



HOW TO ACCESS GOVERNMENT GRANTS



 digitalHARBOUR



INDEX

1. BSI Corporate Overview
2. BSI Service Lines
3. R&D and Commercial Ready Grants
4. EMDG Grants
5. COMET Grants
6. INVESTOR FORUMS & CAPITAL RAISES
7. MENTRE PROGRAM

Business Strategies International

Business Strategies International (BSI), formed in 1989, is a leader in providing innovative and integrated business services that add value to its clients by understanding their operational strategic requirements.

BSI's services integrate capital raising, Commonwealth and State grants with business development and advisory services.

BSI's active pursuit of its unique integrated business service delivery has enabled it to provide:

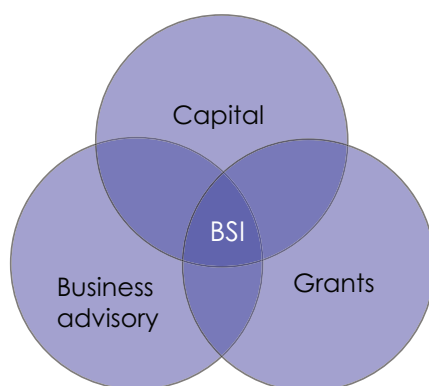
- industry-based expertise;
- risk-sharing approach;
- 'one-stop-shop' appropriate service lines support from concept stage to goal realisation; and
- successful outcomes for our clients.

Why use BSI?

Companies use BSI for many reasons:

- **Expertise** of a highly qualified team who understand the trends in business strategy, government assistance, rapid business growth and have assisted numerous companies.
- **Multi-service lines** provide assistance in strategic business planning, financial management, human resources, corporate finance, IT solutions, research and development incentives and accessing government funding.
- **Strategic advice** in the areas of growth strategies, business planning, mergers and acquisitions, export market development and government funding.
- **Large network** of alliance partners and investors.
- **Dollars obtained for its clients** through government funding, mergers and acquisitions and venture capital.

BSI positioning



BSI

SERVICE LINES

CORPORATE ADVISORY	BUSINESS STRATEGY AND CONSULTING	GOVERNMENT GRANTS
Investor Readiness	Mentoring	COMET
Capital Raising – start up, early expansion and expansion	Market Research	EMDG
Mergers & Acquisitions	Commercialisation strategy validation and development	R&D Tax Offset/ Concession
Divestments	Business Plans	Commercial Ready
Valuations	Growth strategies	DIIRD – incl.
Capital Raising strategy evaluation and development	Export Market Development – China/ US Gateways	Grow Your Business and First Step Exporter
	Entrepreneurial	RBIRP - Regional Business Investment Ready Program
	Events	BIF
	Networking	FIG - Food Innovation Grant
		DSRD (NSW)
		ISUS (QLD)
		ATS - Australian Technology Showcase

The R&D Tax Concession/Offset & Commercial Ready Grants



The R&D Tax Concession/Offset & Commercial Ready Grants

The R&D Tax Concession

- Additional tax deductions for companies undertaking "eligible R&D activities" as defined in Income Tax Act.
- Provides:
 - Additional 25% tax deduction for expenditure relating to eligible R&D activities;
 - For small companies, a cash "offset" against tax losses.
- Jointly administered by ATO and Industry Research & Development (IR&D) Board

R&D Tax - Eligibility

- Must be a company incorporated in Australia
 - Trusts and trustee companies are ineligible to claim
- Undertaking “eligible” R&D in Australia
- Must bear technical and financial risk of project
- Must have effective ownership of results (i.e. resulting intellectual property)

R&D Tax – “Eligible R&D Activities”

- Project with activities which involve:
 - **INNOVATION; OR**
 - **HIGH LEVELS OF TECHNICAL RISK.**
- Carried on for acquiring new knowledge or creating new or improved materials, products, devices, processes or services.
- **R&D PLAN** (in advance)
- **SYSTEMATIC, INVESTIGATIVE and EXPERIMENTAL** in nature
- must have clear **TECHNICAL OBJECTIVE**

R&D Tax – “The Refundable Offset”

- Companies in tax loss position may be able to elect the Offset
- Additional Offset Eligibility:
 - Group turnover of less than \$5m
 - Group R&D expenditure of less than \$1m
- Option lapses if election not made in ORIGINAL tax return.

R&D Tax – The Benefits

- **For each \$1 of eligible R&D expenditure Applicant receives \$1.25 tax deduction**
 - This translates to \$7,500 reduction in tax payable for every \$100,000 of eligible R&D expenditure
- **Offset** can provide up to 37.5% of R&D expenditure as a cash payment – a significant timing advantage.
- 175% deductions available after three (3) years where increasing investment in R&D

R&D Tax – The Registration Process

- Initial discussion with BSI;
- Technical meeting with Applicant's staff;
- Preparation of R&D Plan by BSI;
- Preparation of Tax Concession claim documentation (inc. financials) by BSI;
- Review of documentation by Applicant;
- Lodgement of completed claim by BSI;
- Notification of Registration (received from AusIndustry);
- Receipt of benefit to Applicant through "Offset" and/or via Income Tax Return.

