



How to pitch for funding from Jobs for NSW

Fiona Rose, Director, Client Engagement, Jobs for NSW

The Challenge

Between 2008-2014, high-growth SMEs which make up 6% of NSW firms created over 1 million new jobs*

... but many businesses cannot access finance for their growth plans.

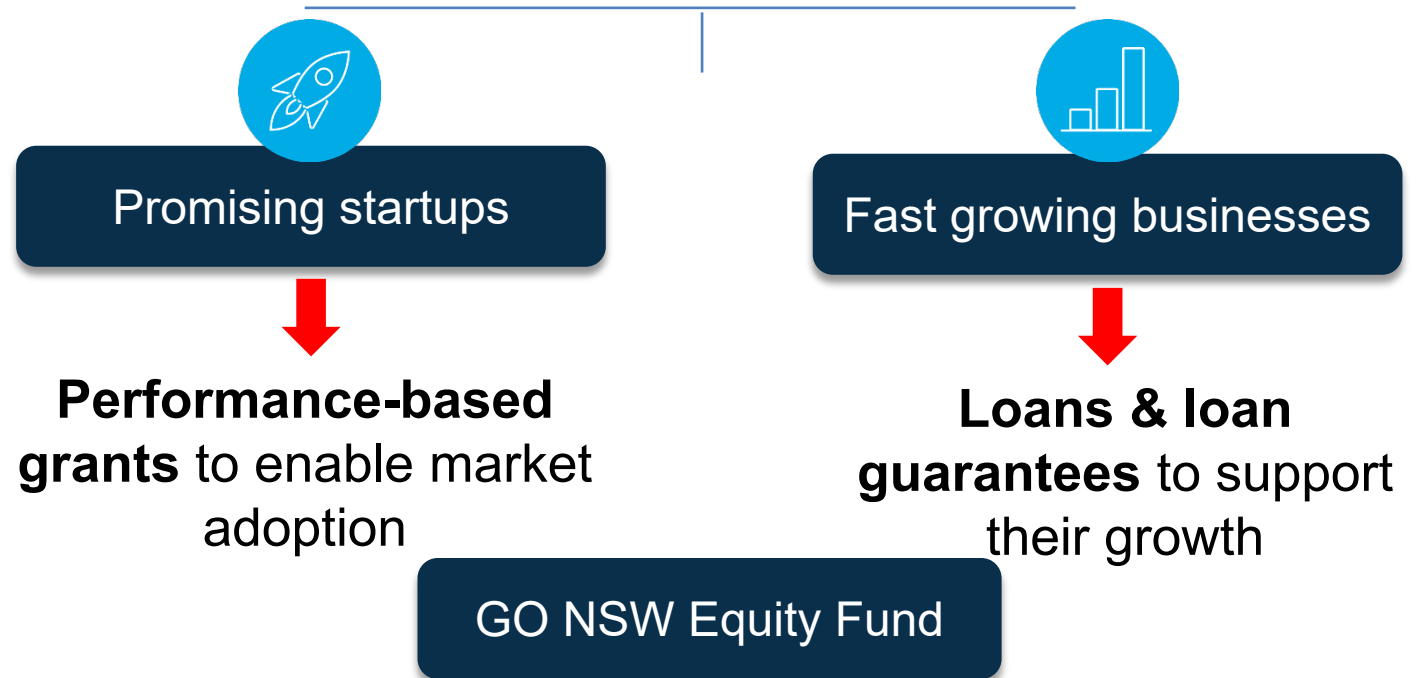
*SOURCE: Jobs for the Future p7 August 2016



What does Jobs for NSW do?

Jobs for NSW is investing a **\$190M fund** to enable businesses to **scale and create new jobs**

More than 30% of the fund will be invested outside metropolitan of Sydney, Wollongong, Newcastle:



\$150 million equity fund in partnership with First State Super targeting high potential NSW SMEs

Client profiles which create jobs that grow the NSW economy

Promising startups

**No paying customers
or too few to start scaling**

“New economy” businesses:

- disruptive
- scalable business model
- owned IP

Emerging Fast Growth SMEs

- Growth restricted by available cash
- Bank policy prevents a business loan

New, rapidly scaling businesses:

- building key accounts

Capacity constrained:

- exporting
- potential to export and investing in capacity

Fast Growth SMEs

- Growth restricted by existing capability
- Bank unwilling to fully fund expansion project

Business expansion:

- exporting
- potential to export
- expand facilities
- upgrade capex
- expand capability

NSW Funding Roadmap

Building Partnerships Grants

Grants of up to \$100k for **startups** that are generating revenue to fund a consortium that enables the business to establish key accounts.

