



Welcome to Startup ShakeUp

Sustainable regional innovation systems

Realising the power of regional intellect

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www.startupshakeup.co

Hume Bank



gotafe



The Challenges facing the Regions

Economic adjustments

Demographic shifts

An increasing technological world



Startup Shakeup

We see solutions in innovation

We lead the Regional Innovation Ecosystem

We are a catalyst for innovation & regional economic growth

We nurturing purpose, confidence, capacity and connections

Innovation - we flip the challenges

Use economic adjustments

Build up existing industries and create new ones

Turn dispersion and diversity into strengths

Flip demographic shifts

Anyone can start a business – average ages are 45 / 57

Create reasons for relocation to the regions

An increasing technological world

Focus on connectivity and affordability hotspots

Strengthen digital ability and attitude

Key No 1 - Partnerships

State Government



Local Government



Education



Industry





Why are we interested?

Victoria is home to nearly 1,900 startups

2017 – 2020

Victorian startup ecosystem tripled
\$2.3b to \$7b employing nearly 37,000

Every 1% we can bring to our region
Brings \$70m and 370 jobs

Melbourne

NE VIC

Potential



Hume Bank



Startup Shakeup is a startup itself

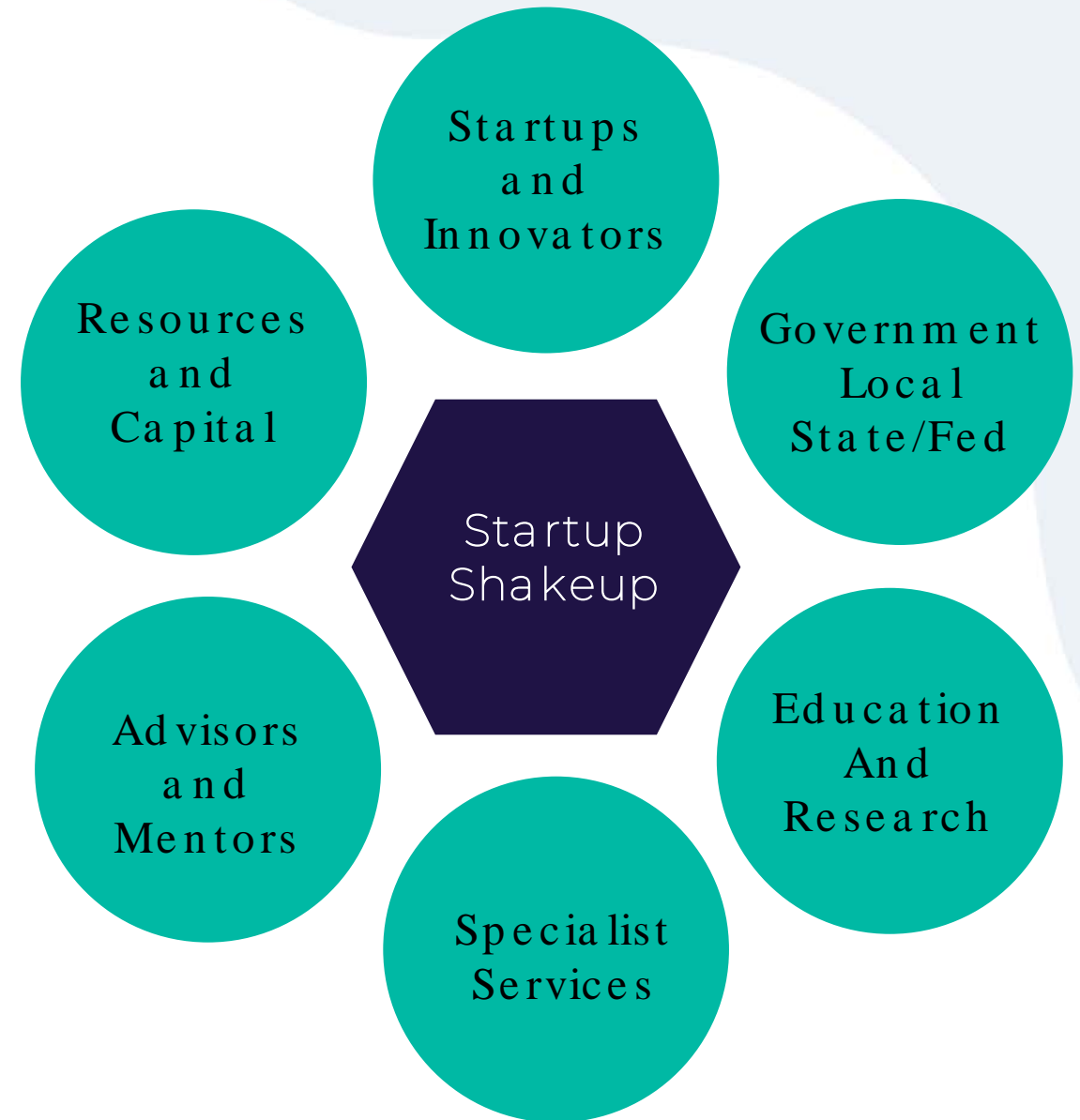
2018 - 2019 Look & Discover	Collaboration Auspiced by Local Government	Funding State Government Local Government	In-kind support Local Government Education Partners
2020 - 2021 Design and Build	Stand alone Not For Profit Co Ltd	Education Partners Sponsors	Alumni Professionals
2022 - 2023 Consolidate & Commercialise	with Local Gov Entrepreneurs Industry	Industry partners	Sponsors Industry partners
2023+ Run, Learn & Improve	as partners		