Commercial Ready

- **Competitive**, merit-based **grant** funding program
- Aims to increase the level of R&D, proof-of-concept and early-stage commercialisation in Australian SMEs.
- Grants of \$50,000 - \$5million per project
- 50% of eligible project costs
- Three-year project duration
- Grant is taxable as income to recipient

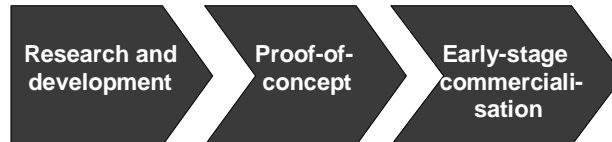
Commercial Ready – Applicant Eligibility

- Non tax-exempt company incorporated under the Corporations Act 2001
- Company/Group turnover of less than \$100m in each of three years prior to application
- Demonstrated ability to match amount of grant from non-government/other approved sources over life of project
- Demonstrated access to/beneficial use of intellectual property necessary to carry out and/or commercialise project

Commercial Ready – Project Eligibility

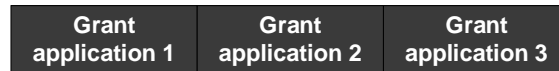
- Eligible projects must aim to:
 - Produce
 - Establish commercial or technical viability; or
 - Commercialise
 - a **NEW, CLEARLY IDENTIFIED, PRODUCT, PROCESS or SERVICE**
- Eligible projects must involve any or all of:
 - Research & Development
 - Proof of Concept
 - Early-stage Commercialisation

Commercial Ready – Activities

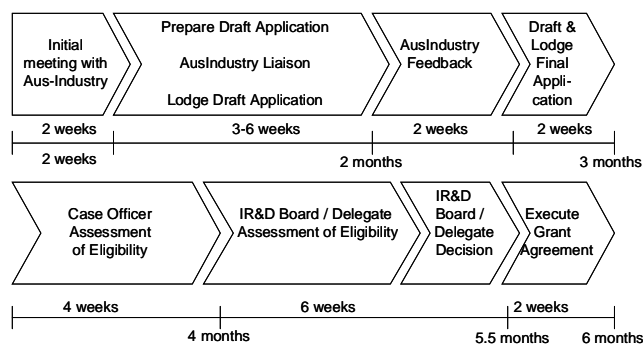


Single *Commercial Ready* application for all phases of development

or



Commercial Ready – Application Process



Commercial Ready – Merit Criteria

- Management capability of the applicant
- Commercial potential of the proposed project
- Technical strength of the project, and the technical capability and resources available to the applicant
- National Benefits flowing from the projects
- The Need for Funding

Commercial Ready – Eligible Costs

- **Labour Expenditure**
 - Eligible Salary (maximum employee package of \$150K)
 - Labour On-Costs (fixed rate 30% of eligible salary)
 - Administrative Overhead (fixed rate of 30% of eligible salary)
 - Graduate Salary + 20% for Supervisor
 - Ineligible Salary (Non-cash, and related parties)
- **Contract Expenditure**
- **Plant Expenditure**
- **Prototype Expenditure (sufficient to prove technical concepts)**
- **Intellectual Property Protection Expenditure**
- **Collaboration Expenditure**
- **Other Expenditure (Travel, Training, Insurance & Audit)**

Commercial Ready – Match Funding

- Commercial Ready funds up to 50% of eligible costs
- Need to prove access to funding (from Sales or Equity)
- Cannot match with other Commonwealth funds
- Clawback provisions apply

Commercial Ready – Assessment

- **Grants assessed by IR&D Board or its Program Delegates (including the Board's sectoral Committees)**
- **Committees assessing applications of up to \$3m:**
 - Biological Committee (health, medical, scientific, agricultural, fishing, forestry, environmental, and food-processing)
 - Information Technology and Telecommunications Committee (core hardware and software products, communications and broadcasting industries)
 - Engineering and Manufacturing Committee (engineering and manufacturing).
- **A Departmental Program Delegate is also empowered to consider and assess applications for funding of \$250,000 or less.**

Enquiries

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BUSINESS STRATEGIES INTERNATIONAL - R & D TEAM

The BSI R&D Team is Australia's leading specialist consultancy in advising companies on how best to access the various government incentives available for conducting research and development in the private sector.

Since commencing operations more than fourteen years ago our focus has been removing the compliance burden for companies who wish to concentrate on their core business rather than spend large amounts of time completing forms and considering eligibility issues.

