



HARDWARE INCUBATOR

The Arc Pre-Accelerator - Jolt

The Arc Pre-Accelerator is a compressed 5 week long and highly intensive lean focused program which will challenge early stage startups in the initial verification of their ideas, forcing them to tackle their assumptions head on. They will be provided with the equipment and expertise for rapid prototype development to allow tight iterative testing and validation.

Employing lean methodology the focus is on rapid and real validation of both the problem and the proposed solution, making 'dumb' mistakes early on to avoid making very expensive mistakes in the future. In addition teams will also be provided with real business and marketing expertise.

Cohorts leaving the Pre-Accelerator will have a validated product and outline business strategy, be set up commercially and ready to take advantage of a full accelerator program.

What is Arc?

The program will be run entirely from the new Arc hardware incubator space in Fortitude Valley, Brisbane. The Arc space is kitted out with a range of advanced manufacturing and prototyping tools, provided specifically to enable new ventures to develop and iterate their hardware ideas. With a dedicated team of engineers, designers and entrepreneurs the space provides a well needed resource for hardware development in SE Queensland.

www.arc.space





What is a Pre-Accelerator?

A 'Pre-Accelerator' caters for teams who are not yet ready to get onto a full accelerator program, whether it due to design, technology or the business strategy requiring further development and definition.

The Arc Pre-Accelerator in particular meets the needs of very early stage startups, who may be individuals, teams or businesses who have an idea for a hardware product and require help turning it into a viable venture.

Who is it for?

We offer two models, the first is an 'Open pre-accelerator', which will run two times a year and is open to anyone to apply. There will be a cost to the individual companies for the program, which is tbd.

The second model is to compliment an existing full accelerator program, where the full accelerator will use the Arc Pre-Accelerator in the front end of it's program for its validation phase. The Accelerator program will cover this cost itself and there will be no cost to the individual teams.

Flexibility

We at Arc understand the wide variety of products, teams and business ideas that are being created, and we know one size does not always fit all with regards to accelerator programs. We expect to take on board business ranging from people with a hand held prototype they have developed in their garage to teams of people with a fully worked out MVP. Due to this our program will be adaptive to the needs of the particular cohort we take in, adding content there and dropping some here, as required.

On Graduation

Teams graduating from our program will be ready and expected to either join a full accelerator program, bootstrap their own way to success or pursue a crowdfunding model, since they will now have a validated product ready for commercialisation and means to create a go to market strategy.

Areas the program will cover

Design thinking

To provide the teams with ability to dig deep into their problem area, day long Design Thinking workshops will be run, which will challenge the participants to empathize with, and to understand their user's needs' in-depth, and importantly to uncover all assumptions regarding their product.

Prototyping Technology

Design industry experts will demonstrate how to quickly build proof of principle form and works like prototypes. Arcs own team will run induction workshops on the various advanced manufacturing equipment we have at Arc.

Prototype Validation

Participants will learn from industry through collaborative workshops how to effectively test their prototypes with their target user groups. Experience prototyping techniques will be taught using 'Low-Fi' prototype, lean hardware methodology, in order to accelerate learning outcomes.

Media Messaging

We will make available our full AV suite along with further expert mentoring in branding, marketing, pitching and video production, to allow businesses to hone the external messaging of their company and product. This would primarily be for distribution through channels such as online media, industry competitions and crowd sourcing campaigns.

Business Basics

Each company will be shown and led through the basics of starting a business, including setting up bank accounts, Company registration, sourcing an accountant, employment contracts, Tax, Investment, Company Structures and Shareholder Agreements.

Who will benefit from this program

This program has been designed for early stage startups, individuals or small teams who have identified an initial need or problem area, who have developed a simple prototype, and who require comprehensive expert validation of their product and business idea. Teams who need guidance on how to take the idea from a 'made in a garage' level of fidelity to a commercially, manufacturable product.

Joining teams may have a prototype, or a very strong idea backed up by the technical knowledge to make it work and the market awareness for the idea to be viable. Participants will be able to commit enough time to the accelerator in order to attend all key seminars and workshops, if not as individuals then spread across the team.

Outcomes

Teams who arrived with an unvalidated idea, some expertise and a lot of energy will leave as an incorporated business with a fully validated proof of concept, with a significant increased chance of success moving forward. They will know intimately their target market, the required function of their product and will have mapped out a path to take their product to retail, combining an outline brand, marketing and media strategy.



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Week by Week Overview

The emphasis for this program is for the teams to question everything they currently believe about their product and their business. They need to understand their target user, gain insights through design thinking exercises and run beta testing using low-fi prototypes. Being so early stage the teams still have opportunity to make mistakes and to learn from their mistakes. They will uncover new insights from analysing their user space, and if required quickly pivot their offering to better meet the users need.

