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ThincSeed

Get Investor Ready

Information Pack



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What is ThincSeed?

ThincSeed is the tailored accelerator program that propels startups towards success. Our proven methodology guides companies through well-defined steps, preparing them for a compelling pitch to a broad network of Australian angel investors.

Our program dives into multiple business facets through interactive sessions, ensuring startups are well-positioned in all critical areas. Apply now to participate and gain clarity and equip yourself with the knowledge and strategies to meet seed round investor expectations.

Who is the program for?

The program is tailored for early-stage startup founders and passionate entrepreneurs . Whether you are a visionary problem-solver or have an entrepreneurial flare, our program welcomes those hungry for growth, knowledge, and networking opportunities. We welcome startups from all industries to join ThincSeed.

Eligibility Criteria:

- Have a prototype or MVP ready and undertaken initial market validation
- Early or Pre-Revenue currently undertaking market testing
- The founder(s) are available to participate in person all program and mentoring sessions during the 13-week program
- Operating under an Australian Registered Company (Pty Ltd)

What to expect from the program?

You will gain an invaluable understanding into investor mindsets and refine your pitch presentations and negotiating positions. The insights gained are relevant beyond fundraising; covering grant applications, corporate strategy development, and risk reduction for directors.

We offer a holistic approach equipping founders with tools to make enhanced decisions to drive their businesses forward. Through the ThincSeed program, discover investor perspectives and unlock multiple growth opportunities.

- Fortnightly in-person workshops (2 hours)
- 1:1 in-person weekly coaching sessions tailored to your specific needs (1 hour)
- Tracking progress against personalised targets
- Networking and socialising
- Opportunity to pitch in front of a live audience at the ThincSeed Pitch Night Event

Key Information

Participation in the ThincSeed program is via application.

We are actively seeking 16 startups led by early-stage founders. If you are in need of seed funding and value the opportunity of enhancing the tools and strategies for achieving sustainable growth, we invite you to apply to participate in the ThincSeed program.

Apply here: www.adelaide.edu.au/thinclub/thincseed

Key Dates

Cohort 4 Detail	Dates
Applications Open	June 2025
Applications Close	14 July 2025
ThincSeed Program Start Date	13 Aug 2025
ThincSeed Pitch Night Start Date	19 Nov 2025
ThincSeed Program End Date	26 Nov 2025

For any further questions or queries, please contact: thinclub@adelaide.edu.au

ThincSeed Program
Places are Limited
Apply Now



ThincSeed Program Benefits:

- **Experiential Learning:** 13 weeks of discovery from startup experts through immersive workshops, personalised mentoring, and collaborative activities.
- **Coaching:** Weekly 1:1 in-person sessions with entrepreneurial facilitators.
- **Networking:** Connect with fellow startups and the business community.
- **Co-Working Access:** Access ThincLab Adelaide's central CBD located co-working space during and upon successful program completion.
- **Personal Development:** Enhance your entrepreneurial mindset and develop positive behavioural changes to progress your business.
- **Problem Solving:** Solve pressing problems with your product/service.
- **Go-to-Market Strategy:** Tailor your go-to-market strategy for your target audience.
- **Market Understanding:** Understand your target market and build the foundations for an in-depth analysis.
- **Model Business Growth:** Think through the financial growth of your business.
- **Team Success:** Plan for a winning team and organisational structure for startup success.
- **Pitch Excellence:** Refine your pitch to a level that captivates investors, making your startup an appealing choice for seed round investment.



The ThincSeed Program

Over 13 weeks, founders will participate in eight face-to-face interactive group workshops with the ThincSeed cohort. Each workshop will have an expert guest presenter selected for their domain knowledge. The experts have relevant industry experience and have a passion for the startup ecosystem to thrive. Participating founders will in addition have access to weekly 1:1 in-person sessions with our entrepreneurial facilitators.

Intro to Bootcamp

In the initial workshop, the structure and goals of the program are presented, and any questions answered. Founders will work through a Business Canvas to rate their businesses against multiple facets identifying areas of perceived strengths and weaknesses.