At BSI we aim to speak directly with your technical staff and assess each project we identify in the context of available R&D incentives. Where a project is eligible, **we prepare the application.** This includes all of the technical and financial information needed to satisfy the particular Government body that oversees the incentive program. This produces the following advantages:

- you stay focussed on doing the R&D and running your business;
- our expertise is used to your greatest benefit;
- the benefit you receive is the maximum you are entitled to;
- we act as the point of contact for queries from Government agencies;
- you have an objective partner available at any time to assist you to manage your R&D program; and
- you have immediate access to BSI's integrated range of high-growth business services, such as the quarterly BSI Investor Forum¹

BSI R&D has an unequalled record of success in obtaining assistance for our clients. With over forty years combined advisory experience on accessing Government innovation incentives, and a team of technical and financial consultants we have the expertise to advise you in all aspects of your R&D activities. What's more, the work is done by your consultant - not passed down to junior employees.

If your company is developing new, market-leading products, processes or other intellectual property BSI can help you grow through continued innovation and a return on your R&D investment.

Talk to a BSI R&D consultant today and we'll get back to you straight away to discuss your options.

¹ Conditions apply, non-R&D services offered separately



COMMERCIAL READY GRANTS SCHEME

The Federal Government "**Commercial Ready**" grants program is a \$1.4 billion competitive scheme intended to stimulate innovation and productivity in the Australian private sector.

Commercial Ready grant projects must aim to produce, commercialise or establish the commercial or technical viability of a new, clearly identified product, process or service. Projects involving activities in at least one of the following areas will be considered:

- **technical research & development;**
- **proof of concept/prototyping;**
- **early-stage commercialisation.**

The project must involve either technical innovation, a transfer of technology into Australia, or an identified technical risk to be eligible for consideration.

Grant funding of up to **\$5 million** per application is available, with the Federal Government contributing 50% of eligible project expenditure.

To be eligible, a **Commercial Ready** grant applicant's group annual turnover must not exceed \$50 million in each of the three (3) years prior to the application. Applicants must also demonstrate an ability to match the Federal Government funding contribution on a dollar for dollar basis.

Applications for Commercial Ready grants are assessed on the basis of the applicant's capabilities and resources, and against the following merit criteria:

- **management capability;**
- **commercial potential;**
- **technical strength of the project;**
- **national benefits to Australia;**
- **the need for funding.**

If you would like to know more about this program and the potential benefits available through sound management and documentation of your R&D activities, talk to Australia's leading R&D consultancy - Business Strategies International



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EXPORT MARKET DEVELOPMENT GRANTS

“EMDG”



EXPORT MARKET DEVELOPMENT GRANTS “EMDG”

THE EMDG SCHEME

- **The EMDG is there to REIMBURSE EXPORT MARKETING EXPENSES.**
 1. Marketing expenses must relate to marketing the products/services exported by the company – not sales or after sales or training costs.
 2. Marketing expenses must be incurred – you have engaged services for export market expansion – must be in the accounts of the entity making the claim.
 3. Marketing expenses must be accounted for – they have been taken into the accounts of the claiming entity.
 4. Marketing expenses must be acquitted – you have paid for them – not just accrued them.
- **If all these have been adequately addressed, expenses are valid under the scheme.**

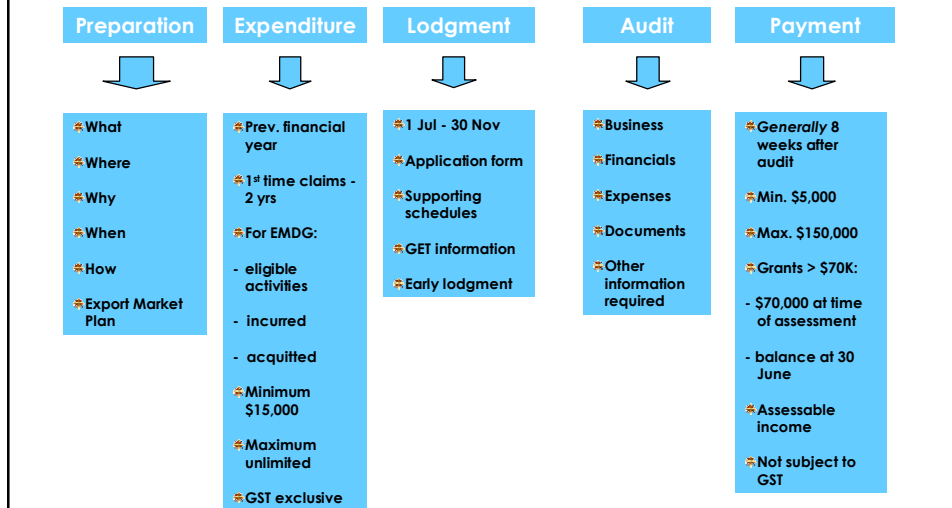
Eligibility Criteria

- Australian entity
- Eligible:
 - goods;
 - services, including tourism;
 - intellectual property rights and know-how; and
 - events
- Turnover < \$30M
- Export earnings < \$15M
- Spend minimum > \$15,000
- Eligible promotional activities
- Approved promotional purposes
- Excludes New Zealand

