

Adelaide Startup Ecosystem Canvas (Draft v2)

How to use this document:

- Leave your comments below to contribute to the next version!
- Each resource should only be listed once, or else the list will become unwieldy. When deciding an appropriate category for a resource, simply choose the category or startup phase that the resource primarily serves.
- Don't play favorites: list all resources in alphabetical order.
- Download the worksheet, see all guidelines, and view examples at <http://fi.co/canvas>.

This community resource was created by the Founder Institute, the world's premier pre-seed startup accelerator. If you are building a company in Adelaide, learn more at <http://FI.co>.

Startup Stages

There is no one right way to build a technology company, but for the sake of simplicity we have outlined a basic, common, sequential framework.

1. Idea Stage

This is where new entrepreneurs get inspired, learn best practices, develop skills, validate ideas, and begin to build their team and product.

Inspire

- **Adelaide Startup Media:** Centralized local information, listings, and news. (i.e. startup blogs/ publications/ lists/ FB groups/ newsletters)
 - [Startup Adelaide](#)
 - [Medical Device Partnering Program](#)
 - [Startup Digest Adelaide](#)
 - [Startup SODA](#)
 - [The Lead](#)
 - ♥ South Australia <https://www.linkedin.com/groups/10469633/>
- **Adelaide Inspirational Startup Events:** Open, inclusive, beginner tech events that often focus on ideation. (i.e. Startup Weekend, idea fairs, and inspirational meetups)
 - [southstart](#)
 - [Adelaide Bitcoin User Group](#)
 - [Adelaide Blockchain](#)
 - [Adelaide OpenData & IoT Meetup](#)
 - [Adelaide FinTech Meetup](#)
 - [Adelaide AgTech Meetup](#)
 - [Adelaide Virtual Reality](#)
 - [Chooks SA](#)

- [Code Like a Girl - Adelaide](#)
- [Eastside Startup Series](#)
- [Entrepreneurs In Adelaide](#)
- [FuckUp Nights Adelaide](#)
- [Side Hustle and Startup to Scaleup and](#)
- [South Australian Blockchain Association](#)
- [Standout](#)
- [Startup Weekend Adelaide](#)
- [SeniorPreneurs Meetup Adelaide](#)
- [Wake Up Adelaide](#)
- [Women in Innovation SA](#)
- [Women in Technology Meetup](#)

Educate

- **Best Practices Startup Events:** Beginner knowledge-sharing events. (i.e. beginner events that serve to educate more than inspire, like 1 Million Cups, Startup Grind, Startup Founder 101, etc).
 - [Adelaide Artificial Intelligence](#)
 - [Adelaide Azure User Group](#)
 - [Adelaide OpenData & IoT Meetup](#)
 - [Adelaide R Users Group](#)
 - [Adelaide Space Tech Meetup](#)
 - [Adelaide.rb Meetup Group](#)
 - Beyond SA Entrepreneurs / Start Up <https://www.lovesouthaustralia.com/>
 - [Digital Marketing Meetup Adelaide](#)
 - [The Hacker Exchange](#)
 - [PHP Adelaide](#)
 - [Python Adelaide](#)
 - [R-Ladies Adelaide](#)
 - [SecTalks Adelaide](#)
 - [Startup Founder 101 Adelaide](#)
 - [Startup Grind Adelaide](#)
 - [WordPress Adelaide](#)
- **Training & Feedback:** Skill & Idea development events and bootcamps for entrepreneurs. (Ex. bootcamps and comprehensive training programs, like Founder Institute, General Assembly, Lean Startup Machine, code camps, etc)
 - [Academy IT](#)
 - [Adelaide .NET User Group](#)
 - [Adelaide Agile Community](#)
 - [Adelaide AgTech Meetup](#)
 - [Adelaide Microsoft IT Pro Community](#)
 - [Amazon Web Services User Group](#)
 - [Big Data Adelaide](#)
 - [Big Data Adelaide Bootcamp](#)
 - [Founder Institute](#)
 - [Front-End Developers Adelaide](#)
 - [Golang Adelaide](#)
 - [The Hacker Exchange](#)
 - [InsurTech Adelaide](#)
 - [Lean Startup Machine](#)
 - [MedTech's Got Talent Startup Bootcamp 2019](#)
 - [NetSquared Adelaide](#)
 - [Product Of ADL](#)
 - [StartBUILD - PropTech](#)
 - [Startup Pitch Bootcamp: Learn from Adelaide's Top Entrepreneurs](#)
 - [University of Adelaide Coding Boot Camp](#)