Key No 2 – Connections

We connect and lead the
Regional Innovation Ecosystem

With a Code of Conduct
based on core values

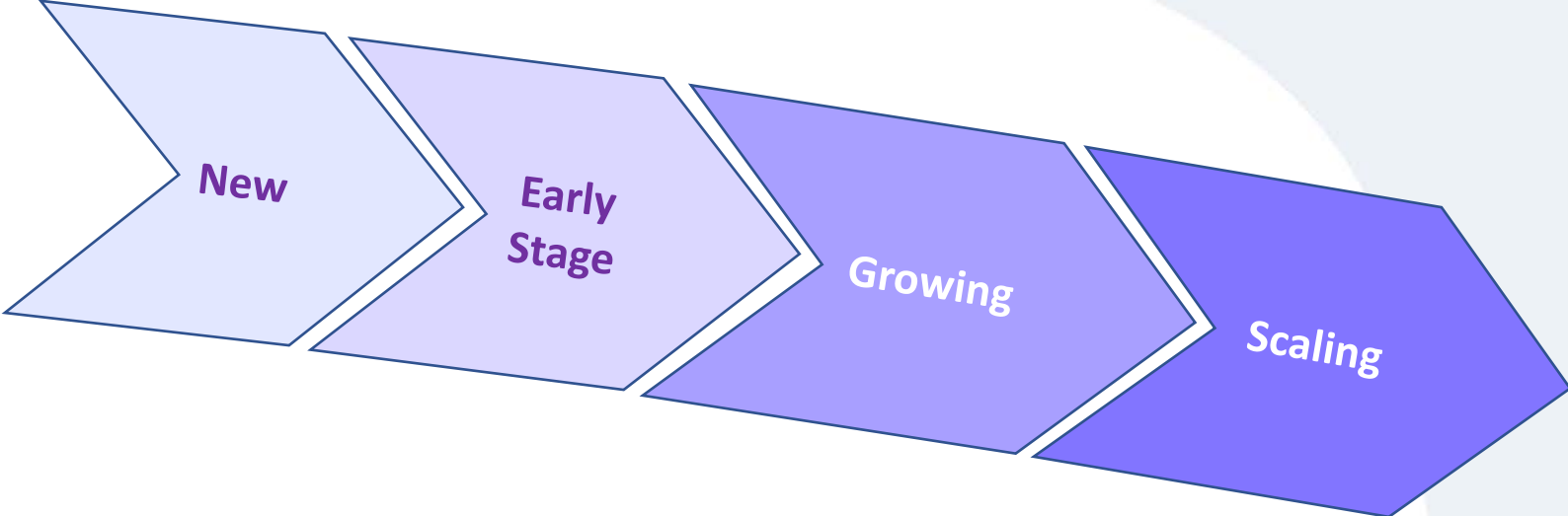
- Welcoming
- Collaborative
- Connected
- Sharing
- Confidentiality
- Honest
- Transparency
- Inclusive