Eligibility Criteria

- **Maximum payable \$150,000 per grant year**
- **7 grants**
- **Total maximum available over 7 Years = \$1,050,000**

THE EMDG SCHEME



How is EMDG calculated

➤ Example 1

Eligible expenses	\$100,000
Less threshold	\$15,000
	\$85,000
EMDG Payable - 50c in the \$1	\$42,500

➤ Example 2

Eligible expenses	\$430,000
Less threshold	\$15,000
	\$415,000
EMDG Payable - 50c in the \$1	\$207,500
Maximum EMDG Payable	\$150,000

Minimum requirements for maximum EMDG

Year	Maximum EMDG payable	Export Earnings Test	Minimum expenditure required if maximum EMDG payable AND	Minimum export earnings required if maximum EMDG payable
1	\$150,000	-	\$315,000	N/A
2	\$150,000	-	\$315,000	N/A
3	\$150,000	-	\$315,000	N/A
4	\$150,000	-	\$315,000	N/A
5	\$150,000	-	\$315,000	N/A
6	\$150,000	-	\$315,000	N/A
7	\$150,000	-	\$315,000	N/A
	\$1,050,000			

Eligible Expenditure

- Overseas Representation
- Marketing Consultants
- Marketing Visits
- Communications
- Free Samples
- Trade Fairs and Promotional Events
- Promotional Literature and Advertising
- Overseas Buyers

Overseas Representation

- Engage a person/organisation in an overseas country to promote you and/or your product.
- Activities covered:
 - market research
 - marketing activities, including trade fairs
 - maintaining office and car
- Expenses claimable:
 - fees, except
 - success fees/commissions
 - capital items
 - import related activities
 - after sales service
 - expenses, including relocation costs from Australia

Marketing Consultants

- A person, independent and arms-length to your business, employed to carry out specific export market research or export marketing activities
- Activities covered:
 - market research and analysis
 - marketing activities
 - export planning work
- Expenses claimable:
 - fees, except
 - success fees/commissions
 - advice on designing export labeling and packaging
 - export finance
 - product development
 - expenses, including fares, accommodation and meals

Overseas Representation and Marketing Consultants

- For claims lodged for year ended 30 June 2007 onwards
 - Overseas representatives expenses are capped at \$200,000
 - Marketing Consultants expenses are capped at \$50,000

Marketing Visits

- Trip taken to seek out potential export markets or to promote you and/or your products
- Includes:
 - Airfares
 - departure taxes
 - visa fees
 - travel insurance
 - car hire, taxi, bus and train fares
 - \$300 per overseas visit allowance (maximum 21 days)
- Does NOT include:
 - Hotels or accommodation
 - Meals,
 - Entertainment
- If traveling with a relative, relative must be employee of claimant for a minimum of 12 months prior to visit

Communications

- All communications incurred by you or your agent for communications made for the purpose of marketing & promoting
- Includes:
 - telephone, fax etc
 - postage, courier & other freight to send goods other than free samples
 - translator or interpreter fees
 - email or internet
 - rental or lease of equipment
- Method of claiming:
 - actual costs; or
 - additional 3% to the rest of the EMDG payable

Free Samples

- Exact specimen of your product or service that is given away to prospective buyer without receipt of any commission, money or reimbursement
- Costs claimable:
 - directly attributable costs of manufacturing/production
 - appropriate portion of factory overheads and in-house Labour
 - delivery costs to recipient
- Costs not claimable:
 - administration or selling overheads
 - profit margin
 - demonstration equipment
 - samples given away for discount or price adjustment

Trade Fairs and Promotional Events

- **Trade Fairs** – organised event where many traders exhibit and promote their products to potential clients
- **Includes:**
 - seminars
 - in store promotions
 - international forums
 - private exhibitions / showroom promotions
 - other similar events
- **Amounts claimable:**
 - entry fees to the trade fair
 - stand/booth rental charges
 - freighting equipment and materials to/from the trade fair
 - producing demonstration/display equipment used for promotional purposes

Promotional Literature and Advertising

- **Literature and Advertising** – promotional and marketing material
- **Includes:**
 - brochures, flyers, catalogues, price listings, store posters
 - television, billboard, magazine and newspaper advertising, promotional videos
 - internet promotion
 - small value gifts which contain your logo
 - sponsorship with right to display logo and advertising signage
- **Amounts claimable:**
 - external printing, layout and design of material
 - fees to translate material into another language
 - charges for producing demonstration or display equipment
 - internet page design and maintenance

Overseas Buyers

- When you invite non-resident buyers or non-resident potential buyers to travel to Australia to view or to have demonstrated to them, your products
- Amounts claimable:
 - travel
 - accommodation
 - meal expenses
- Capped at:
 - \$7,500 per person per visit
 - \$45,000 in total per annum