Validate

- **Team Formation:** Events and Resources for finding co-founders and early teams in Adelaide. (i.e. events or other resources that facilitate early-stage recruitment and cofounder matching)
 - [Adelaide Educational Technology Meetup](#)
 - [Adelaide Entrepreneur Club](#)
 - [Adelaide Silicon Beach](#)
 - [Adelaide Social Enterprise](#)
 - [Adelaide University Entrepreneur Club](#)
 - [CoFoundersLab](#)
 - [Entrepreneurs' Organization Adelaide](#)
 - [Founder Night Out: Network with Adelaide Entrepreneurs](#)
 - [FounderDating](#)
 - [Founders in the City](#)
 - [Entrepreneur Student Collective](#)
- **Adelaide Product Workshops:** Hackathons & resources to help build your first product. (i.e. hackathons and other builder-focused events and resources)
 - [ADC Global Blockchain Summit Hackathon](#)
 - [Adelaide Makerspace](#)
 - [Adelaide Product Launch Syndicate](#)
 - [Adelaide Virtual Reality](#)
 - [GovHack](#)
 - [Gravity Challenge](#)
 - [Hackerspace Adelaide](#)
 - [Heaps Good Dev Beers](#)
 - Medical Device Partnering Program
 - [Sane Makerspace](#)
 - [Techfugees Adelaide](#)
 - [NASA Space Apps Challenge](#)
 - [ActinSpace](#)

2. Launch Stage

In this stage, entrepreneurs establish and formalize the company, develop the product, get feedback from customers, and prepare for the next step.

Start

- **Establish:** Startup law firms & banks that specialize in helping new companies
 - [Adelaide Bank](#)
 - [Andersons Solicitors](#)
 - [ANZ](#)
 - [BankSA](#)
 - [Bendigo Bank](#)
 - [Beyond Bank](#)
 - [CommBank](#)
 - [CPC Lawyers](#)
 - [Delphi Bank](#)
 - [Dentons](#)
 - [Finlaysons Lawyers](#)
 - [HSBC](#)
 - [HWL Ebsworth Lawyers](#)[KHQ Lawyers](#)
 - [Macquarie Bank](#)
 - [McInnes Wilson Lawyers](#)
 - [Motus Legal](#)

- [National Australia Bank](#)
- [People's Choice Credit Union](#)
- [Sparke Helmore Lawyers](#)
- [Wallmans](#)
- [Westpac Bank](#)
- [Wrays](#)
- [WRP Legal & Advisory](#)
- **Workspace:** Co-working and flexible workspaces (note: “official” office space goes in 3.1.a. Infrastructure)
 - [313 Halifax Street](#)
 - [Adelaide Business Hub](#)
 - [BLANKSPACE](#)
 - [CO-HAB](#)
 - [COHUTT](#)
 - [Evolve HQ](#)
 - [Game Plus](#)
 - [Hub Adelaide](#)
 - [in. Studio + Cafe](#)
 - [Intersect](#)
 - [Little City Studio](#)
 - [mâché Coworking Space](#)
 - [SPACESA](#)
 - [Spot Co-Working](#)
 - [St. Paul's Creative Centre](#)
 - [Stitch Adelaide](#)
 - [The Mill Adelaide](#)
 - [Moonshots](#)
 - [ThincLab](#)
 - [WOTSO](#)

Develop

- **Formalize:** Accounting, CPAs, development, and HR resources for early-stage startups.
 - [Appliquette](#)
 - [Appvation](#)
 - [atomix](#)
 - [Bartley Partners](#)
 - [Digital Noir](#)
 - [Finite](#)
 - [Greythorn](#)
 - [Harrison McMillan](#)
 - [KMT Partners](#)
 - [Letcher Moroney Chartered Accountants](#)
 - [MGI Adelaide](#)
 - [MindVision](#)
 - [Nexia](#)
 - [NextFaze](#)
 - [Paxus](#)
 - [PixelForce](#)
 - [Powerstaff Consulting](#)
 - [William Buck](#)
 - [YNW Web and Apps](#)
- **Prepare for Seed:** Startup incubators and advanced mentorship. (i.e. advanced knowledge sharing, later stage events and resources for startup teams)
 - [Adelaide Business Hub](#)
 - [Innovation & Collaboration Centre](#)
 - [Innovyz](#)