By establishing baseline ratings, credible program goals can be set by the founders to provide a context for the workshops and mentoring sessions going forward. Goal achievement should then result in corresponding improvements in business facet ratings.

Product or Service?

Founders' products or services are examined and stages of readiness are determined. Product roadmaps aid in strategic planning, while Buy versus Make decisions enhance efficiency. Intellectual property (IP) management is also considered, including IP types and strategies.

Founders delve into Technology Readiness Levels which can serve as a guide, allowing founders to benchmark a product's stage of development. For example, a Proof of Concept establishes technical viability and market potential; advancing to the Prototype stage involves further development, showcasing the technology in relevant scenarios and a Minimum Viable Product represents a limited-feature version with potential for initial sales, requiring refinement and scaling.

Market Analysis

In the fiercely competitive landscape of innovative products and services, understanding market demand is key to a start-up's success. The ThincSeed program will offer tailored content crafted to empower founders with the insights and tools needed for success.

Some level of market analysis is expected by investors to demonstrate that there is a sizable customer base for a product or service. There are many sources of market data available and from the raw data it's important to consider different ways to segment a market analysis to clearly present the business opportunity. Having determined essential market insights, a succinct value proposition can be formulated based on a solid analysis of the data.

Go-to-Market Strategies

A credible Go-to-Market strategy is important to demonstrate how Founders will successfully navigate their way through chosen markets. Market engagement and sales strategies are addressed to effectively reach target audiences. With multiple channels to market available, we'll pinpoint the best ways to connect with customers, building lasting relationships through engagement strategies.

Competitive pricing options, CRM systems and the digital landscape are considered to maximise the visibility and attractiveness of products and services to target audiences. Approaches to collaboration with distribution partners are reviewed to expand market presence and growth opportunities.

Financial Modelling

Navigating the financial landscape can be challenging. The journey to secure the working capital business needs are examined. Current financial positions are explored with expert guidance, revealing opportunities for growth and stability. Consider the decision-making process of debt versus equity financing to make informed choices that align with Founders' goals.

Financing rounds are modelled leading to different types of liquidity events, indicating to investors how they realise their returns. The non-dilatory benefits of R&D Tax rebates and grant opportunities are considered to enhance attractiveness to investors.

Team Development

We delve into crucial aspects such as organisational structure, Board composition, and shareholder agreements. Current organisational structure is assessed, and plans are made for future growth to ensure scalability. Effective strategies for building out C-suites and making critical decisions regarding employees versus contractors are explored.

Our program provides valuable insights to optimise Founders' teams, enhance collaboration, and streamline operations. Join us to gain the knowledge and expertise needed to create a strong organisational foundation, driving startups towards long-term success in today's challenging business landscape.

Investor Pitching

Pitching is essential for startups to secure funding and partnerships. The ThincSeed program includes pitch coaching and rehearsal sessions to support founders in crafting compelling narratives, refining presentation skills, and delivering impactful pitches.

Pitch Night Event

The ThincSeed program culminates with a pitch night event open to the business community and potential investors. The participating ThincSeed founders will gain the informative opportunity to pitch their idea in front of a live audience and gain real time feedback with a Q&A panel. This is an excellent opportunity to network with entrepreneurs, potential investors, alongside University and government leaders.



Our Partners

The University of Adelaide's ThincLab and Bridgewater Advisory have partnered to deliver and manage the ThincSeed program. Support from the Adelaide Economic Development Agency has enabled the program to run twice in 2024.

Adelaide Economic Development Agency

The Adelaide Economic Development Agency (AEDA) commenced operating in January 2021.

The City of Adelaide recognised the importance of the need to accelerate economic growth in the City, and as part of its 2020-2024 Strategic Plan, sought to design and implement a new city-wide business model. This has led to the creation of AEDA.

