

#NexStar2020



NexStar



**EMERGING MARKETS
RISING LEADERS 2020**

WWW.ACASE.ORG.AU/NEXSTAR



CONTENTS

NexStar 2020 Introduction	03
---------------------------	----

NexStar 2020 Structure	04
NexStar Social	04
NexStar Online	04
NexStar Live	
NexStar Sprint	05
NexStar Bootcamp	06
NexStar Applied	07
Entrepreneurship in Asia	

Join Us!	08
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Business Success Stories	08
--------------------------	----

2019 Startups	10
---------------	----

Photo Gallery	12
---------------	----

Sponsorship	14
-------------	----

Testimonials	15
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ENTREPRENEURSHIP PROGRAM 2020

NexStar is a community-driven program created by ACASE and the City of Melbourne. It is a pathway for businesses to scale to emerging Asian markets, as well as an experiential learning platform for rising leaders.

NexStar connects students and businesses in an experiential learning platform to develop global market entry strategies. Each startup/student cohort team works towards a final global market pitch through a series of workshops, mentor sessions, teamwork and stakeholder events. The program covers market identification, customer development, global market strategy, IP and regulatory frameworks, startup resilience plus pitch development to overseas investors.

NexStar's learning modules are delivered in three formats to best suit the needs of participants: 3-day sprints, 4-week bootcamps and a 3-month course. NexStar participants also benefit from regular social events and an online platform. Workshops feature business leaders, accelerators and founders, who introduce key aspects of best practice in startups. The program finale is the NexStar Innovation Pitch Night, where a select audience of government, professional services, investors, and key decision makers watch startup founders pitch their international marketing strategy.

In the past two years, NexStar attracted large numbers of Victorian-based students and startups. Over 200 students from 8 universities across Victoria were successful applicants of NexStar 2018 and 2019.

These students represented 20 countries from around the world. Out of 60 applications, more than 22 businesses were selected based on their global market readiness. The startups were from a range of sectors including IT, Manufacturing, Education, Life Sciences and Finance. The Melbourne-based international students develop their skills and confidence throughout the program and offer insights of their home markets to startups. Startups gain useful knowledge and a global approach to scaling through the diversity of their international student team.

PARTNERSHIPS

NexStar welcomes new partners who are looking to increase their offering to the Asia-Pacific businesses and tertiary student ecosystem. We can tailor NexStar to be industry specific, address pertinent issues and engage deeply through our design format. We invite partners to access the best talent emerging from the NexStar cohort.



2020 STRUCTURE

NEXSTAR LIVE

FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

3-Day Sprint:

Market Research in Asia



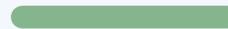
4-Week Bootcamp:

Build a Business Case in Asia



3-Month Course:

Applied Entrepreneurship in Asia



NEXSTAR SOCIAL

Monthly Social Events:

Talks by founders, thinkers and instigators



NEXSTAR ONLINE

Online Resources:

Workshop recordings, online articles and learning modules



Timeline is tentative only and subject to change.

NEXSTAR SOCIAL

- » Get access to some of the finest minds in Australia
- » Stimulating talks from cutting edge thinkers and entrepreneurs
- » Topics surrounding entrepreneurship, Asian market trends and various industry sectors
- » Final pitch celebration in November

NEXSTAR ONLINE

- » Recordings of all NexStar workshops and public lectures
- » Online articles and learning modules
- » Free access to all registered users

NexStar YouTube Interviews of founders, experts and leaders

 <http://youtube.acase.org.au/>



NEXSTAR SPRINT: MARKET RESEARCH IN ASIA

Objective: In a 3-day sprint, 30 students learn about the cultural differences between Australian and Asian consumers, followed by creative ideation around the possible ways to launch your product or service into ideal Asian target markets.

Deliverable: Develop and present a one-page marketing strategy canvas which highlights:

- » Cultural competency
- » Customer personas and segmentation
- » Campaign ideation

Commitment: 20 hours team learning experience completed in one week

Activities:

- » Three half-day masterclasses
- » 5 hours self-study
- » One-page marketing strategy canvas
- » Pitch a marketing campaign for the business in Asia

Example Agenda

Day one: Entrepreneurial practices and Cultural intelligence Workshops

- » 09:00am – 10:30am Entrepreneurship 101
- » 10:30am – 10:45am Morning tea
- » 11:00am – 12:30pm Cultural competencies
- » 12:30pm – 01:00pm Group reflection

Day two: Practical work

- » 09:00am – 10:30am Customer personas & empathy mapping
- » 10:30am – 10:45am Morning tea
- » 11:00am – 12:30pm Guided group work to create a 1-page Marketing Strategy Explainer
- » 12:30pm – 01:00pm Group reflection

Day three: Pitch your idea

- » 09:00am – 10:00am Presentation skills and 'what's in a pitch?'
- » 10:00am – 10:30am Morning tea
- » 10:30am – 12:00pm Review and polish 1-page explainer
- » 12:30pm – 01:00pm Presentations and feedback

NEXSTAR BOOTCAMP: BUILD A BUSINESS CASE FOR THE ASIAN MARKET

Objective: Over four weeks, the startup/students team will build a business case for a new market.

