



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 start-ups 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





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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.



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.

Week 1: Understanding the User

Description: Intros & design thinking workshops

Outcome: To obtain an improved understanding of the target user, through design thinking methods.

Week 2: Rapid Prototyping

Description: Induction on equipment, prototyping technique Workshops

Outcome: To have developed proof of concept prototypes

Week 3: Product Validation

Description: Workshops on beta hardware testing and validation

Outcome: To have tested prototype products on a target user

Week 4: Business Foundation

Description: Workshops on business strategy and development

Outcome: To have understood basic business setup tasks

Week 5: Media Presentation

Description: Workshops on marketing and branding

Outcome: To have created a clear route to market strategy as well as a preliminary pitch video