- [New Venture Institute](#)
- [The Moonshine Lab](#)
- [ThincLab International Incubator Program](#)
- [ThincLab Waite](#)
- [Venture Catalyst Space](#)

Launch

- **Adelaide Seed Accelerators:** Seed funding mentor programs (Techstars-style programs that provide funding)
 - [Australian eChallenge](#)
 - [Crypto SA](#)
 - [Future Industries Accelerator](#)
 - [Stone & Chalk](#)
 - [Techstars Adelaide Accelerator](#)
 - [TusStar Global Growth](#)
- **Pitch & Demo Days:** Showcases for Adelaide startups to present to investors (i.e. demo days for companies seeking seed investment)
 - [southstart Startup Showcase](#)
 - [AUEC Pitch Night](#)
 - [Founder Hotseat: Pitch Your Startup to Adelaide Startup Experts](#)
 - [SCOUT 2019](#)
 - [ThincLab Startup Demo Day](#)

3. Growth Stage

Here, a startup proves their utility, receives recognition, and scales up. This usually requires funding, angels, VCs, and ways to connect them to startups.

Recognition

- **Adelaide Investor Networking:** Events and groups that connect professional investors (venture capitalists and angel investors) with founders.
 - [Adelaide Startups meet VCs and Angel Investors Meetup](#)
 - [Australian Investment Network](#)
 - [Southern Angels](#)
- **Major Tech Media:** Mainstream business press and tech media. (i.e. major local or regional publications that frequently champion local businesses)
 - [9News](#)
 - [ABC News](#)
 - [Business News Adelaide](#)
 - [Computerworld Australia](#)
 - [InDaily](#)
 - [News Corp Australia](#)
 - [SA Business Journal](#)
 - [Sky News Australia](#)
 - [The Advertiser](#)
 - [The Australian Financial Review](#)

Funding

- **Adelaide Angel Investors and Micro-VCs:** A list of early and seed-stage investors
 - [Andrew Bollen](#)
 - [George Freney](#)
 - [Kent Davis](#)
 - [Lara C.](#)
 - [Marc Fabig](#)

- [Paul Dalby](#)
 - [Paul Massey](#)
 - [Shane Cheek](#)
 - [Steve Auch-Schwelk](#)
 - [Stuart Snyder](#)
 - [Suhit Anantula](#)
 - [Tav Martin](#)
 - [Wayne Irvine](#)
 - [Wendy Perry \(Blue Poppy Ventures\)](#)
- **Adelaide Venture Capitalists:** Series A and beyond
 - [1835 Capital](#)
 - [Acumen Ventures](#)
 - [Adelaide Equity Partners](#)
 - [Fusion Capital](#)
 - [GP InnoVentures](#)
 - [HX Venture Advisory](#)
 - [SA Capital](#)
 - [Silicon Balls](#)
 - [South Australian Venture Capital Fund](#)
 - [Southmore Capital](#)
 - [TDVC](#)
 - [Torrens Capital](#)

Growth

- **Infrastructure:** Office space, HR, local business insurance. (i.e. office space/ HR/ insurance providers for capital-rich companies to grow and scale)
 - [Bluewell Insurance Brokers](#)
 - [Commercial Real Estate](#)
 - [Coverforce Insurance Brokers](#)
 - [Entrée Recruitment](#)
 - [Gallagher Insurance Brokers](#)
 - [Gumtree](#)
 - [Holdfast Insurance Brokers](#)
 - [Instant Offices](#)
 - [Maxton Insurance Brokers](#)
 - [Office Space](#)
 - [Peoplebank](#)
 - [Real Commercial](#)
 - [Regus](#)
 - [Robert Walters](#)
 - [Spacely](#)
 - [Stillwell Select Recruitment](#)
 - [Talent International](#)
 - [Webber Insurance Services](#)
- **Adelaide Startup Scaling:** Growth accelerators and tech consultants. (i.e. programs and business consultants for capital-rich companies to grow and scale)
 - [4C Consulting](#)
 - [Aon](#)
 - [BDO Australia](#)
 - <https://www.ribit.net/>
 - [Chamonix](#)
 - [Deloitte](#)
 - [Ernst & Young](#)