Outcomes: Present a business case for the new market that highlights:

- » The Market Opportunity
- » Customer Development Strategies
- » Partnerships in Select Markets

Commitment: About 30 hours team learning experience

Activities:

- » Three 2-hour masterclasses
- » 2-hour mentor facilitated activity
- » Three 45-minute group mentoring sessions
- » Complete a business case and pitch deck
- » Pitch business case
- » 3 hours per week self-study



Example Agenda

Week 1: 'Sizing-up' the Opportunity

- » How to assess opportunities in Asian markets
- » Calculate market size and potential economic potential

Week 2: Customer Development

- » Profile and target/refine your segments
- » Conduct customer interviews
- » Clarify and validate your message for Asian audiences

Week 3: Leadership & Governance of Startups

- » Cultural differences in leadership practice
- » Basics of company incorporation in different parts of Asia
- » Partnering with Asian governments

Week 4: Final Presentation

- » How to assess the market opportunity in an Asian market

NEXSTAR APPLIED ENTREPRENEURSHIP IN ASIA

Objective: Comprehensive 12 week program where students and businesses work together in teams to produce market ready strategies.

Outcomes: Develop a go to market toolkit:

- » A comprehensive go to market strategy
- » An Asian market pitch deck
- » Business model canvas
- » An IP and trademark protection plan

Commitment: 120 hours experience completed within a semester, run during 2nd Semester

Activities:

- » A series of eight startup workshops
- » Produce two business reports
- » One-on-one meetings with industry experts
- » Ongoing mentorship
- » Pitch practice and feedback
- » Final pitch and showcase

Example Agenda

- Week 1:** Orientation
- Week 2:** Developing a Global Mindset
- Week 3:** Customer Development #1
- Week 4:** Customer Development #2
- Week 5:** Marketing in Asia
- Week 6:** Interim Pitch & feedback session
- Week 7:** How the best startups stay productive
- Week 8:** Finance & Capital Raising
- Week 9:** IP Protection
- Week 10:** (Break)
- Week 11:** Pitch Practice
- Week 12:** Final pitch / Public showcase





JOIN US!

NEXSTAR IS DESIGNED FOR:

- Startups or SMEs looking to tap into Asian markets
- Students looking to immerse themselves in the startup and business ecosystem to learn more about entrepreneurship and global marketing. Students wanting to broaden their career competencies and improve employability
- Thought leaders who can share your knowledge and experience with our communities
- Students looking for work-based internships in events management, business administration, or marketing at NexStar

2019 BUSINESS SUCCESS STORIES

Rounded is an online accounting software app designed for freelancers and sole traders. As one of the winners from the pitch competition, Rounded was invited on a business trip to tour several Asian cities with Melbourne's Mayor. They visited innovation hubs, met with government and were introduced to investors and potential business partners.



Hike is an all-in-one retail management platform. After participating in the NexStar program, Hike explored potential opportunities in China and developed a business model for the Chinese market. With a clear market-entry plan, Hike received enormous support from ACASE and the Nanjing government to land business in China.



ASIA IS READY FOR YOU, LET US GET YOU READY FOR ASIA!


NexStar

2020 ANNUAL SPONSORSHIP PACKAGES

NexStar offers various sponsorship opportunities for community, education and business partners looking to connect with our students and businesses, and have their brand associated with NexStar. Register your expression of interest by sending email to nexstar@acase.org.au

EDUCATION PARTNER AND/OR COMMUNITY PARTNER \$10k

- Branding rights on all NexStar 2020 programs* collateral (brochures, t-shirts, website and videos) and public communications
- Sponsor link on the City of Melbourne NexStar webpage
- Pull up banners at all NexStar social events
- Invitations to all NexStar Social events and NexStar Final Pitch night
- Representation and acknowledgement at NexStar Final Pitch night
- Option to host a NexStar social event

EXCLUSIVE NEXSTAR SPRINT \$12k (3 half day course for 30 students)

- Exclusive Organisation/University naming rights
- Daily speaking opportunities for organisation's leaders during Sprint
- One feature in the City of Melbourne's WeChat account**
- Plus all the benefits of Education Partner and Community Partner