STARTUP

Minimum Viable Product Grants

Grants of up to \$25k for **pre-revenue startups** to progress from proof of concept to MVP stage.

Regional Growth Loans

Interest free loans of between **\$200k - \$500k** for fast-growth SMEs to create jobs in regional NSW.

EMERGING

Accelerating Growth Loans

Loans of between **\$200-\$500k** for fast-growth SMEs to create jobs in metro Sydney, Newcastle and Wollongong.

Loan Guarantees

Up to 50% of approved project costs to a maximum of **\$5m** to help fast growth SMEs across NSW obtain loan approvals needed to expand and accelerate growth.

GO NSW Equity Fund

SCALING

Strategic Growth Loans

Flexible loans of between **\$500k and \$1.2m** for fast-growth SMEs to create jobs in both regional and metro NSW.

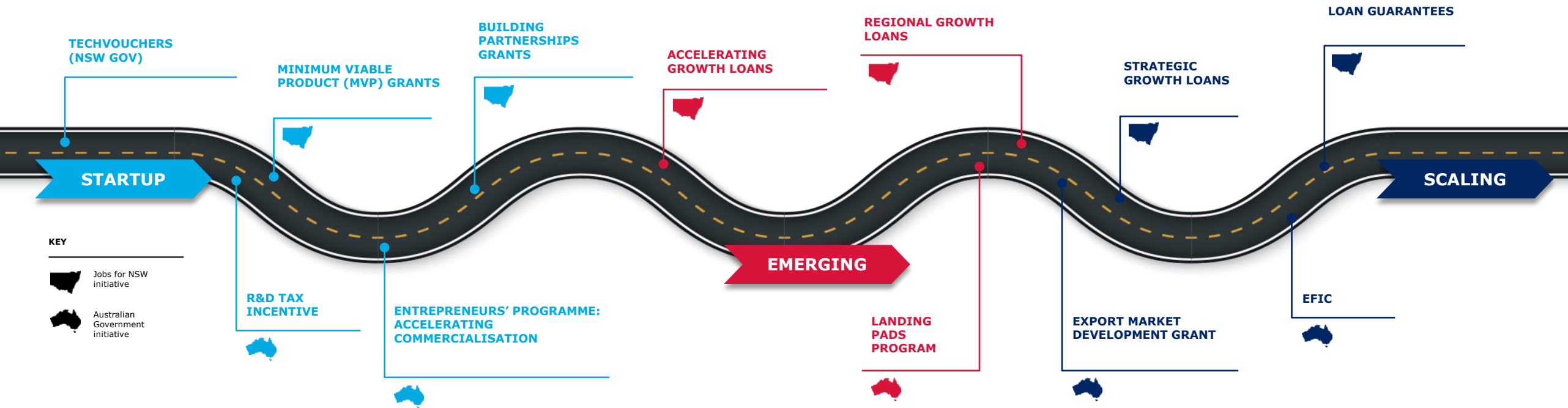
How to access government funding

- 1 Shop around
- 2 **Call us**
- 3 Make sure you're eligible
- 4 Address ALL the eligibility criteria
- 5 **If you're stuck then call again!**
- 6 If you're not successful - find out why

Use our online Product
Matcher and take the
prequalification quiz at:

www.jobsfornsw.com.au

Jobs for NSW Funding Roadmap



Binary Beer



About 10% of the world's beer kegs are lost or stolen each year from incorrect deliveries and insecure storage outside bars.

1

NOV 2016

Chosen for Global Business Bootcamp – MassChallenge (sponsored by NSW Government)

2

FEB 2017

Finalist: Global Pitchfest (Boston)

3

MAR 2017

Applied for MVP Grant (\$25,000)

4

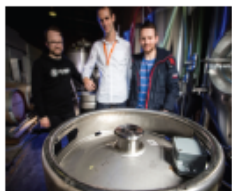
MAY 2017

Approved for MVP Grant Co-Funding

5

JUL 2017

Investment



Pressure test their idea

Pivot their idea: New target market and widened product offering

To create concept and initial prototype

Once prototype is refined, allows company to pilot with a local beer brewing company

Australian technology set to be trialed by international craft brewers

- ✓ Solving a real problem / need
- ✓ Innovative application of IoT technology
- ✓ Opportunity to scale beyond their target sector
- ✓ Researched based solution
- ✓ Supporting a startup based in regional NSW