The program is split into a series of 5 day 'sprints', each with their own specific focus and outcomes. At the end of each week the teams will pitch their product and business, with pitch mentoring occurring during each week. The regular pitching is designed to not only hone their pitching ability but to provide an opportunity to see how the strategies evolve as the program develops, with validated learning outcomes being added to the pitches week by week.

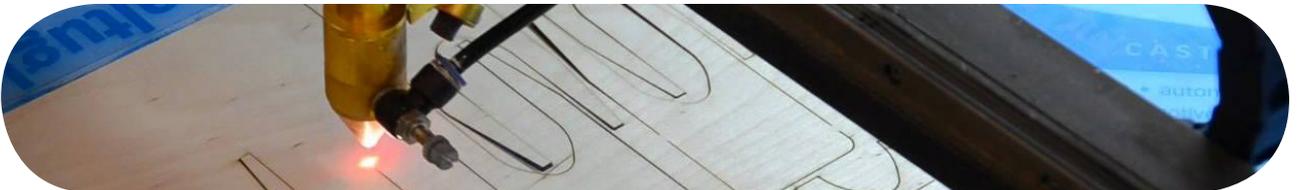
The last Friday sees the major event of the program, the Demo Day. Each team will pitch and demo their product and business proposition to an audience of key industry people, from Brisbane, Queensland and across Australia, including representatives from full accelerator programs, VCs, government funding agencies as well as potential collaborators and partners.

It's the chance to shine and demonstrate how far they have come in the program.



Week 1: Understanding the User

Monday	<ul style="list-style-type: none"> Intros from Arc and each other, team building, ice breaking, initial business mapping 	<div style="background-color: #f0f0f0; border-radius: 10px; padding: 5px; margin-bottom: 10px;">Goals for the Week</div> <ol style="list-style-type: none"> To have coalesced around a common business goal To have formed camaraderie with their peers on the accelerator To obtain an improved understanding of their user, through design thinking methods. To have challenged all of their assumptions To apply any newly uncovered insights to their design specification, to be used in week 2
Tuesday	<ul style="list-style-type: none"> Design Thinking Workshops 	
Wednesday	<ul style="list-style-type: none"> Design Thinking- techniques applied to own product 	
Thursday	<ul style="list-style-type: none"> Design Thinking / Empathy Mapping / Story Telling / Customer Journey- Primary Research 	
Friday	<ul style="list-style-type: none"> Results of user research used to inform the design and iterate. Pitch. 	



Week 2: Low-Fi Prototyping

Monday	<ul style="list-style-type: none"> Induction on equipment, prototyping technique workshops 	<div style="background-color: #f0f0f0; border-radius: 10px; padding: 5px; margin-bottom: 10px;">Goals for the Week</div> <ol style="list-style-type: none"> To have developed proof of concept low-fi prototypes, suitable for experience prototyping To have scheduled calls / appointments with beta testers for week 3 To have created a plan for how to conduct the individual beta testing visits in week 3
Tuesday	<ul style="list-style-type: none"> Experience Prototyping workshops, industry expert seminar on techniques, design day 	
Wednesday	<ul style="list-style-type: none"> Prototype and build 	
Thursday	<ul style="list-style-type: none"> Prototype and build 	
Friday	<ul style="list-style-type: none"> Refine prototype, present to the class for feedback. Pitch. 	



Week 3: User Validation

Monday	• Workshops on beta hardware testing, practice and run through of testing
Tuesday	• Final prototype perfecting, user selecting / scheduling
Wednesday	• User Testing
Thursday	• User Testing / Documentation
Friday	• Results of testing used to inform the design. Pitch

Goals for the Week

1. To have tested prototype products on a target user
2. To have validated the current design and functionality and to have made any changes in response to testing
3. To have created a final specification of requirements to base prototyping on in week 4



Week 4: MVP Prototyping

Monday	• Class review of previous weeks findings, design suggestions / iterations
Tuesday	• Design and Build, IP Seminar
Wednesday	• Design and Build, Investment Seminar
Thursday	• Design and Build, DfM Seminar
Friday	• Review of designs, short demos to the class. Pitch

Goals for the Week

1. To have completed an MVP hardware prototype, based on user feedback and testing
2. To know the functionality, form and product offering in detail enough to be able to work on its marketing, brand and route to market in week 5



Week 5: Business

- Monday** • Marketing and Branding
- Tuesday** • Business Basics
- Wednesday** • Pitch Preparations / Practice
- Thursday** • Video / Content Creation
- Friday** • Final 'Demo Day'

Goals for the Week

1. To have created a clear route to market strategy
2. To have created a preliminary pitch video
3. To have completed basic business setup tasks (shareholder agreement, Tax File No etc)
4. To confidently pitch their idea at end of program demo day event

If you are interested in learning more , whether as a participant or as a partner / collaborator, please contact Jon@arc.space or visit www.arc.space and register your interest.

Our first pre-accelerator program will be running in Q1 2018.

