evokeAG 2025 Brisbane - Startup Program
Form Preview

Company details

* indicates a required field

Company name *

Applicant name *

Title   First Name   Last Name

Applicant position in the company: *

CEO, CTO, Founder etc

Year business was founded *

Legal name and business number *

Email *

Must be an email address.

Mobile number *

Business address *
Address

Country *

Website *

Must be a URL.

Facebook handle

[   ]

Twitter handle

[   ]

LinkedIn handle

[   ]

Instagram handle

[   ]

Describe what your company does in 50 characters or less *

[   ]

Word count:
Must be no more than 50 words.

Select your innovation focus area: *
○ Agritech
○ Foodtech
○ Climatetech
○ Spacetech
○ Sustainability

Select your sub-focus area: *

○ Farm management software
○ Irrigation
○ Robotics
○ Precision agriculture
○ Animal data

○ Aquaculture
○ Novel farming systems
○ Alternative protein
○ Consumer health
○ E-commerce and market platform

○ Imagery
○ Plant science
○ Processing and packaging
○ Renewable energy
○ Other:

[   ]

Startup Streams

* indicates a required field

evokeAG 2024 Startup Streams:

1. **Culinary Capital** - An exclusive invite only dinner offered to ten startups to pitch their innovations and engage in focused, high-impact discussions with investors, producers, and corporates.
2. **Startup Alley** - an exhibition of 40 startups. You will receive a startup station, screen and branding.
3. **Agventure Downunder** - This program offers 10 **international** startups an immersive experience that extends beyond the evokeAG. event, providing them with in-depth

insights into doing business in Australia, building essential networks with ecosystem players, and receiving tailored support for market access.

1. Which startup stream are you applying for? *
☐   Startup Alley only
☐   Culinary Capital only
☐   Culinary Capital Dinner & Startup Alley
☐   Agventure Downunder & Startup Alley
☐   Agventure Downunder, Startup Alley & Culinary Capital
At least 1 choice must be selected.

Problem and solution

* indicates a required field

What is the core problem or challenge your company is addressing in the agrifood sector? *

Word count:
Must be no more than 150 words.

What is your solution to the problem? *

Please upload your 1-minute elevator pitch video: *
Attach a file:

Team

* indicates a required field

Who is on your team and what are their areas of expertise? *

Word count:
Must be no more than 150 words.

Market potential

* indicates a required field

Company stage *

Explain your company's current stage of development and if you are early-stage, please provide details about your minimum viable product (MVP) or proof of concept? *

Word count:
Must be no more than 150 words.

Describe your target market, customers, and competitive landscape. *

Word count:
Must be no more than 150 words.

Describe how your technology has an Exceptional Edge over others in the market? *

Word count:
Must be no more than 150 words.

Please upload a pitch deck, overview presentation or other materials (flyer, brochure) that best represents your company and products. *
Attach a file:

Are you interested in presenting on the live demo stage to demonstrate the use of your product? *
☐ Yes
☐ No

If yes, what technology would you demo and what infrastructure do you require to demo?

The demo stage will be set up in the exhibition hall within an amphitheater, you will be provided with a small stage, screens and a microphone. There are only ten spots available.

Diversity & impact

* indicates a required field

Diversity

How does your startup contribute to diversity and inclusion within the agrifood tech ecosystem?

☐ Female founders or mixed-gender founding team.
☐ Indigenous entrepreneurs or active engagement with Indigenous communities.
☐ Based in regional or remote areas.
☐ Integration of culturally significant practices or Indigenous knowledge systems.
☐ None
☐ Other:

Please describe how your company incorporates these aspects of diversity and inclusion, and why it is important to your business strategy and operations.

Word count:
Must be no more than 100 words.

Demonstrable impact

How does your innovation contribute to positive change in the agrifood sector? *

Word count:
Must be no more than 100 words.

Culinary Capital Dinner

* indicates a required field

What does success look like to you from participating in the Culinary Capital Dinner? And who do you need in the room to make this happen. *

What type of funding are you looking for? *
☐ Venture Capital
☐ Corporate investment and/or partnership
☐ Producer investment
☐ Angel investment
☐ Private equity
☐ Other:

If appropriate, how much capital are you planning on raising?

When will you launch your funding round?

Tell us about your previous capital raises, and the investors in the process? *

Word count:
Must be no more than 150 words.

What type of investors/companies have you been in contact with? *

Word count:
Must be no more than 150 words.

Agventure Downunder

* indicates a required field

Please describe the opportunity and the commitment to explore the Australian market, and growing your business operations in Australia? *

Word count:
Must be no more than 100 words.

Outline in a few sentences and/or bullet points the preliminary strategy for entering the Australian market? *

Word count:
Must be no more than 100 words.

Have you identified customer and/or partner leads in the country? *

Word count:
Must be no more than 100 words.

Have you identified competitors in the country? *

Word count:
Must be no more than 100 words.

Describe the team (1-2 members) proposed to join the Agventure Downunder program? *

What do you hope to achieve as a result of participating in the Agventure Downunder program and what does success look like? *

Word count:
Must be no more than 100 words.

Market Entry Readiness

You will be assessed based on your "market entry readiness", and please provide clear and concise answers to the following assessment criteria:

Describe your "Expansion Readiness". This may include a clear USP for Australia, go-to-market strategy with budget and Board or C-Suite support for export market development. *

Word count:
Must be no more than 100 words.

Describe your "Operational Capability". This may include dedicated resources for market expansion, sales team for export markets and understanding of the Australian market entry requirements. *

Word count:
Must be no more than 100 words.

Describe your "Financial Capability". This may include sufficient cash flow or balance sheet for market entry, and ability to finance the program co-contribution. *

Word count:
Must be no more than 100 words.

A few more things:

Please confirm that your company does not have an existing significant presence or operations in Australia. *
○ Yes, we do not have an Australian presence.
○ No, we do have an Australian presence.

Please confirm that you are prepared to participate fully in all aspects of the Agventure Downunder program including online workshops on-ground mission at evokeAG. *

○ Yes
○ No

Please confirm that the company is able to finance travel and activities that are not covered by the Agventure Downunder program offer? *

○ Yes
○ No

Please confirm the citizenship (passport issuing country) of the team traveling to Australia? *

Word count:

evokeAG Alumni

Have you participated in an evokeAG. startup stream previously?

☐ Yes
☐ No

If yes, which year of evokeAG. and which stream did you participate in?

How has your business evolved since last participating in evokeAG?

Submission

* indicates a required field

Please upload your company logo *
Attach a file:

I would like my organisation to be listed on growAG.

growAG. is the gateway to Australia's agrifood innovation system. It formalises a shared vision to showcase world leading agricultural research, unique technologies and commercialisation opportunities online in one, easy to use location.

All the information on this platform is free to access and allows investors, corporates, startups, researchers, industry, government and universities from Australia and around the

world to locate information and opportunities to deliver innovation back to the farm and the food supply-chain.

*
☐ Yes
☐ No

I agree to the [evokeAG Startup Program Terms Conditions.](#)

*
◯ I agree
◯ I do not agree

I would like to receive [evokeAG](#) communications.

*
☐ Yes
☐ No

I would like to receive [growAG.](#) communications.

*
☐ Yes
☐ No