Export Earnings

- Goods
- Services
- Intellectual Property Rights / Know-How / Services
- Tourism Services
- Event Promotion

Conclusion

- *Allows you to recoup some of your overseas marketing expenses*
- *However, you need:*
 - sound planning
 - solid structures prior to export
 - good record keeping
- **BSI Services Pty Limited**
 - EMDG Specialists
 - Registered consultants with Austrade
 - Service and confidentiality agreements

BSI Objective

- **Assist you in accessing up to \$150,000 p.a. in funding**
- **Maximise EMDG entitlement**
- **Minimise time spent by clients**

Clients

Total over 130 and include:

- Collette Dinnigan - Clothing
- Zimmermann Wear - Clothing
- IMG - Sports and event management
- CBK Productions - Vanessa Amorosi's recording co.
- Info-OnScreen - IT
- Elderton Wines - Premium wine
- Jonathan Sceats - Eyewear
- Australian Lock Co - Security locks
- Grass Manufacturers - Synthetic grass
- Ocean & Earth - Surfwear
- Marcs - Clothing
- Jets - Swimwear
- Knapp Communications Pty Ltd - Online cycling news

Enquiries

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BUSINESS STRATEGIES INTERNATIONAL – Export Market Development Grant

BSI assists exporters to access overseas markets through:

- Advising, structuring and lodging Export Market Development Grants (EMDG);
- Export market entry strategies and expansion plans for specific markets;
- Growth strategies for your existing markets;
- Channel and alliance partnering in different countries;
- Access to markets and finding the best marketing and distribution options - providing a gateway to international business;
- Ongoing marketing advice and support, expanding sales and branding opportunities.
- Export Development – Planning for your company to grow.
- BSI will help you maximise your grant entitlement under the Export Market Development Grants (EMDG) scheme, where you can potentially receive a grant of \$150,000 per annum for 7 years to enable you to establish your overseas markets.

BSI will help your business to expand and to gain the most from the EMDG scheme. Business Strategies International will:

- review, in detail your eligibility for an EMDG, including corporate structures, products / services / property rights being provided etc;
- advise on maximising your EMDG entitlement;
- review all current marketing contracts and assist in the preparation of any further marketing contracts required for export effectiveness and for EMDG purposes;
- review your expenditure to determine what is most effective use in exports and most appropriate for EMDG;
- prepare and lodge your application for an EMDG, including attending the investigation of any claim by Austrade;
- provide pro-active advice and respond to all Export queries raised by you;
- assist you in export planning.

SUCCESSFUL CLIENTS

Collette Dinnigan Elderton Wines Marcs Zimmermann Wear
Jonathan Sceats Jets Swimwer IMG Australian Lock Co

Export Market Development Grants

The EMDG scheme provides a 50% rebate on eligible overseas marketing costs above \$15,000. You are potentially eligible for \$150,000 per annum for 7 years.

Our EMDG consultants will review all current marketing arrangements, prepare all necessary documentation and lodge the completed application on your behalf. We will advise your company on maximising the EMDG entitlement over the available grant years.

BSI Services undertakes work in relation to the EMDG scheme on a 10% success fee, payable only when you receive the grant. We do charge an up front fee that is deducted from the success fee. If BSI is unsuccessful in obtaining an EMDG Grant, we will reimburse your upfront fee.

The EMDG scheme acts to encourage Australian exporters to seek out and develop overseas markets for goods and specified services and intellectual property rights which are substantially of Australian origin.

The maximum grant payable to you is \$150,000 per annum for a maximum of 7 years.

For further information please contact:

Melbourne:
Ben Milner on 0408 201 027

Sydney:
Ivan Kaye on (02) 9212 5505

- Capital Government Grants • Business Development
- EMDG and Export Gateways • R & D Tax Concessions



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Applying for the Commercialisation Emerging Technologies 'COMET' Grant



Applying for the Commercialisation Emerging Technologies 'COMET' Grant

What is COMET?

- COMET – stands for 'Commercialising Emerging Technologies'
- Administered by AusIndustry
- COMET financial assistance for companies is available through a two tier funding structure.

Tier 1: Grant value up to \$64,000 (exclusive of GST). The rate of assistance is available at 80 per cent of the eligible expenditure.

Tier 2: Grant value of up to an additional \$56,000 (exclusive of GST). The rate of assistance is available at 50 per cent of the eligible expenditure.

Assistance to individuals is available to develop management skills required to progress their innovation towards commercialisation. Grants to individuals are limited to \$5,000.

Who is eligible for COMET

- Early growth firms
 - Annual income over previous 2 years of \$4M or less and not more than \$5M in any year
- Spin-off companies
 - Companies formed by individuals from public or private research institutions, with a written agreement to license / exploit the technology
- Individuals
 - Person acting on their own behalf

What can COMET do for you?

