

RMIT Activator VentureHUB Program

Application Guide



VentureHUB Program Application Guide

Overview

This VentureHUB 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
- Assessment Considerations
- Phase 1 Online Application Form Guideline
- Frequently Asked Questions (FAQs)

Eligibility

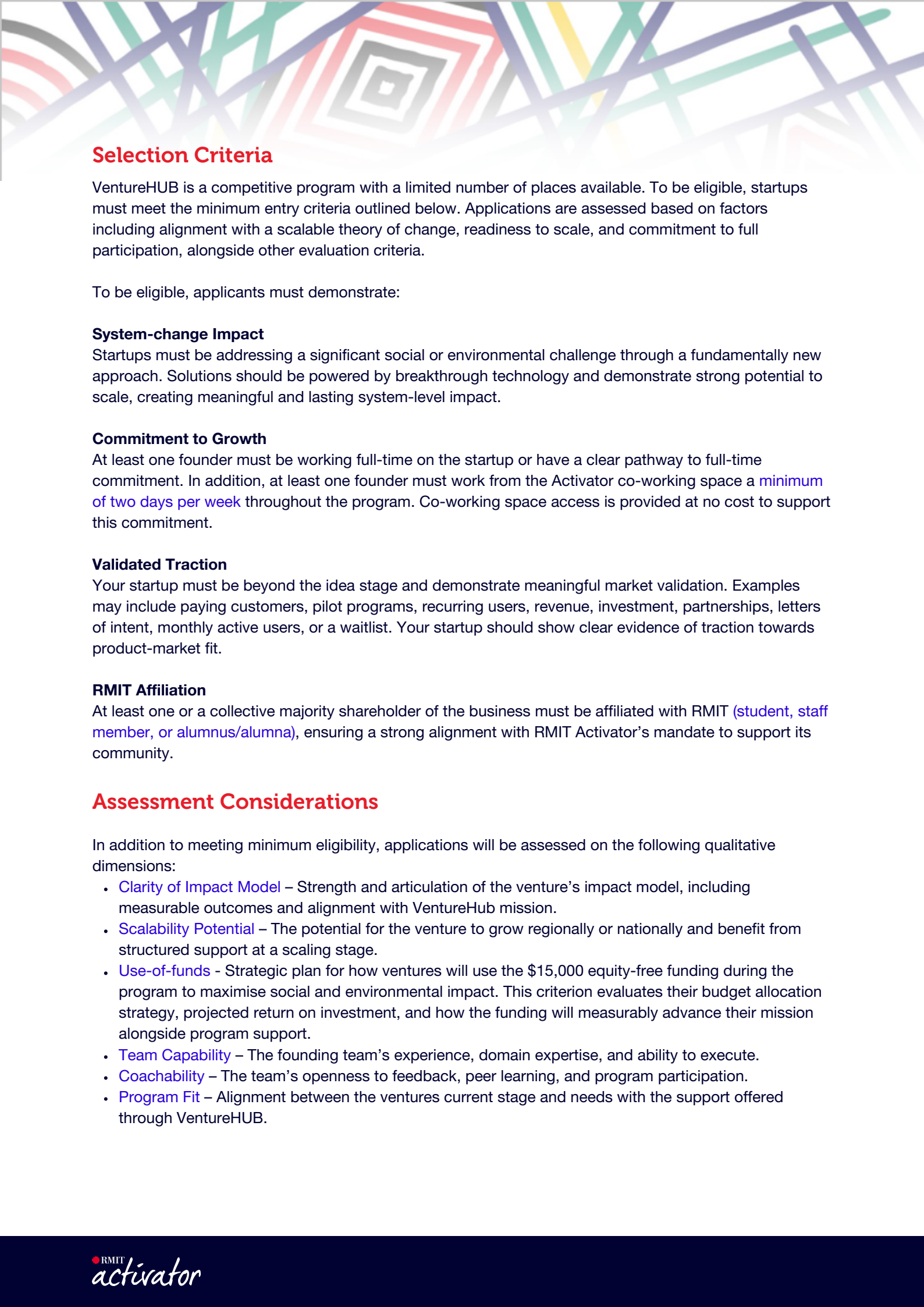
Please review the eligibility requirements on our [website](#) to confirm your startup has a clear positive non-economic impact and includes at least one co-founder who is affiliated with RMIT University (current student/staff, alumni, or ex-staff) holding equal or combined majority stake in the startup.

Application Process

Part 1: Submit your online application form.	All application questions can be viewed below to help you prepare your responses before submitting your form online. IMPORTANT: 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: Attend the in-person pitch session.	If your application is shortlisted, you will be invited to participate in an in-person pitch to a panel of assessors. You'll be required to submit your pitch deck by the specified deadline ahead of the session. The pitch will take place at the RMIT Activator space, providing an opportunity to meet the Activator team and share more about your startup. You will be notified of the outcome of your application the following week.