PRINCIPLE PROGRAM PARTNER \$20k

- One feature in the City of Melbourne's WeChat account**
- One feature in the City of Melbourne's International Student E-newsletter and business E-newsletter**
- One feature on the City of Melbourne's International Student Facebook**
- On stage speaking opportunity at NexStar Final Pitch night
- Speaking opportunity during NexStar Sprint, Bootcamp and Entrepreneurs Course
- Plus all the benefits of Education Partner and Community Partner

SPONSORED SCHOLARSHIPS

Nexstar Bootcamp Scholarship (\$800 per student)

Nexstar Entrepreneurs Course Scholarship (\$1200 per student)

- Speaking opportunities for organisation's leaders during the bootcamp and course
- Plus all the benefits of Education Partner and Community Partner

* Exception is for exclusively branded NexStar Sprint programs.

** Featured content must be approved by the City of Melbourne. The City of Melbourne reserves the right to subedit supplied copy in order to fit City of Melbourne style and to ensure consistency.



NexStar

CHAMPIONING ENTREPRENEURSHIP

In 2019, NexStar connected 22 businesses with over 200 students from all over the world. See what made it so successful and get a sneak peek of what to expect for NexStar 2020!



2019



STARTUPS 2019



www.hikeup.com

Hike is an all-in-one retail management platform. Its omnichannel includes cloud POS, smart Inventory management & integration with renowned business apps and payment processors.

Hike has brought together retail and management experts, eCommerce gurus and software developers to create an unbeatable team with the skills and motivation to deliver what retailers deserve – a better point-of-sale system.

Parsl

parsl.co

Parsl is a business developing a supply chain platform by leveraging NFC, IoT and blockchain technology to provide a secure, transparent, immutable and scalable system to authentic and track products and payments.

The platform is primarily targeted to streamline the global cannabis supply chain industry by delivering value to everyone involved in Seed-to-Sale process by facilitating seamless reporting and compliance.



breezydine.com

BreezyDine is an online platform which enables a diner to make a reservation at a restaurant, then pre-order and pay for their meal from the online menu. This ensures diners get their meals served at their table on arrival, thus making the dining experience a lot less stressful.



www.egtech.com.au

Expanded Glass Technologies supplies ECOLITE expanded glass granules to building product manufacturers across Asia-Pacific. ECOLITE is a non-flammable light weight aggregate possessing excellent thermal and acoustic properties, sell a light weight aggregate made from recycled bottles.



www.logix1.com

LogixOne is a platform that helps digitally transform disconnected paper based companies into a digitally connected organizations with the emphasis on organised. The platform is not only software but the ongoing technical services that enable organizations to super charge their very own business management system.



www.trustedfoodgroup.com

Trusted Food Group is a Wine Fraud technology startup founded to protect the integrity of Australia's leading luxury wine brands from fake and counterfeit wine. Its mission is to help Australia's luxury wine producers to sell more at higher margins and protect imported wine drinkers from wine fraud.



www.rounded.io

Rounded is an online accounting software app designed for freelancers and sole traders to manage their accounting affairs. Rounded is designed exclusively for these users and to meet their specific needs as opposed to the needs of small businesses.



tickpay.com.au

TICKPAY is an omnichannel payment gateway that incorporates a special SDK for card-present transactions via our world-first mPOS (similar to Square payment but without hardware). They have strategically partnered with My Verification Service (MVS) and First Data international to enable TiCKPAY clear credit card and debit card transactions in 100 countries trading 52 different currencies.



STARTUPS 2019



www.passel.com.au

Passel is an on-demand delivery service where shoppers deliver on their way home to shoppers. Their predictive technology enables Passel to identify a person who is already about to make the required journey, and then reward them for making the delivery. Passel's initial target market is non-perishable retail, including fashion, gifts, books and groceries.



www.irehabinstitute.com

The International Rehabilitation Institute (IRI) provides best-in-world education, career training, continuing professional development, and medical devices in the fields of rehabilitation and regenerative medicine. Their Faculty and Scientific advisors are international experts in their fields. We serve the needs of students, universities, hospitals, health practitioners, governments and clinic owners.



aspimesme.com

ASPIRE is a digital tool that supports a social business network, deployed across a region. ASPIRE extends beyond passive digital systems, where information is posted by 'sellers' online for potential 'buyers'. It goes one step further than a passive waste exchange by actively suggesting business to business collaborations.



www.motusscience.com

Motus Science is pioneering data-driven and evidence-based approaches to promote human health and well-being, tackle climate change and establish smart cities. They offer movement pattern data, behavioural insights & personalised recommendations in the health, transport and planning sectors to move the world forward.

FINGERTECH

FingerTech is a startup which is dedicated to developing an intelligent sign language translation system for people who suffer hearing loss problems.