Supports paths to commercialisation, such as:

- Raising capital (i.e. angel, seed VC)
- Borrowing money
- Licensing
- Joint ventures, strategic alliances

Agreed activities funded by COMET

- Strategic and business planning
- Market research
- Establishing a sound management team
- IP strategy
- Proven technology
- A working prototype

Eligibility criteria

- Customer must be an early growth firm, spin-off company or individual
- Business is less than 5 years old
- Average turnover for the business has been less than \$4M over the past 2 years and not more than \$5M in either year
- Product, service or process is innovative and has commercial potential

Eligibility criteria continued

- Majority of business activities , employees or assets in Australia
- Trading entity must be a registered business by the time of applying
- Ownership of IP is clear
- Demonstrate a need for COMET funding
- Work with a COMET business adviser
 - Success fee agreement with business adviser based on capital raised (2-5%); capped at 100K

Timeline

- Discussion with BSI
- Pre-application
- Discussion with business adviser
- Application
- Assessment
- Approval
- Execution

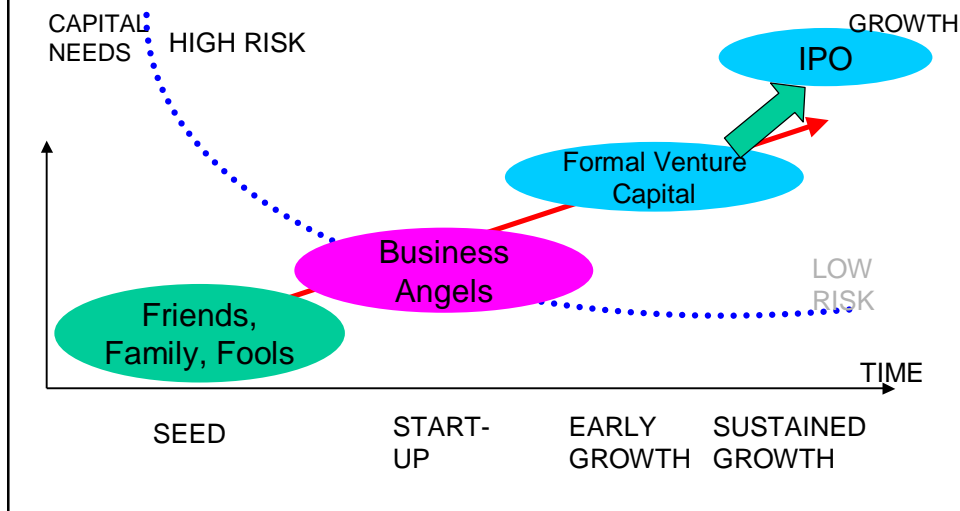
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BSI INVESTOR FORUMS & CAPITAL RAISING



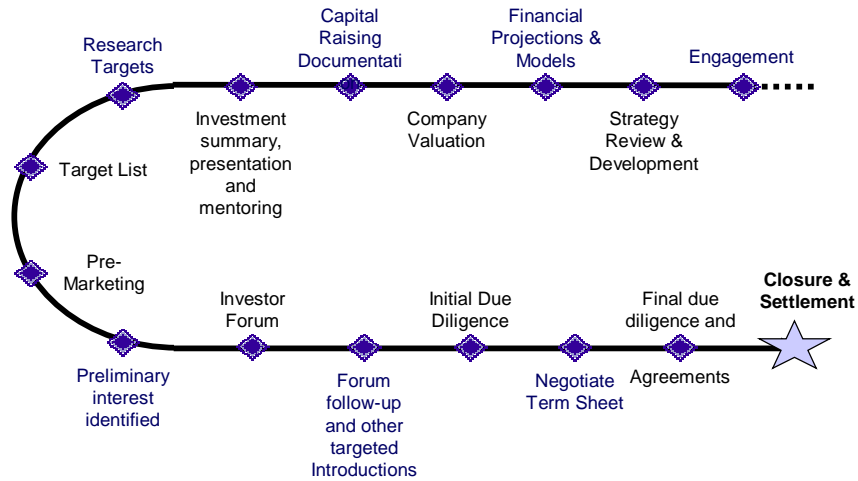
CAPITAL RAISING CYCLE



INVESTOR/BSI CRITERIA

- Strong, pragmatic management, personal chemistry
- Innovative/disruptive solution with significant competitive advantages – why is it better
- Barriers to entry – how will it stay better
- Solves a pressing problem, meets a compelling need
- Sound business model – can it make money
- Significant, global growth potential
- External validation
- Large prospective financial returns – sufficient to offset risk
- Realistic valuation