AEDA works closely with businesses, industry groups, state government agencies and other relevant organisations to deliver a range of programs designed to stimulate the city's economic growth with a focus on investment attraction, growing our visitor economy, residential growth, marketing the city as a whole and promoting Rundle Mall as Adelaide's premier shopping destination.



www.aedasa.com.au

Bridgewater Advisory

At Bridgewater Advisory, we're dedicated to driving success for technology innovators by propelling their global expansion. Our powerhouse team consists of seasoned business and commercialisation experts, including a dynamic ensemble of influential C-Level Principals, boasting extensive international experience.

We specialise in delivering ingenious, sustainable business solutions that can supercharge revenue but also seamlessly integrate technical expertise with entrepreneurial acumen.

Bridgewater Advisory

www.bridgewateradvisory.com

ThincLab

ThincLab is The University of Adelaide's business incubator supporting students, alumni, staff and startups. ThincLab works with an extensive network of partners dedicated to help entrepreneurs launch and grow innovative companies that are building South Australia's future.

ThincLab are committed to support founders at the key start-up stages, from ideation and validation, through to traction, scaling and expansion. Alongside tailored programs and dedicated coaching from domain experts, ThincLab provides start-ups with a dynamic hub and inclusive community to nurture ideas, develop entrepreneurial skills, and business acumen, and furthermore facilitate valuable connections and networks.



www.adelaide.edu.au/thinclab

Our Program Leads

Alex Cross

Alex is a Partner in Bridgewater Advisory and the founder of Viemo Capital and Consulting. Alex collaborates with, mentors, and invests in early-stage start-ups. Alex's diverse background spanning various industries, including hi-tech startups, financial planning and accounting, hospitality, event management, motion pictures, and sustainability.

Alex's expertise lies in Business Administration, Financial Management, Market and Product Research, Marketing and Strategic Planning & Implementation, and Cultural and People. These specialised skills enable him to provide comprehensive guidance and support to early startups as they begin their journey to scale and growth.

Alex completed a Bachelor of Management (BBus) and Graduate Diploma of Accounting (Grad Dip Acc). In 2018 Alex participated in the eChallenge, and is currently a mentor in residence at ThincLab and AgTech Lead at ThincLab Waite working with start-ups on their journey to success. Alex sits on the Governing Council for Walkerville Primary School and Finance Sub Committee.



Jonathan Whalley

Jonathan is a Partner in Bridgewater Advisory and is a successful entrepreneur, project manager and engineer. He has two engineering degrees (BSC Hons, and MSc) and an MBA. Prior to his Australian start-up career Jonathan was a signal processing research engineer at a leading UK research centre and held technical leadership roles on the development of ground segment components of the European Space Agency's first remote sensing satellite (ERS-1).

Jonathan has worked as an entrepreneur and engineer in Australia for almost 30 years. He founded DSpace Pty Ltd in 1995 where he led the growth of the Company through organic expansion and completed a multi-million-dollar venture capital funding round. DSpace further developed its globally supplied, proprietary mobile satellite terminal technology before being sold to a NASDAQ listed company in 2007.

Over the past 15 years Jonathan has been an active angel investor, and Director and C-level in multiple technology start-ups. In addition to founding Spatial Hub Analytics Pty Ltd (www.spatialhub4d.com), he was founding CEO of energy storage company 1414 Degrees Ltd (www.1414degrees.com.au) (ASX:14D), where he led the development of the Company's first demonstration system. Subsequently as Head of Contracts he was a member of the due diligence committee for 1414's successful ASX listing.

For any other questions or queries, contact: thinclab@adelaide.edu.au
www.adelaide.edu.au/thinclab/thincseed

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Further enquiries

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Kaurna acknowledgement

We acknowledge and pay our respects to the Kaurna people, the original custodians of the Adelaide Plains and the land on which the University of Adelaide's campuses at North Terrace, Waite, and Roseworthy are built. We acknowledge the deep feelings of attachment and relationship of the Kaurna people to country and we respect and value their past, present and ongoing connection to the land and cultural beliefs. The University continues to develop respectful and reciprocal relationships with all Indigenous peoples in Australia, and with other Indigenous peoples throughout the world.