



## MEDIA RELEASE

### Australian Technologies Competition kicks off its ninth season

**17 April 2019:** Australia's national Competition and growth acceleration program for technology based SMEs has commenced for 2019.

Now in its ninth season, the Australian Technologies Competition seeks to identify and accelerate Australian technology SMEs and 'scaleups' with the greatest global potential across 10 industry categories.

In partnership with the Federal Government's Department of Industry, Innovation and Science and five Industry Growth Centres, the Competition brings together experienced entrepreneurs, business builders, angel investors, venture capital funds, commercialisation experts, leading corporates and government representatives in a collaborative coaching environment.

The purpose of the Competition is to equip tech SMEs and scaleups with the skills, contacts and know-how to manage growth in challenging international markets.

ATC organiser, Impact Tech Ventures spokesperson said: "*Our goal is to enable innovative companies with high-value technology to raise capital, form new partnerships and acquire the skills to advance their business in global markets.*"

*"We're also here to put commercially-attractive SMEs under the spotlight, providing a platform for recognition and an avenue to have their technology validated,"* said Patrick Mooney, Impact Tech Ventures Chairman.

#### The Process

Australian-registered businesses from across Australia are invited to apply, using an online entry form that takes less than 15 minutes to complete. To be eligible, companies must have less than 100 employees and an ABN.



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A panel of 13 independent Judges then review, discuss and shortlist an estimated 30 semi finalists. These are invited to attend a two-day intensive growth masterclass and are appointed a business mentor. With the help of an objective sounding board, they must then prepare a concise business plan, that forms their assessment for stage two of the Competition. The same panel of Judges then reviews these Business Plans in detail to name the Competition's finalists.

Finalists then present a 5 minute pitch at the national awards finals, fielding questions from judges and the audience. The national awards are presented by senior representatives of government and industry.

#### Reasons to Enter

Non-monetary benefits serve as the incentive for aspiring SMEs to enter each year. They include: Industry recognition and accolades, free business advice & mentoring, introductions to potential partners and investors, networking opportunities, and access to an alumni pool of more than 200 companies. Rob Trenchard, Director of Hydrox Technologies and 2018 winner of the Australian Technologies Company of the Year said:

*"We are grateful for the platform offered by the Australian Technologies Competition to pitch to a live audience of investors and business mentors. Winning the competition provides our company with not only the prestigious recognition and publicity, but also validation of our business plans to take our product global. This competition allowed us to refine our business model, I would recommend any company developing new technologies to enter."*

For more information, visit: [austechcomp.com](http://austechcomp.com)

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