would work with you to explore what your request is and advise on the next best steps.

Will there be mentors with hands-on experience throughout the program?



Yes, each startup will be partnered with a coach that has lived entrepreneurial experience, and you'll have weekly 1-1 catchups with them. They are with you every step of the way during the program, to guide you, offer feedback and support.

Is the \$20k pre-seed fund a pool of funding that is to be shared by all startups?

No, it is not a pool. Startups that are invited to pitch to the ACF Board and end up being successful can each receive up to \$20k.

What if there is a competitor for my product already, but they haven't been properly established?

Not to worry, please apply! It's great that you have done research into who your competitors are, and if they haven't been fully established yet, that's a great advantage for you.

Do I need to have a prototype ready to go? Does my product need real user feedback in the prototype phase? At what level of completion does my prototype need to be to join LaunchHUB?

If you have a prototype already, that's great! A prototype does not necessarily mean just a physical item. We would recommend you have at least a visual representation of what your product/service is, whether it be in the form of a website, app, design (CAD) etc.

What is most important for your application, is that you can show you have validated your product/service with real user feedback – i.e. you have feedback from your intended target audience.

What is the importance for the skill set of founders when it comes to selection?

We need to understand why you are the right person or team to solve your identified problem. If you are a team, we will assess the skill set as a collective – so there could be founders that have specific skills and experience that are different to others in the team, but collectively you all contribute to the development and execution of your solution.

Is there a possibility for the university to become a client for the product that will be developed for testing? Will there be support provided during the 12-week program?

This could certainly be a possibility during or after you have completed the program. However, this will depend on the university's needs and requirements. We can help you to explore this.