

The logo for RMIT activator, featuring a small white dot to the left of the text "RMIT" in a sans-serif font, with "activator" written in a white, lowercase, cursive script font below it.

RMIT  
*activator*

**Annual Report  
2024**



## **About Us**

Our mission is to drive social & economic progress by equipping founders, ventures and strategic partners with entrepreneurial tools for scalable impact

This report emphasizes our commitment to creating value through supporting our founders, ventures and strategic partners with tools and resources for scalable impact.

As we look ahead, we are energized by the opportunities to amplify our impact and support founders dedicated to creating systemic change.

We hope you find this report insightful.

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Summary

# FounderHUB Incubator

FounderHUB is a 4-week incubator program designed to support early-stage founders develop impactful startup ideas to solve problems that matter.



## Top 5 Aligned SDGs

(Accepted Applications)



## Program Highlights

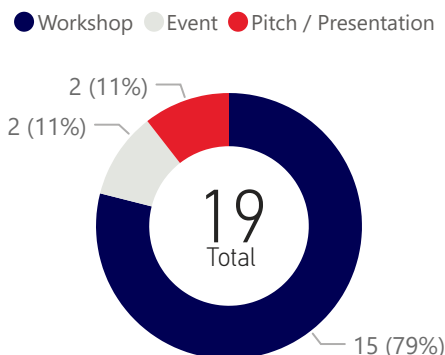
This year, we delivered 2 cohorts with approximately 50 applications per cohort. The participants had come from diverse affiliations with the university, from alumni had already launched their ideas to students and researchers who had just started and were looking to commercialise their ideas.

*"RMIT FounderHub has been a wonderful experience. The support and resources provided have been game-changers for my startup journey. The opportunity to network with like-minded entrepreneurs have been invaluable. FounderHub's workshops gave me practical insights into pitching, business development, and scaling that I could immediately apply.*

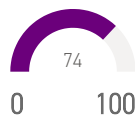
*The community atmosphere is inspiring and motivating, and being surrounded by other passionate founders helped me stay focused and enthusiastic about my goals. Thanks to RMIT FounderHub, I now feel more confident in my business strategy, and my startup is gaining traction faster as a result!"*

**Suzie Celotti, Co-founder of Celotti Group  
FounderHUB #7 Alumni**

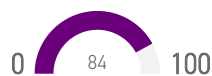
## Sessions Delivered



## NPS Score - FH #6



## NPS Score - FH #7



75%

EOI > Application Conversion

99

Submitted Applications

57

Accepted Applications

35

Female Founders/Co

70%

Program Completion Rate

# LaunchHUB Pre-accelerator

LaunchHUB is RMIT Activator's flagship program, crafted to empower early-stage, impact-driven startups to gain momentum and soar to new heights.



## Top 5 Aligned SDGs (Accepted Applications)



## Program Highlights

22 startups accepted from 80+ applications into 2 cohorts. In alignment with our commitment to diversity and inclusion 50% of selected startups are led/co-led by female founders, highlighting Activator's role in fostering inclusive entrepreneurship.

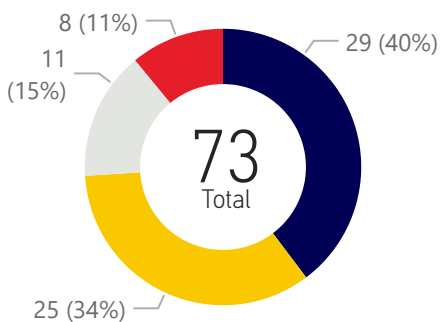
With a total of A\$283,000 in funding disbursed by year's end, the Activator Capital Fund (ACF) provided critical financial support to fuel the growth of high-potential startups. Program participants also get access to other RMIT resources such as Library, Makerspace and Co-working space at Building 98.

With guidance from 10 experienced coaches and 6 ACF Board members, LaunchHUB startups benefit from tailored mentorship and strategic insights.

We have run 72 total sessions for two of the latest cohorts that includes Workshop, Check-in, Coaching and Presentation sessions. This number also includes the program's rigorous selection process involves a 2-day Bootcamp to shortlist up to 12 successful startups per cohort.

