



# VentureHUB – Application Guide

## Overview

This VentureHUB Program guide outlines the application process helping you prepare your application and assess whether the program is the right fit for you. This document covers the following:

- Eligibility & Selection Criteria
- Application Process
- How To Prepare Your Application & Apply
- Video Pitch
- Application Questions
- FAQs

## Eligibility & Selection Criteria

Participation in VentureHUB is competitive and based on alignment with a scalable theory of change, readiness to scale, and commitment to full participation. Ventures must meet the following minimum entry criteria to be eligible for consideration. All applications will be evaluated through an internal review process against the selection criteria below.

To be eligible, applicants must demonstrate:

- **System-change Innovation:** Ventures must demonstrate a fundamentally new way of solving a major social problem. Their solutions must be based on breakthrough technology that has high potential to scale to create meaningful system-level change.
- **Evidenced Impact:** Applicants must provide **evidence of meaningful impact**, such as customer outcomes, environmental benefits, social change, and alignment with specific UN Sustainable Development Goals (SDGs).
- **Commitment to Growth:** At least one founder must be committed to working **a minimum of three days per week in-person** from the Activator co-working space. The venture must be the **primary focus** of the founding team, rather than a part-time or side project. The co-working space will be available at no cost to support this commitment.
- **Validated Traction:** The venture must have moved beyond the idea stage and show **significant market validation**. This could include paying customers, pilot programs, recurring users, early revenue, investment, or commercial partnerships. The venture should be approaching or working toward **product-market fit**.
- **RMIT Affiliation:** At least one **majority shareholder** of the business must be an RMIT **student, staff member, or alumni**, ensuring a strong alignment with RMIT Activator's mandate to support its community.

## Selection Criteria

In addition to meeting minimum eligibility, applications will be assessed on the following qualitative criteria:

- **Clarity of Impact Model** – Strength and articulation of the venture's impact model, including measurable outcomes and alignment with VentureHUB's mission.
- **Scalability Potential** – The potential for the venture to grow regionally or nationally and benefit from structured support at a scaling stage.

- **Use-of-funds** - Strategic plan for how ventures will use the \$15K equity-free funding during the program to maximise social and environmental impact. This criterion evaluates the budget allocation strategy, projected return on investment, and how the funding will measurably advance their mission alongside program support.
- **Team Capability** – The founding team’s experience, domain expertise, and ability to execute.
- **Coachability** – The team’s openness to feedback, peer learning, and program participation.
- **Program Fit** – Alignment between the ventures current stage and needs with the support offered through VentureHUB.

## Application Process

Phase 1: Online Application	Submit your online application and video pitch via the link on the VentureHUB <a href="#">website</a> .
Phase 2: In-person Pitch	Shortlisted applicants will be invited to pitch in-person to the Activator assessment panel.  Applicants will be notified of the outcome of your application in the week following.

## How to Prepare Your Application & Apply

### Prepare

- Review the eligibility & selection criteria above (also on our website [here](#)).
- The online application form cannot be saved while being completed. Review the application questions in this guide (below) and prepare your answers.

### Apply


- Click the ‘Apply Now’ button on our website.
- The online application form contains three sections to enter your details:
  - Venture details (name, website etc)
  - Founder details
  - Application questions
- Allow approximately 30min to enter your information and application answers.

## Video Pitch

Your video pitch is a key part of your application. It gives us a chance to hear directly from your team, understand your vision, and see your passion for the problem you're solving.

### What we're looking for:

Your video should be **clear, concise, and authentic**. We’re not expecting high-end production—your phone



camera is fine. What matters most is your ability to communicate your mission, your traction, and why now is the right time for your venture.

**Your video (max 4 minutes) should cover the following:**

1. **Who are you and what do you do?**  
Introduce yourself and your team. Give us a high-level overview of your solution and the problem it addresses.
2. **What's the breakthrough?**  
Tell us what's unique or innovative about your technology or approach. Why is it a game-changer?
3. **What traction have you achieved so far?**  
Highlight key milestones—customer acquisition, revenue, pilots, partnerships, etc. Be specific and quantify where possible.
4. **What impact are you creating?**  
Briefly explain the social or environmental challenge you are addressing and how your solution contributes to systemic change.
5. **Why now, and why you?**  
Tell us why this moment is right for your venture to scale—and why your team is the one to do it.