How to Prepare Your Application & Apply

- Review the eligibility criteria on our [website](#) and the selection criteria (below).
- Please note that the online application form CANNOT be saved. We recommend reviewing the application questions in this guide before you begin and preparing your answers in advance. For any enquiries, please contact us at hello.activator@rmit.edu.au.
- Submit your application (click the **Apply Now** button) on our website.



Selection Criteria

VentureHUB is a competitive program with a limited number of places available. To be eligible, startups must meet the minimum entry criteria outlined below. Applications are assessed based on factors including alignment with a scalable theory of change, readiness to scale, and commitment to full participation, alongside other evaluation criteria.

To be eligible, applicants must demonstrate:

System-change Impact

Startups must be addressing a significant social or environmental challenge through a fundamentally new approach. Solutions should be powered by breakthrough technology and demonstrate strong potential to scale, creating meaningful and lasting system-level impact.

Commitment to Growth

At least one founder must be working full-time on the startup or have a clear pathway to full-time commitment. In addition, at least one founder must work from the Activator co-working space a [minimum of two days per week](#) throughout the program. Co-working space access is provided at no cost to support this commitment.

Validated Traction

Your startup must be beyond the idea stage and demonstrate meaningful market validation. Examples may include paying customers, pilot programs, recurring users, revenue, investment, partnerships, letters of intent, monthly active users, or a waitlist. Your startup should show clear evidence of traction towards product-market fit.

RMIT Affiliation

At least one or a collective majority shareholder of the business must be affiliated with RMIT ([student, staff member, or alumnus/alumna](#)), ensuring a strong alignment with RMIT Activator's mandate to support its community.

Assessment Considerations

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

- [Clarity of Impact Model](#) – Strength and articulation of the venture's impact model, including measurable outcomes and alignment with VentureHub 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 \$15,000 equity-free funding during the program to maximise social and environmental impact. This criterion evaluates their 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.

Phase 1 Online Application Form Guideline

Fields marked with an asterisk (*) are mandatory.

Fields marked with an arrow (→) are follow-up question.

Section 1 of 3: Startup Details

- 1.* What is your Startup name?
- 2.* Provide a one-sentence summary of your Startup. (A maximum of 50 words)
- 3.* What is the current registration status of your Startup?
 - Unregistered
 - Registered in Victoria
 - Registered in Australia, but not in Victoria
- 4.* Does your Startup have an ABN? (Yes/No)
- 5.* → Please share your ABN number.
- 6.* Does your Startup have an ACN? (Yes/No)
- 7.* → Please share your ACN number.
- 8.* Startup's website (Please provide a link)
9. Startup's LinkedIn (Please provide a link)
10. Startup's Facebook (Please provide a link)
11. Startup's Instagram (Please provide a link)
12. Startup's TikTok (Please provide a link)
- 13.* Please upload your Startup's logo (Attachment; .png or .jpeg file is preferred)
- 14.* What industry is your Startup primarily in? (Multiple select)

Section 2 of 3: Applicant Details

- 1.* First Name
- 2.* Surname
3. Preferred Name
- 4.* Email Address
- 5.* Mobile Number
6. Personal LinkedIn (Please provide a link)
- 7.* Which option best describes your affiliation with RMIT? (To be eligible for this program, applicants must be the owner or majority shareholder of their startup and hold an affiliation with RMIT. Applications may be submitted on behalf of a collective, provided the applicant meets these criteria as a representative.) (Single select)
 - Not affiliated
 - Staff (academic)
 - Staff (former)
 - Staff (professional)
 - Alumni (ex student)
 - Student (undergraduate)
 - Student (postgraduate)
 - Student (vocational education)
- 8.* Are you of Aboriginal and/or Torres Strait Islander origin? (Yes/No)
- 9.* Which gender do you identify with? (Single select)
 - Woman
 - Man
 - Non-binary
 - Prefer to self-describe
 - Gender self-description
 - Prefer not to say
- 10.* Do you identify as LGBTQIA+?
- 11.* Would you like to receive news about upcoming RMIT Activator events, programs and opportunities? (Yes, Opt in/No, Opt out)

Phase 1 Online Application Form Guideline

Fields marked with an asterisk (*) are mandatory.