### Sessions Delivered

● Workshop ● Check-in ● Event ● Pitch / Presentation



19

External Facilitators

NPS Score -  
LH #16



NPS Score -  
LH #17



90%

EOI > Application  
Conversion

81

Total Applications  
to Bootcamp

52

Female  
Founders/Co  
within the total  
Applications to  
Bootcamp

31

Accepted  
Applications to  
Bootcamp

22

Accepted  
Applications to  
LaunchHUB

# LaunchHUB Pre-accelerator

## Pitch Night Highlights

This year, we hosted two exciting LaunchHUB Pitch Night events, where the startups from our cohorts took centre stage to showcase their journeys and innovations. These nights allowed entrepreneurs to pitch their businesses to a live audience and a distinguished judging panel, competing for recognition and awards.

But the stakes were even higher—out of these 21 startups, 14 successfully secured grants from the Activator Capital Fund, collectively receiving a pool of \$260,000 to scale their impact and address some of the world's most pressing challenges. This achievement highlights the growing influence of our program, which provides startups with the mentorship, resources, and financial support needed to accelerate their progress. The energy was electric, and the talent on display was nothing short of inspiring. Below are some memorable moments from these unforgettable nights.



# VentureHUB Accelerator

VentureHUB is designed for startups who are ready to go the distance. It explores scalable impact strategies that drive profitability and viability.



Top 5 Aligned SDGs  
(Accepted Applications)



## Program Highlights

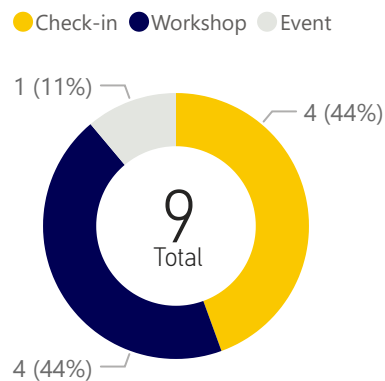
Startups who successfully applied to the program are all given the opportunity to pitch for the Jacques Nasser Philanthropic Fund. The fund is worth A\$75,000.00 in total each year, and each startup may be granted for up to A\$15,000.00 once.

This year, Activator successfully disbursed the full allocation - 7 startups participated in the program with 5 of them successfully secured the full funding amount of A\$15,000.00 each.

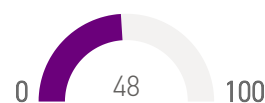
*"Book an Artist is one of Activator's LaunchHUB pre-accelerator program alum, back in 2019 and was successful in receiving \$20k funding from Activator Capital Fund. We have since shown impressive growth and progression since post LaunchHUB, growth into global markets and returned to participate in Activator's micro-accelerator program"*

**Gaurav Kawar, Founder of Book an Artist  
VentureHUB #3 Alumni**

### Sessions Delivered



### NPS Score



7

Startups Pitched

6

Countries Represented

5

Female Founders/Co

5

Startups Funded

75K

Funding Granted

# Startup Alumni Success Stories

## 1receipt

[www.1receipt.io](http://www.1receipt.io)

1receipt is revolutionising the way shoppers manage receipts by offering the first truly contactless platform. Through its app, users can streamline their shopping experience by eliminating paper receipts, reducing clutter, and maintaining privacy—without requiring personal information such as email addresses or phone numbers.

In October 2024, 1receipt proudly partnered with Coles as its first major retail collaborator, marking a key milestone in the startup's growth.

See article [here](#).

## Esper Satellites

<https://www.espersatellites.co>

Esper Satellites is cutting-edge hyperspectral satellite solution aimed at sustainable mining and energy.

They recently secured Esper the top spot at Croc Pitch 2024, winning a \$1 million venture capital investment from the Paspalis Innovation Investment Fund (PIIF)

See article [here](#)

## IDA Sports

[www.idasports.com.au](http://www.idasports.com.au)

Since 2018, IDA Sports has been changing the growth of the game of soccer by creating cleats that are specifically designed for women players and athletes.

Washington Spirit owner Michelle Kang along with Firebird Impact, Kynisca, Elysian Park Ventures, and Tipt Ventures recently made a \$2 million investment into IDA to continue paving the way for high performance footwear for female athletes in the NWSL and beyond.

See article [here](#).

## Kaboose

<https://www.kaboose.app>

Kaboose is a community app designed for autistic and neurodivergent individuals to connect with peers based on shared interests, find friends, mentors, and explore job opportunities.

Since launching in 2021, Kaboose has earned recognition as a finalist in several prestigious programs, including the iAwards, RMIT Activator LaunchHUB & VentureHUB Program, iAwards Victorian Finalist, Startup Vic x One Roof: HerStartup Pitch Night and JITO Australia Pitch Competition. Kaboose also reached a significant milestone in December 2024, in being awarded a significant 2-year grant from the National Disability Insurance Agency (NDIA).