COLLAB CONSULTING

Collab Consulting Pty Ltd is a new startup who currently collaborates with Monash and Swinburne Universities to develop new cyber security solutions for enterprises and private users. They are also forming new partnership with CSIRO Data61 through a government half-funded project.



dbtattoo.com.au

Double Bass Tattoo is the only business to offer the unique Guitar Art service using Pencil. Their Guitar Art is known as "Pencil Tattooing" and as human tattooing has been embraced by the mainstream public, Pencil Tattooing will become a highly desired method to allow Guitarists to expose their unique character.



TESTIMONIALS

“

One of the students you allocated to us is a shining star. He has already sent through a country analysis for India to help us understand the cultural differences and a questionnaire for us to complete to understand our company's vision and 5-year plan. Looking forward to the next event.

– **Startup founder**

”

“

Engaged, energetic, smart students from diverse backgrounds have the potential to help Passel transform global communities.

– **Startup founder**

”

“

We certainly value the Melbourne international student community which comes from such a diverse background. Our major market has been Australia + US and now we are eyeing emerging economy like Asia, Africa, South America.

– **Startup founder**

”

“

Working with a startup will expose me to various challenging situations where my merit will be tested, and I will accumulate knowledge and skills of numerous aspects of the relevant industries. Nexstar program is providing me with that opportunity, and this hands-on learning prospect excites me the most.

– **Student participant**

”

“

The program which I attended in recent days is one of the best. In my belief, it really helps to curb the gap between Australia and other nations. Also, I hope it will eliminate the stereotypes about other nations in international trade, making Victoria truly global. Once again thank you for making us a part of such a good initiative and nice work, keep it up.

– **Student participant**

”

“

I believe NexStar would also allow me to learn from unfamiliarity, take on challenges and try something new. As I come from a multiracial country, this has provided me a global perspective and I hope I will be able to contribute valuable insights on market entry in other countries.

– **Student participant**

”

“

NexStar is a great opportunity to get real industry experience. By participating in NexStar program, I can apply what I have learned from my major of study together with other international students to help local startups in Melbourne to have a global awareness.

– **Student participant**

”

“

NexStar encompasses all these special opportunities into one unique program that is mutually beneficial for all participants.

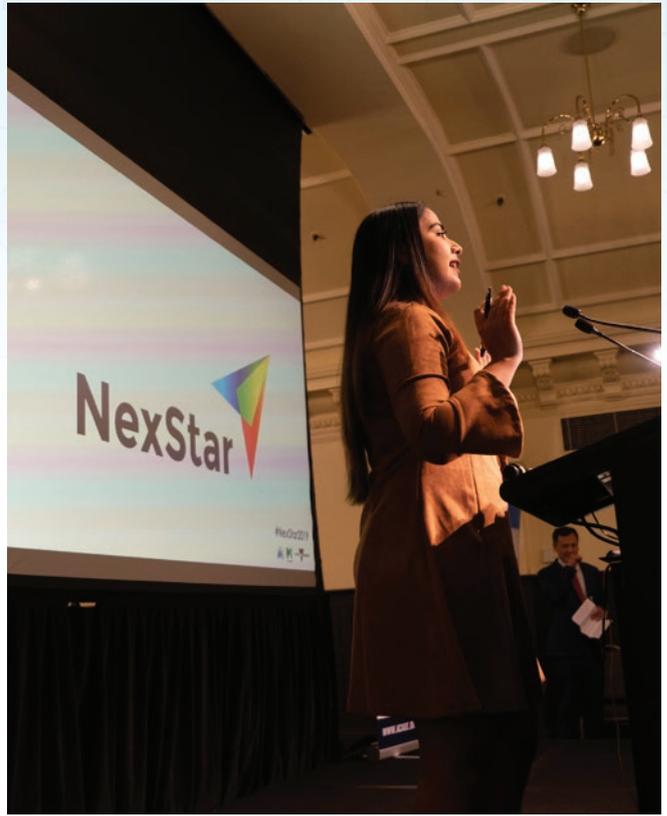
– **Student participant**

”



PHOTO GALLERY







ACASE is a not-for-profit organization that provides entrepreneurial training and mentoring to scientists and students and connects entrepreneurs and startups to international markets. With over 1000 members, ACASE's community are from different countries, different disciplines and different universities and institutes across Victoria.

The City of Melbourne is a public statutory body who aims to achieve the community's vision for Melbourne to be a bold, inspirational and sustainable city. The City of Melbourne is home for 56,000 international students, and ten universities and 100+ education providers. International education is a high priority for the City of Melbourne which continues to deliver high-quality services and activities to improve international students' experiences of living, studying and working in Melbourne.