CAPITAL RAISING PROCESS



STRATEGY DEVELOPMENT AND DOCUMENTATION

- **Strategy Evaluation and Development**
 - Evaluation/selection of operational and capital raising objectives, milestones, strategies, resources required
 - Growth model for the future
 - Proposed company and deal structures, capital requirement, valuation expectations
- **Information Memorandum**
 - The opportunity and offer
 - Mkt. problem and solution
 - Competitive advantage/barriers to entry
 - Target markets
 - Manufacturing, Marketing, Distribution and IP strategies
 - Competitive landscape
 - Business/Revenue model
 - Customers/Other External validation
 - Management team
 - Financials (historical/forecast)
- **Financial Model**
 - Combine historical and forecast financials
 - Documentation of key assumptions
 - P&L, BS and cashflow on a monthly basis for 3 years into the future
 - Validation of timing and amount of capital required
 - Basis for company valuation
- **Company Valuation**
 - Discounted cashflow calculation based on financial model + discount rate
 - Earnings multiple applied to estimated maintainable earnings
 - Comparison to recent, comparable transactions and/or earnings multiples of publicly listed companies

STRATEGY IMPLEMENTATION

- **Identification of Investors**
 - Regional Investors
 - Encouraging metro investors from existing network to travel to Regional Victoria and/or attend metro forums of Regional companies
- **Investor Presentation (10 minutes)**
 - Summary of IM
 - Snapshot of position/direction
 - Mkt. problem and client's solution
 - Competitive adv./barriers to entry
 - Management team
 - External validation/Milestones
 - Capital requirements and offer
 - Value proposition to Investors
- **Investor Training**
 - Audience drivers and expectations
 - Coaching and script refinement
 - Dummy Q&A
- **Investor Forum**
 - Present at designated forum
 - Individual presentation of debt seekers to debt providers
- **Investor Targeting (post-forum follow up)**
 - Identify Investor interest
 - Complete capital raise

SUCCESSFUL TRANSACTIONS SAMPLE

COMPANY	FUNDING	INVESTMENT STAGE	LEAD INVESTOR	BUSINESS
EmailCash Marketing Pty Ltd	\$2.5m	Expansion	Nanyang	Permission Marketing & Research
Florabelle Imports	\$4.0m	Divestment	Private Investor	Import & Distribution
Bio Recognition Systems	\$1.5m	Early	Private Investor	Security Systems
JSB	\$8.5m	Acquisition	HGL	Lighting Distributor
iVOX	\$0.5m	Early	Private Investor	VOIP
START Corporation	\$5.3m	Early	ADI	mCommerce
Bottle Recycler	\$0.5m	Early	Private Investor	Recycling
Active Optics	\$0.6m	Early	Private Investor	Digital Camera Software
Blue Reef	\$0.3m	Early	Private Investor	Network Security
Emstream	\$0.7m	Early	Private Investor	Music streaming

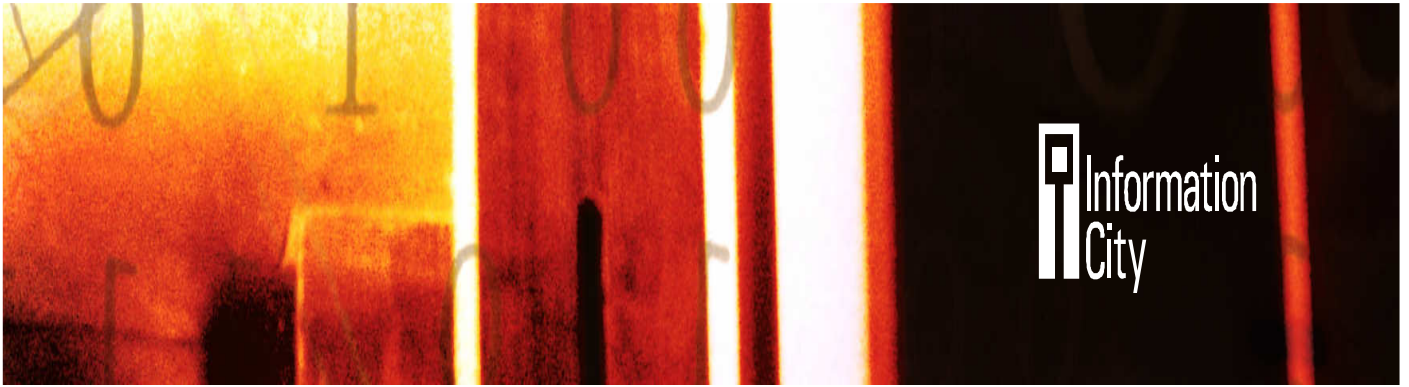
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Robert Crompton
FEB 2008