See article [here](#)



1receipt founder, Shahryar Faraji, pitching at the Activator 2018 End of Year Celebration Event.



Esper Satellites founder, Shoaib Iqbal, during the filming of Activator Playlist 2023.

IDA Sports co-founder, Ben Sandhu, at the Activator 2018 LaunchHUB Event.

Kaboose founder, Michelle Ridsdale, at the VentureHUB ACF Pitch 2024.



# Residency

Residency is a loosely structured program offered exclusively to select alumni to access resources in support of their entrepreneurial endeavours.

## Program Highlights

The Residency program offers multiple touchpoints throughout the year, fostering a supportive environment and ensuring accountability to maintain motivation. Participants gain access to a variety of RMIT resources, including the Library, Makerspace, and co-working spaces in Buildings 97 and 98. Active startups are encouraged to extend their participation as needed.

As part of the Residency, startups engage in regular Group Check-in sessions with an Activator staff member. During these sessions, they share updates, celebrate successes, and discuss challenges, receiving valuable peer feedback and staff advice. The program also provides on-demand mentoring from a roster of experts, and monthly gatherings known as HUBDays feature guest speakers on relevant themes.

Notably, program alumni and residents such as GetMee, Huddled, Evitat, Project Flock, and Equioa have successfully secured investments, acquired customers, and increased sales. Additionally, alumni Esper Satellite Imagery and Lurra Systems have collaborated on joint tenders, leveraging their technologies to expand sales in emerging markets.

## Our Residents in Action



# [Re]Launch

[Re]Launch is a startup pathway program designed for startups and/or initiatives with circular technology innovations to generate new solutions for Victoria.



## Top 5 Aligned SDGs

(Accepted Applications)



## Program Highlights

This year, we won a \$400K, 3-year grant from LaunchVic to run a series of Circular Tech startup programs. Partnering with local consultancies Anvarta, Lifecycles, and Boomerang Labs, the [Re]Launch Circular Tech startup programs were developed to drive circular economy tech innovations.

The project's launch event was held on September 19th. With a panel session to open the event, the panelists conversed on the future of circular tech in Victoria. It drew 140 attendees from various background including, but not limited to, government, industry and the Victorian circular community members.

The project consists of 4 programs to be delivered. The first and only one for this year is the Incubator program. The first Pre-accelerator program will run on the first half of 2025, followed by another iteration of the Incubator. The second Pre-accelerator program will be delivered in 2026.



64

Submitted Applications

67%

Acceptance Rate

25

Female Founders/Co accepted

74%

Completion Rate

63

NPS Score

# Global Growth

The Global Growth project aims to empower businesses to expand globally by enhancing competencies, ensuring sustainable growth and overcoming barriers to international market.

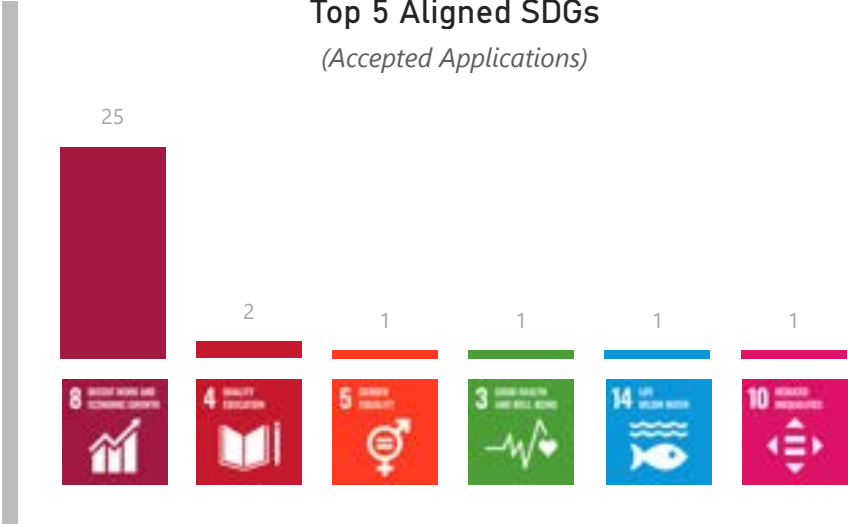
## Ready-to-Export Women-led MSMEs Short Course

Powered by the Department of Foreign Affairs and Trade, and in collaboration with the Australian APEC Study Centre, we delivered the Australia Awards in Indonesia: Women-led Medium, Small, Micro Enterprises – Ready to Export Short Course.