Section 3 of 3: Program Application Questions

- 1.* Are you applying as a group with co-founders? (Yes/No)
- 2.* → How many co-founders? (Maximum 3)
- 3.* → Co-founder 1 Email Address
- 4.* → Co-founder 2 Email Address
- 5.* → Co-founder 3 Email Address
- 6.* What stage is your Startup at?
Do you currently use Intellectual Property that another organisation might reasonably claim to own?
(Yes/No/Unsure)
- 7.* → What agreements do you have to use this IP?
- 8.* What positive impact does your Startup aim to create?
- 9.* What traction have you achieved to date?
- 10.* What UN Sustainable Development Goals (SDGs) does your Startup align with? (Select up to 2)
- 11.* Why are you the right team to solve this problem? (200 words maximum)
- 12.* How would you use the \$15,000 in equity-free funding to accelerate your mission? (200 words maximum)
13. Supporting documents, if any. (Attachment; Examples may include a pitch deck of up to 15 slides, 1-pager document, or similar)
- 14.* If you are successfully accepted into the program, how would you like to contribute to the Activator community during the program and beyond? (This may include your skills, expertise, knowledge and network, as well as anything that may enhance the cohort experience for those involved)
- 15.* How did you hear about this program? (Multiple select)
- 16.* **Declaration (I agree/I disagree)**
By submitting this application, you understand and agree that RMIT is collecting personal information from you that will be used for the program application process by RMIT Activator. We use Airtable to manage the data and project. This means your information will be transmitted to and stored by Airtable on servers located outside of Australia. By completing this form, you consent to your information being collected, used and disclosed as set out in the [RMIT Privacy Statement] (<https://www.rmit.edu.au/utilities/privacy>) and [Airtable Privacy Policy] (<https://www.airtable.com/company/privacy>). You can request to amend your information or withdraw consent by contacting RMIT Activator at hello.activator@rmit.edu.au.
- 17.* **Declaration (I agree/I disagree)**
I hereby acknowledge that all the information provided in this application is true and any false or misleading information will result in an automatic dismissal of my application.
- 18.* **Declaration (I agree/I disagree)**
If accepted into the program, I confirm that at least one founder will attend all scheduled program activities at RMIT Activator, RMIT University City Campus, and commit to working a minimum of two days per week in-person from the RMIT Activator co-working space.
19. **At RMIT, we are committed to supporting adjustments. (Please email me/Please call me)**
If you have an accessibility requirement, we would be happy to assist. Please let us know how you would like us to get in touch with you.



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 last week of the program. 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 co-working space?

Yes. At least one co-founder from each venture is required to work from the Activator co-working space for a minimum of two days per week throughout the program. Regular in-person participation helps you get the most value from the program and provides access to the Activator team, fellow founders, alumni, and the broader RMIT network.

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

No. VentureHUB is designed for startups that are already operating, have demonstrated meaningful traction, and are ready to scale. If you have not yet launched your startup, you may not be eligible for this program.

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

The Showcase takes place in the final week of the program and is an opportunity for all participating startups to present their progress to a panel of judges, as well as the broader RMIT Activator community and network.

Following the Showcase, selected startups may be invited to participate in the Activator Capital Fund (ACF) Final Pitch. This is a separate pitch to the ACF board members, where startups will be considered for up to \$20,000 in equity-free pre-seed funding.

What if I am a solo founder, can I still apply?

Yes.

Application Process

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

Send us an email us at hello.activator@rmit.edu.au.

When will I hear back about my application?

You will be notified by email about the outcome of your application and any next steps at least three days before Application Phase Two, which includes an in-person pitch to a selection panel. Given the short timeframe between application stages, we recommend noting the key dates listed on the program [website](#) and keeping them available in your calendar.



Frequently Asked Questions

Program

I can't be in Melbourne for some or all of the program. Should I still apply?

The program requires you or a co-founder to attend all sessions and the Showcase event. As sessions are not recorded, we recommend assessing your ability to meet these attendance requirements before applying.

Is there an age restriction for the VentureHUB program?

No. VentureHUB is open to founders of all ages. We welcome applications from anyone who meets the program's eligibility criteria and is committed to growing their startup.

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

To be eligible, at least one co-founder or a collective who holds majority share of your startup must be affiliated with RMIT. This may include current students, alumni, staff, or researchers. If no majority shareholder or founding member is affiliated with RMIT, the application will not be eligible for consideration.

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

- Access to the Activator co-working space during office hours, including hot desks, meeting rooms, and printing facilities.
- Access to RMIT library services across all campuses.
- Opportunities to engage with RMIT students through initiatives such as [Work Integrated Learning](#) (WIL).
- Connections to the broader RMIT community, including academics, researchers, students, and industry networks. The Activator team can help explore relevant opportunities and advise on the best pathways to make these connections.

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

Yes. Each venture is paired with an experienced startup coach who has firsthand entrepreneurial experience. You'll meet with your coach in weekly one-on-one sessions, where they'll provide guidance, feedback, and support throughout the program. They're there to help you navigate challenges, stay accountable, and make the most of the opportunity from start to finish.

Is the \$15,000 program entry funding shared across all startups?

No. Each participating startup receives \$15,000 in equity-free funding to support its growth and participation in the program. The funding is provided in two instalments: \$7,500 at the start of the program and \$7,500 upon successful completion.

Is there a possibility for RMIT University to become a client for the product that will be developed for testing? Will there be support provided during the program?

Potentially, yes. Opportunities to work with RMIT during or after the program may arise, depending on the university's needs, priorities, and procurement requirements at the time. Throughout the program, the Activator team can support introductions, help you explore relevant opportunities, and provide guidance on engaging with potential stakeholders across the university.