



Australia Awards

# Australia Awards Indonesia

Start-up Ecosystems Short Term  
Award

Information Pack



## Goals and purpose of Australia Awards Indonesia

The goals and purpose of Australia Awards Indonesia are underpinned by three program outcomes. These are:

1. the alumni's use of knowledge, attitude and skills to influence their professional fields and communities;
2. the linkages between the alumni and Australians and Australian organisations; and
3. the positive perceptions that Alumni have of Australia and Australians.

## Course Name

### Start-up Ecosystems

## Course objectives

This **2-week** course targets Indonesian start-ups in the early phase of starting up companies. The objective of the course is to introduce the Indonesian start-ups to Australian start-up ecosystems. The selected sectors are agriculture, health, financial services, education, infrastructure (for instance start-ups focusing on smart cities), social innovation and business services including application-based/mobile products or technology driven start-ups and unique products/services delivered through technology. The participating companies, potential Nexticorns (future unicorns) will be selected through a competitive process whereby the applicants submit a video pitch, responses to selection criteria, CV and any publicly available information about the company and its services and product portfolio.

The course has been identified by the Australian Embassy in Jakarta and HE Minister Rudiantara. This course is designed to support the Indonesian government's objectives to further develop the digital economy, create a vibrant start-up community, digitisation of traditional markets and generate more capital for start-ups. As widely acknowledged, Indonesia has a huge market potential for start-ups and unicorns with global presence.

The course will help the participants to:

- Understand the importance of business analyses (competitor, market, business, product) and how to respond to external challenges
- Develop business and marketing plans (analyses, strategies, operational plans, monitoring, financial management) to operate a sustainable business
- Improve the pitch and investment proposal to attract investors' interest
- Identify how to access finance and capital for international growth of business
- Understand steps required for a scale-up
- Analyse the key stakeholders and identify ways to connect business with markets, develop business networks and leverage existing networks (including strategies to develop stronger networks and business contacts with start-ups in Australia)
- Understand how the success of start-up is influenced by the founder(s)
- Compare and benchmark Australian and Indonesian start-up ecosystems (incl. support networks)

To achieve these outcomes, the course utilises a range of learning methodologies: networking events; site visits; industry events; classroom sessions; case studies; discussion and planning sessions; and simulations and role plays. The Award Project model used across all Australia Awards in Indonesia short term awards (participants develop a project, conduct required analyses, present the project plan at pre-course workshop, further develop the project during the in-Australia course and present the implemented project at the post-course workshop).

## Dates and Location

The course will be delivered over a **2-week period in Australia**. A pre-course workshop will be held in Jakarta approximately four weeks prior to the commencement of the short course. A post-course workshop will be held in Bandung/Jakarta. The proposed schedule is:

- Pre-course workshop: 9-11 October 2018
- In-Australia course: 12-23 November (departure on 9 November) 2018
- Post-course workshop: 5-7 March 2019

Australia Awards in Indonesia is currently identifying the best Australian provider for the course through an open tender process. The majority of the in-Australia course takes place where the course provider is located but may include visits to other locations for benchmarking and networking opportunities, meetings and site visits. Possible site visits may include start-up hubs, co-working communities, not-for-profit hubs, business incubators and relevant networks, venture capitalists, angel investors, start-up events, business associations, successful Australian start-ups etc. The course will also facilitate meetings between the Indonesian and Australian entrepreneurs.

## Participant profile

### Course participant profile:

- Founder or manager with an instrumental leadership role in a start-up company (tech start-up, social innovation start-up – please see selected sectors above). The start-up must have been established and in operation for more than one year and less than three years. For the validation of business status the applicants will include a Business Number Registration (SIUP) or relevant proof of start-up where available
- Ecosystem player, such as incubator community manager, start-up mentor etc.
- 1-3 representatives from the Indonesian government agencies will be selected (the Ministry of Information and Communication Technology (MoICT), Creative Economy Agency (Bekraf), State Ministry of Cooperative and Small Medium Enterprises (MoSME))
- Diploma (D3) qualification or higher
- Commitment to prepare and implement an Award Project as part of the course
- Commitment to engage actively and foster networks with multiple stakeholders, including in Australia
- Commitment to disseminate learning from the course with colleagues and peers
- Minimum English proficiency level equivalent of IELTS 5 / TOEFL 500, please provide proof of attendance or certificate of international conference, result of English course etc. (where available)

As part of their applications, applicants are only required to submit information that is not commercial in confidence. Forty (40) top candidates will be invited to a phone/video interview with a panel consisting of representatives from the Australian Embassy in Jakarta, Australia Awards in Indonesia, Australian and Indonesian start-up communities and investors

Women and people with a disability are strongly encouraged to apply.

## Participant eligibility

To be eligible, all participants must:

- be a minimum of 18 years of age at the time of commencing the Short Term Award (STA);
- not have Australian permanent residence status or be applying for permanent residency;
- be a citizen of and residing in Indonesia;
- not be current serving military personnel;
- not be married or engaged to, or be a de facto of a person who holds, or is eligible to hold, Australian or New Zealand citizenship or permanent residency;
- have been working in Indonesia and in an area relevant to the STA preceding the date of the proposed commencement of the STA;
- be able to satisfy all requirements of the Department of Home Affairs for a visa;
- be able to participate in the nominated STA activities at the time and for the duration proposed by Australia Awards;
- be able to travel without family members as DFAT will only fund and provide visa support letters for individual participants, not their family members;

## Practical Arrangements

### **Logistics – Australia Awards Indonesia will cover the cost of:**

- Return participant travel to the pre-course training
- Return participant flights from their home base to the course location (economy class)
- Return participant travel to the post-course training
- Per diems to cover living expenses while attending the course
- Travel insurance for the duration of the course in Australia
- Accommodation during pre-course and post course workshop and the course in Australia
- Transportation to and from the airport, to and from meetings and site visits (including transportation to and from pre- and post-course workshops)
- Visas to Australia

### **Accommodation**

- In Australia, participants will share two bedroom apartments, with each person having their own bedroom
- During pre- and post-course workshops, participants will be required to share a hotel room
- To respect Indonesian cultural preferences, male participants will share with another male and females will share with other females

### **Language support**

- The course material will be made available in English

Interpretation is provided if required throughout the course to support participants as required

Choose a building block.