The program focused on three goals: promoting public-private cooperation for market access, providing capacity-building through networking, mentoring, and digital skills training, and exchanging best practices to enhance women's participation in markets.

The application process attracted 318 applicants and only 25 businesses accepted. The program did incredibly with 100% satisfaction rate

### Top 5 Aligned SDGs *(Accepted Applications)*



## APEC Women's Business

Powered by the Department of Foreign Affairs and Trade, and in collaboration with the Australian APEC Study Centre, this program focuses on empowering women-led businesses to expand locally and globally by enhancing business competencies and overcoming barriers related to gender and social inequalities.

The program attracted 206 applications and only 19 businesses were accepted from 9 APEC economies including Indonesia, Malaysia, and Mexico, participated in the program. The program has been recognised in the 2024 G20's compendium of best practices for increasing women's participation in international trade. Read more [here](#).



# Founder Academy

The Founder Academy is an ideation platform where like-minded individuals collaborate in multidisciplinary groups to understand problem spaces and generate innovative ideas.

## Innovation Program

Funded by RMIT UP for the first cohort in 2023 and the second one this year, this program is an initiative designed for staff seeking to drive innovation within the organisation.

Through structured innovation activities, the program enhanced internal capabilities, generating over 200 new ideas, with 20 concepts validated and 6 prototypes developed. Participants reported increased confidence and capability in applying innovation in their work and beyond.

By the end of the program, 85% of participants agreed that this program helped them to be more confident to work on an innovative idea and understand the ways of building a strong foundation.

*"I knew a bit about some of the tools and process through working in UX design, but it was amazing to now have knowledge of start to finish how to bring an innovative idea to life."*



30

Submitted Applications

25

Accepted Applications

11

Female Participants

84%

Completion Rate

# GPG Berrybank

GPG Berrybank is a 5-year project for localised innovation and community involvement for socio-economic development around the windfarm area.

## Project Highlights

### 2024 at a glance:

- Co-designed learning experiences with GPG Berrybank and local partners that build capabilities by understanding new employment opportunities made available in the area.
- Facilitated a series of skill-up workshops to foster employability diversification in the community.
- Empowering stakeholders to independently advance innovation-led socio- economic development. Providing 4 scholarships to local businesses and/or new ventures to join the [Runway Incubator Program](#)

### 2025 plans:

#### GPG Innovation Programs in the region

This program empowers Berrybank's regional workforce and businesses, fostering entrepreneurial skills and sustainable growth in tourism, sustainability, renewable energy, and regenerative agriculture sectors in the effort to uplift local communities.



279K

Fund Received

2

Runway  
Incubator  
Cohorts

28

Submitted  
Applications

15

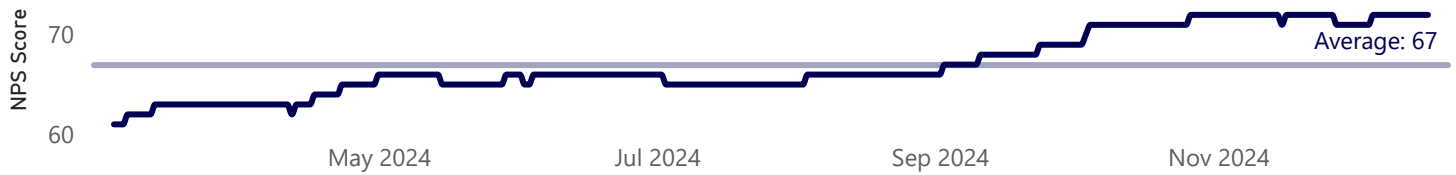
Accepted  
Applications

100%

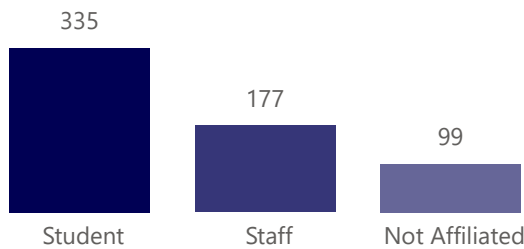
Completion Rate

**1103** → **46%** → **502** → **208**  
 Applications      Acceptance Rate      Accepted Applications      Completed Program

