

MCF

MENTORING FOR COMMERCIALISATION FUNDING PROGRAM

Are you working on an innovation project with strong national and international commercial potential?

Do you want to increase your chances of success?

Are you seeking financial support via government grants and/or private equity?

Do you want to work with a dynamic and successful commercialisation support team?

Do you have the necessary determination to be successful?

If this sounds like your business, there are now limited places available on the Pyksis MCF Program.

www.pyksis.com

MCF MENTORING FOR COMMERCIALISATION FUNDING PROGRAM

Mentoring for Commercialisation Funding (MCF) helps companies get early funding to carry their projects forward. This may include government grants, debt funding, or early investment (seed funding).

Access to this funding helps companies complete market research, extend business-case development, undertake further technology development, and to prepare for significant investment.

THE PROGRAM IS

- ▶ *Funded by the Victorian Government's Department of Innovation, Industry & Regional Development (company entry is free)*
- ▶ *delivered by Pyksis (www.pyksis.com) Australia's leading deliverer of regional technology commercialisation programs*
- ▶ *supported by a first-rate team of Alliance Partners*

THE MCF PROGRAM

MCF is designed for businesses which have progressed sufficiently to have credible Business Cases. They will have confirmed their preferred Business Model, understand their Team requirements, secured their Intellectual Property (IP) and have an early Business Plan.

They will also understand their markets and target customers, even if, at this point, they have not conducted the formal Market Research that quantifies markets, and determines why customers buy that type of product or service, together with identifying pricing issues and providing competitor analysis.

To enter the Program companies will need to be judged likely to succeed commercially.

WHAT MCF DELIVERS

MCF assesses in detail each participant entering the Program to confirm their likelihood of funding success and the strategy which will best lead to this.

MCF assists successful applicants to develop a Go-to-Market Strategy that will underpin any applications or proposals for commercialisation funding.

The Program assists participants put together grant or debt funding applications, or to develop early investment proposals. Services include holding key discussions with likely sources of funding, plus related mentoring.

HOW IT WORKS

Entry to the Program is by referral only by regional stakeholders including RDV offices, AusIndustry, members of the Pyksis Victoria Alliance Team and related program deliverers such as the RTCP Pyksis Pioneer Program®.

Applicants must:

- 1 be registered businesses, located in Victoria;
- 2 own or control the IP to be commercialised;
- 3 be committed to commercialise their innovative IP in the national market at least, with a view to exports.

Successful applicants are invited to join the Program which is delivered in three stages.

STAGE	ACTIVITY
1	Audit of the opportunity to assess likelihood of attracting funding assistance
2	Development of a Go-to-Market Strategy and assessment of best mix of funding assistance
3	Application for government grant and/or other form of early stage commercialisation funding

HOW TO APPLY

Places in the program are limited and are made available on a competitive basis. You are invited to apply for the program by completing the attached application form and emailing it to john.johnston@pyksis.com or mark.gustowski@pyksis.com.

Please contact Mark Gustowski, Pyksis Victoria for further information.

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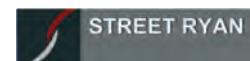
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