

Australian Utility Week

21 - 22 November 2018
Melbourne Convention & Exhibition Centre

Startup Competition Application Form

Calling digital energy / water startups

We create a large-scale expo dedicated to helping utilities build the *Digital Utility* infrastructure. We know that utility business strategies are changing to reduce operational expenses and improve customer service experience. They increasingly rely upon third party technology and service partners to achieve their business and technology objectives.

Utilities are conservative organisations. It's not in their interests or their customers' interests for them to take risks. They work with startups and vendors to carefully test technology strategies before adopting them. They tell us that they attend our event primarily to gain new technology insights. Every year we search for new technology solution providers who offer something special that utilities can benefit from. Normally we target proven performers. But we also offer utilities the opportunity to meet digital technology startups who are seeking to make a name for themselves by offering something fresh for the utilities benefit.

If you would like to take part in the region's only **Digital Utility expo** attracting all the lead players in the digital infrastructure ecosystem then do contact us at infoasia@clarionevents.com. The offer is primarily made to Australia/ New Zealand based innovators, but we also welcome international players who seek to work with advanced market utilities.

Those startups who are accepted will be featured as speakers within our dedicated startup stream, **Startup Zone**. We also have a special offer on startup pods to give you expo floor exposure. Please [contact us](#) to find out more information. One winner will be selected and announced within our **Australian Utility Innovators Awards Ceremony**. This will give you excellent publicity within the industry.

We look forward to receiving your applications!

Instructions

All applications must be submitted in English. It is not required that a startup be incorporated, but a company must be incorporated within **5 years** to compete. We have space within the event programme and on the expo floor to profile **30 startups**. The profiled participants will be reviewed by a panel of judges who are looking at a range of criteria including growth potential, passion, creativity, level of idea development, and their pitching skills. Each judge's score is weighed equally and the organiser reserves all rights in the management of the competition. Please fill out the following questions and email the completed document to: infoasia@clarionevents.com – with subject line: **AUSUW18 – Startup Competition Application Form**

We request that you write **no more than 300 words per question**. You are welcome to submit pictures or graphs to illustrate your point but please enclose within a single document for easy viewing.

Application Form

Your name & role in the company

Your company's name

Your contacts details: Email, Phone & Country

Please indicate the category that best fits your technology focus

Please complete the questions below which are designed to flesh out your business idea. We suggest that you write no more than a total of 5 pages to cover all the questions.

What is your Business Model? What is unique about your idea? Can this idea make money? Is there positive customer growth or revenue? Is there a customer acquisition / rollout strategy? Has a revenue model been defined and is it realistic? Is the idea/team ready for capital and execution? Would you invest in this company at this point?

Have you conducted a Customer Validation? Did the team identify customers (demographic, location etc)? Did the team get out and talk to customers? What is the value proposition to customers? What channels of communication are used? Product/Market fit?

What is your Technical Execution Plan? Is there a functional product (e.g.in the case of an app, did you build one)? Were architecture diagrams included? Which services do you need to integrate with? How much of the product is running on a real server with non-sample data?

What is your Marketing Execution Plan? Does it have a professional look and feel? Does it deliver a compelling and captivating message to the key market? Is it memorable? What key insights were gathered to give you the creative direction?

How capable is your Team? Does this team have the pieces, skills, and leadership to successfully move forward on this idea? Does this team seem committed to making their idea work in the long-term?

What kind of investment or partnership are you seeking?

Good luck and thank you for participating! We look forward to receiving your application form.