- [Finity Consulting](#)
- [Gartner](#)
- [Grant Thornton](#)
- [Henley Business Consulting](#)
- [KPMG](#)
- [Mercer](#)
- [PwC](#)
- [Stillwell Management Consultants](#)

4. Success Stories

Successful homegrown companies that have raised significant institutional funding, employ a large workforce, or have achieved liquidity.

- [Accodex](#)
- [Buddy](#)
- [Clevertar](#)
- [Fleet Space Technologies](#)
- [HappyCo](#)
- [Life Whisperer](#)
- [Lumary](#)
- [PayHero](#)
- [Presagen](#)
- [Signostics](#)
- [Uniti Wireless](#)
- [Voxon Photonics](#)

Supporters

To facilitate the steps, every ecosystem needs strong supporters.

1. Tech Evangelists

A list of potential advisors. Successful local founders who lead the ecosystem & frequently mentor newbies. (i.e. Local leaders who have taken a leadership position, speak at a lot of startup events, mentor all the programs, etc.)

- [Andrew Phillips](#)
- [Amanda Hudswell](#)
- [Amy Orange](#)
- [Ben Samy](#)
- [Callan Sarre](#)
- [Chris Hooper](#)
- [Craig Swann](#)
- [Dan Smith](#)
- [James Scott](#)
- [Jason Neave](#)
- [Jenny Vandyke](#)
- [Jim Whalley](#)
- [Josh Garratt](#)
- [Judy Halliday](#)
- [Keegan Sard](#)
- [Kristian Livolsi](#)

- [Luke Lombe](#)
- [Mark Ledson](#)
- [Mary Kelly](#)
- [Mathew D'Onofrio](#)
- [Matt Grant](#)
- [Paul Daly](#)
- [Phil Scardigno](#)
- [Richard Matthews](#)
- [Salomon Sverdlov](#)
- [Sasha Dragovelic](#)
- [Sean Greal](#)
- [Tanya Newhouse](#)
- [Terry Gold](#)
- [Will Bishop](#)
- [Wendy Perry](#)

2. Startup Government Resources

Public startup programs, grants, and other services that facilitate local economic development.

- [American Chamber of Commerce in Australia](#)
- [Business SA](#)
- [Department for Innovation and Skills](#)
- [Entrepreneurs' Programme](#)
- [Entrepreneurship Facilitators](#)
- [FIXE - Future Industries eXchange for Entrepreneurship](#)
- [Invest Adelaide](#)
- [New South Australia](#)
- [Office of the South Australian Chief Entrepreneur](#)
- [Public Sector Innovation Lab](#)
- [Regional Development Australia Adelaide](#)
- [Renew Adelaide](#)
- [Research, Commercialisation and Startup Fund](#)
- [SA Innovation Network](#)
- [SAYES](#)
- [Technology Park Adelaide](#)

3. Talent

Major local business or tech universities and employers that attract and retain local talent.

- **Local Adelaide Universities** (universities with prominent technical or business programs)
 - [Carnegie Mellon University in Australia](#)
 - [Flinders University](#)
 - [The University of Adelaide](#)
 - [Torrens University](#)
 - [UniSA](#)
- **Local Adelaide Employers** (Major technical employers, like Microsoft or Google or large local companies, with large local offices)
 - [Buddy](#)
 - [Cisco](#)
 - [Data Action](#)
 - [DXC Technology](#)
 - [Fujitsu](#)
 - [IBM](#)

- [LOCKHEED MARTIN](#)
- [Microsoft](#)
- [Oracle](#)
- [PrimeQ](#)
- [SAAB AUSTRALIA](#)
- [Telstra](#)
- [Tindosolar](#)
- [Uniti Wireless](#)

Note: The Startup Ecosystem Canvas is a perpetual work in progress. Learn more at <http://fi.co/canvas>, and comment on this document to provide your feedback.

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