**Tips for a strong submission:**

- Keep it under 4 minutes.
- Speak naturally—scripted is okay, but avoid sounding robotic.
- Focus on storytelling—help us feel your motivation.
- Make sure audio is clear and you're well lit.
- Upload your video to a platform like YouTube or Vimeo and include the link in your application. Ensure the link is public or unlisted and accessible without a password.



## Application Questions

### 1. System-Change Innovation

1.1 What major social or environmental problem are you tackling, and how is your approach fundamentally different from existing solutions?

*(200 words maximum)*

1.2 What breakthrough technology, model, or insight underpins your solution?

*(200 words maximum)*

### 2. Evidenced Impact

2.1 What evidence do you have that your solution is creating meaningful impact?

*(200 words maximum)*

2.2 What UN Sustainable Development Goals (SDGs) does your venture align with?

*(You will be provided with a list to select from - select up to 2)*

### 3. Scalability Potential

3.1 How big is the market for your solution, and how did you calculate this figure?

*(200 words maximum)*

3.2 What is your current growth strategy, and how do you plan to scale your solution over the next 2–3 years?

*(Paragraph text)*

3.3 What elements of your business model make it scalable?

*(200 words maximum)*

### 4. Commitment to Growth

4.1 Will at least one founder commit to working a minimum of three days per week in-person from our co-working space?

*(Yes/No)*

4.2. Is your venture the primary focus of the founding team?

*(Yes/No)*

If no, why?

### 5. Validated Traction

5.1 What traction have you achieved to date? e.g. paying customers, pilots, partnerships, revenue, funding raised (pre-seed, seed, angel investment, grants, total amount raised).

*(200 words maximum)*

### 6. Strategic Use of Funds

6.1 How would you use the \$15,000 in equity-free funding to accelerate your mission?

*(200 words maximum)*

### 7. Team Capability


7.1 Who are the key team members, and what relevant experience or expertise do they bring?

*(200 words maximum)*

### 8. Coachability and Program Fit

8.1 How do you see the program supporting your next stage of growth?

*(200 words maximum)*



8.2 What are you hoping to gain from working with coaches and peers in this program?  
(200 words maximum)

## 9. Video

9.1 Enter the link to your video.

## 10. Supporting Material (Optional)

10.1 Upload any supporting documents e.g. pitch deck (10 –15 Slides), 1-pager etc  
(upload supporting documents)

# 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 Showcase event in the final week. 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?

Yes – we require that at least one co-founder works from the Activator co-working space a minimum of three days per week. While we understand that founders are often out meeting clients and partners, regular in-person presence is expected. This ensures you get the most value from the program and helps foster a strong, connected community.

Being onsite gives you access to the Activator team, fellow founders, alumni, and the broader RMIT network and resources.

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

No. This program is designed to support ventures who are operating, have established clear and meaningful traction and are looking to scale.

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

The Showcase takes place in the final week of your program, where you will present and pitch your venture in front of a panel of judges and the RMIT Activator community and networks. Following this, your venture 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 VentureHUB?

Yes, however note the team capability selection criteria and consider your answer accordingly.

## Application process

### I have questions about my application, who can I speak to?



Feel free to email us at [hello.activator@rmit.edu.au](mailto: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 Application Phase Two - the in-person pitch to the Activator Capital Fund Board.

## **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 Showcase 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 VentureHUB program?**

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

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

A co-founder must be a majority shareholder in your venture and be RMIT affiliated to be eligible.

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

- 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 supported by the Activator through inquiry with the relevant school or college on a case-by-case basis.
- We can also support you with connections to the wider RMIT University – we work with you to explore your request and advise on the next best steps.

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

Yes, each venture will be partnered with a coach that has lived entrepreneurial experience - you'll have fortnightly 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 \$15k program entry funding a pool of funding that is to be shared by all ventures?**

No, it is not a pool. Ventures selected to participate in the program will receive \$15K each to support their participation and growth.

### **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.

### **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 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.