### NPS Score by Year

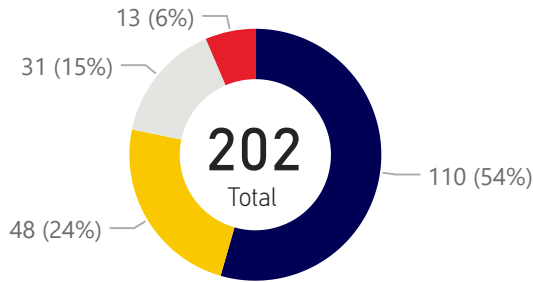


### RMIT Affiliated Accepted Applications



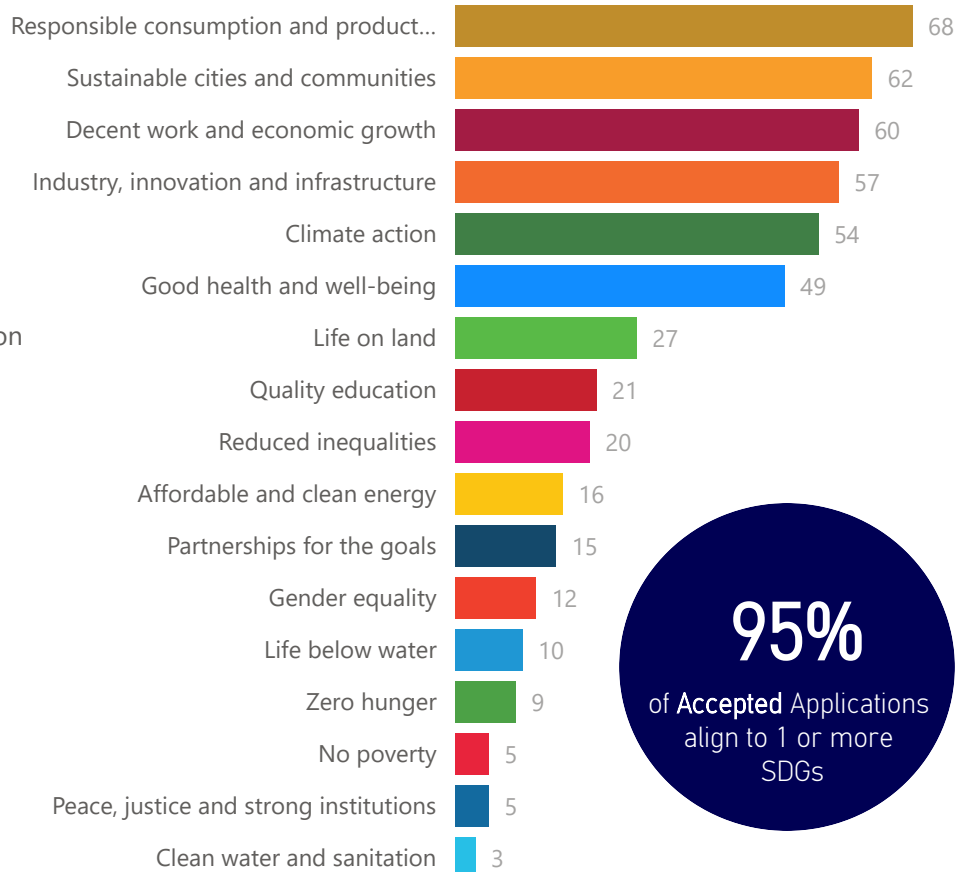
**\$355K**  
of RMIT Grants!

### Sessions Delivered



● Workshop ● Check-in ● Event ● Pitch / Presentation

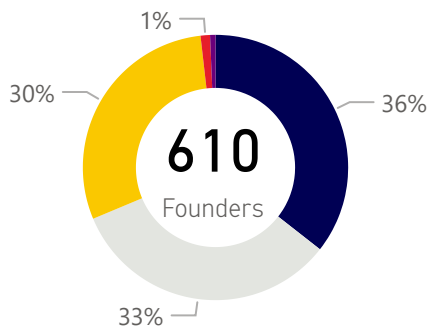
### Aligned SDGs



**95%**  
of Accepted Applications align to 1 or more SDGs

### Genders Represented

Accepted Applications



● Man ● (Blank) ● Woman ● Prefer not t... ● Non-binary



## M I D

Activator is proud to be part of the Melbourne Innovation District (MID) ecosystem. We are enhancing Melbourne's future through open collaborations that boost the city's ability for applied innovation.

Located in the City North Social Innovation Precinct, within MID, Activator is dedicated to supporting a community of innovators. We are committed to driving meaningful change in the City North neighbourhoods and the wider Victorian community.



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and keep up to date  
with all things  
Activator**

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LinkedIn @ RMIT Activator; or  
Email @ [hello.activator@rmit.edu.au](mailto:hello.activator@rmit.edu.au)