Key No 3 – Inclusion

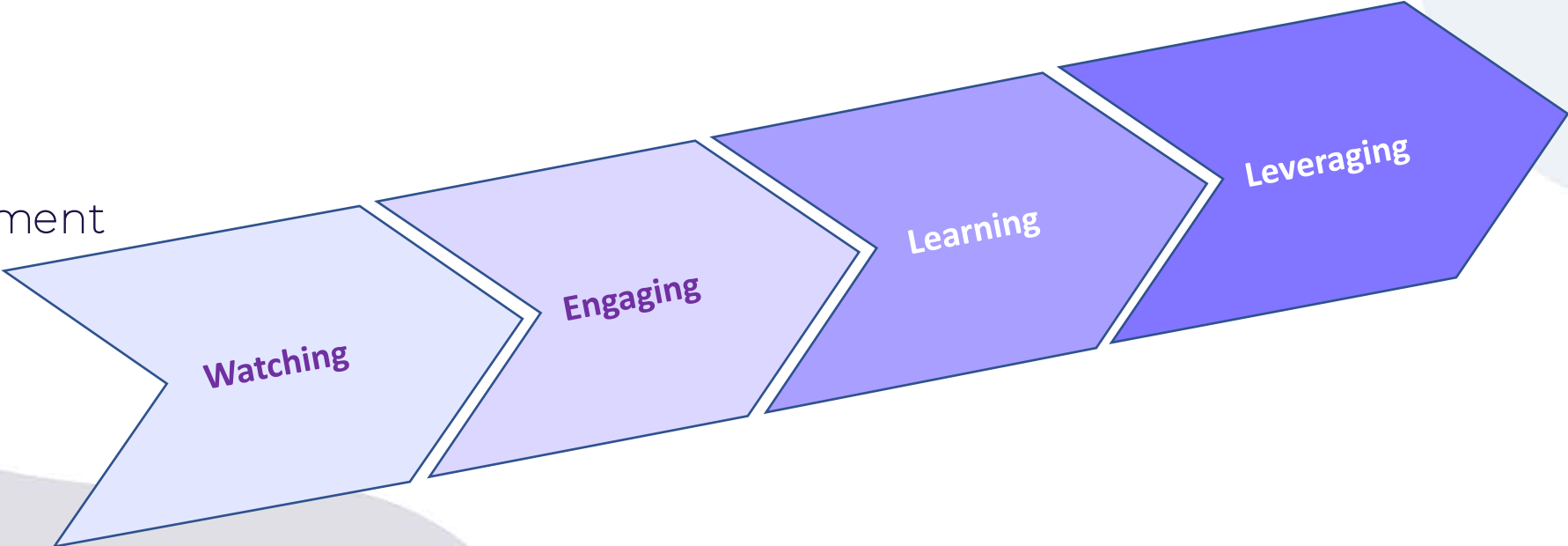
Startup Shakeup provides programs

for every stage



and

for all levels of engagement



Key No 4 – Focus

Our key program areas

Each with a key focus



What this collaboration achieved

From mid-2018 to late 2021 our network has grown to over 550 people and supported over 175 Startups and Shakeups.

TYPES OF EVENTS

- Regional Innovation Capacity
 - Organisational Entrepreneurship Program
 - Regional Resilience
- Ideation and Conception
 - Smart Seeds Challenge / Smart Seeds Open
 - Beers and Ideas & Meetups
 - My Big Idea (Global Sisters)
 - Plug In. Take Off
- Validation
 - Jumpstart Me Business Idea Validation
 - Rocket Seeder Innovation 101 Food & Ag Startups
 - Strategic Creativity
 - Incubator Program (Runway)
- Commitment and Scaling
 - Startmate Pitch Coaching
 - Share Your Impact Night
 - Digital Storytelling
 - Business Masterclasses
 - Marketing Masterclasses

and more!

NETWORKING EVENTS



People attended



Events



Partners or Supporters

30+ events across 8 towns in 7 municipalities

WORKSHOPS



Workshops



Rated a workshop good, very good or excellent

ONLINE



Newsletter Subscribers



Bookings



Average Monthly Website Views

And some of our Startups

King Valley Popcorn

Gluten free popcorn flour
A complete wheat flour
replacement.
Patents pending



<https://kingvalleypopcorn.com.au/>

Toggamo

A kids wearable camera
designed to get them
outside and engaged.
Now with the engineers



<https://www.facebook.com/toggamo/>

InvestInyaFarmer

Invest in farming without
owning a farm. Get good
returns, support farmers,
and watch it grow



<https://iif.today/>

What have we learnt?

Be
strategic

Be
inclusive

Partners
matter

Everyone has a
contribution to
make and a
place in SUSU
community

Stay Agile

Learn
from
others

Change is
constant

Be
prepared
to rethink

**Sustainable innovation
realizes the power of regional intellect
and leads to regional growth**



Create a Regional Innovation Ecosystem

Catalyze innovation & regional economic growth

Nurture purpose, confidence, capacity and connections

Thankyou

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