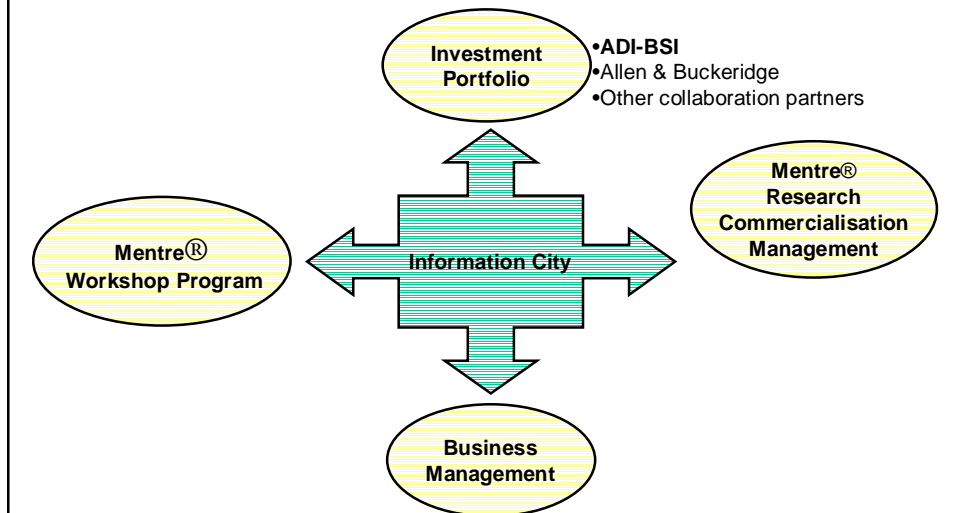
Mentre®

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February 2008

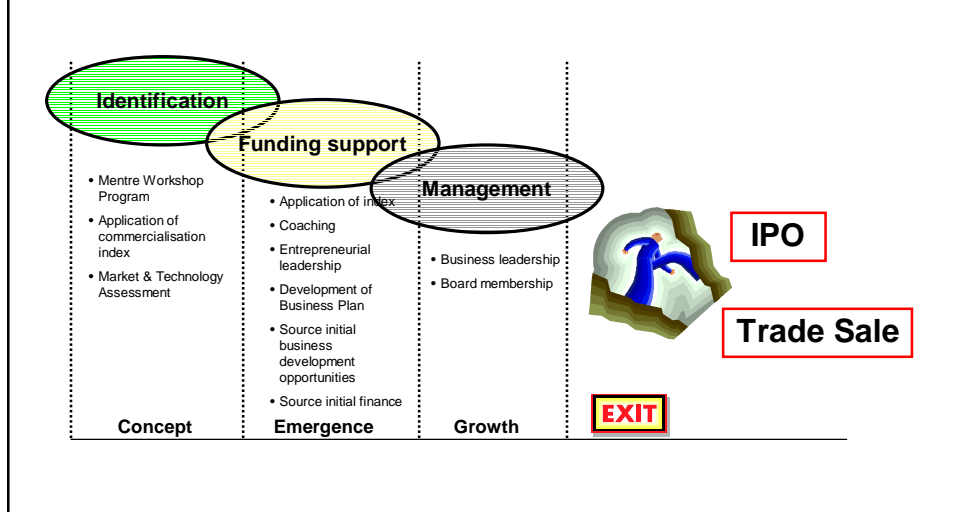
The Vicstart supported Mentre program

- ***The Mentre – Commercialisation & Growth Program*** offers results-driven workshops for start-up and growth stage technology companies, established small businesses and corporates
- The workshop program covers everything from identifying new business opportunities to achieving successful overseas expansion
- Each of the three workshop programs addresses your particular business opportunity and is delivered by a team of highly skilled trainers and mentors
- You work with experienced “hands on” entrepreneurs and business builders who can share their “war stories” and experience
- Through this process, we identify your funding requirements, including Government Grants

Information City – the Mentre® Network



Managing the Commercialisation Process



Key features of the Mentre® approach to successful business building

- **Access to funding including ICTIP and Angel Network funds, Government Grants**
- **Diagnostic and Management Tools**
 - Indices, Marketing and Technology Assessment
- **Access to experienced leadership**
 - Mentre® mentors, coaches and CEO's
- **Networks, resources and capabilities**
 - Collaboration with BSI-ADI, Government, business, investment community
- **Stakeholder relations**

Mentre® provides entrepreneurial leadership

- **Entrepreneurial leadership is a primary capability required by the commercialisation entity**
- **UK experience shows that organisations that are most successful in spinning out entities tended to use “surrogate entrepreneurs”. The main difficulty is attracting such individuals¹**
- **Inexperienced management wastes large amount of management resources in innovating SME's²**
- **Mentre and BSI work with more than 60 experienced entrepreneurs to build new businesses through Mentre® as coaches, mentors and managers**

¹ Franklin, Wright and Lockett, <http://www.mgmt.purdue.edu/centers/ti/franklin.pdf>

² Howard Gwynne, (1999) http://www.industry.gov.au/archive/summit/os/indinnovWG_SME.doc

Next Mentre Workshop series on
Market Entry starts 17th March
2008

- **Workshop focuses on selecting the business opportunity including eBusiness, structuring effective communication of the business idea, market segmentation, the marketing mix, meeting customers' unmet needs and retaining them, a marketing plan and budgets**
- **We identify your capital needs including Government Grants**
- **You work with presenters and mentors from the Mentre and BSI networks**

Enquiries

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