STARTUP CASE STUDY

Binary Beer – North Wollongong



Jobs for NSW helps beer kegs go digital

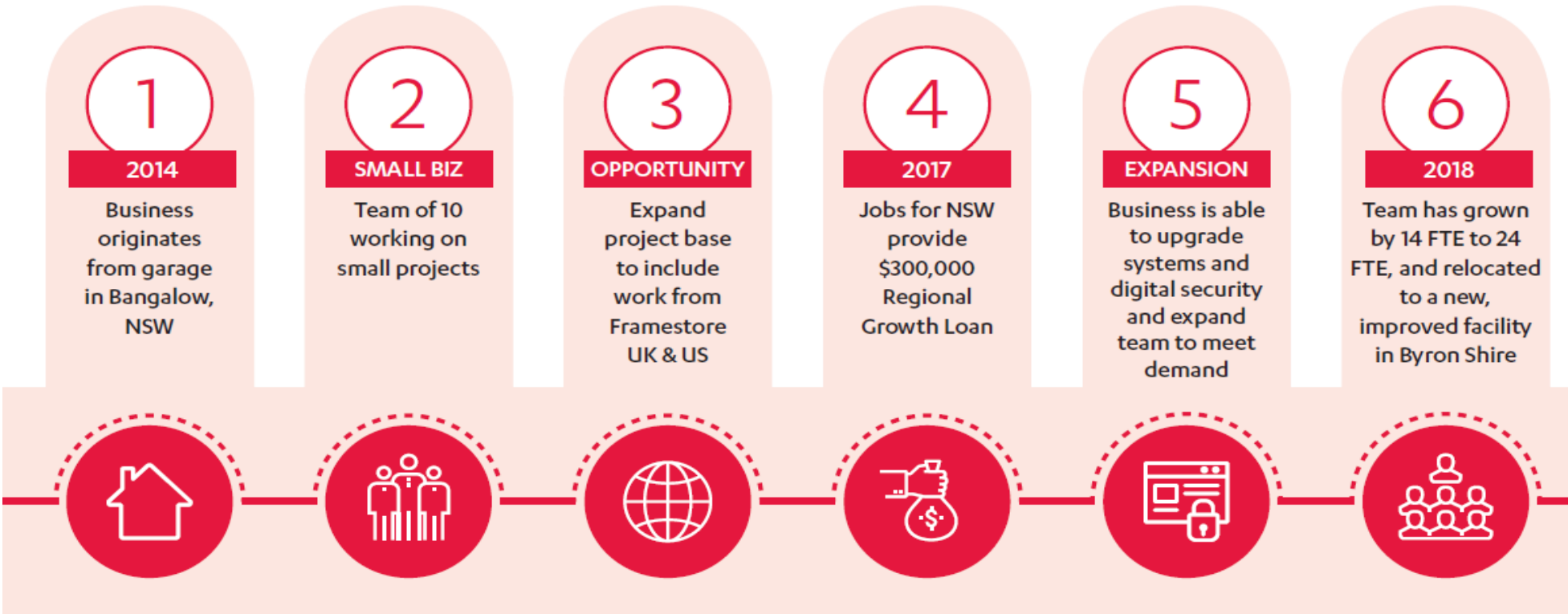
- After receiving a **\$25,000 Minimum Viable Product grant** from Jobs for NSW, Binary Beer was able to run a trial with local brewing company Five Barrel Brewing Co to gather results from their sensors in a real-world environment.

“ [The grant] allowed us to iron-out problems such as tracking the kegs in cool rooms that are surrounded by metal, which block electromagnetic waves

Michael Burton

”

Cumulus VFX



- ✓ Diversified client base
- ✓ Global
- ✓ Supporting regional skills development
- ✓ Sticky clients
- ✓ Customer centric approach



"I hope to be able to bring on one junior for every senior staffer that I hire".

Will Gammon, Founder, Cumulus VFX



Cumulus VFX

Bangalow NSW - Regional Growth Loan 2017



‘I hope to bring on
one junior for every
senior I hire’

Will Gammon
Founder, Cumulus VFX

ModelCo

1

Founded in
2002
by Shelley
Sullivan

2

Developed
partnership
with Karl
Lagerfeld on
limited
edition
make-up
line

3

Received a
Strategic
Growth
Loan from
Jobs for
NSW in
2018

4

Plans to
turbocharge
international
expansion



- Opportunity with prominent global partner
- High growth company
- Numbers matched the story

How to be successful

1. **Be clear about your problem and your solution**
2. Read the criteria
3. **Be realistic about market opportunity and key customers**
4. Be transparent / share all info
5. **Match your numbers to your story**
6. Think beyond local markets
7. **Don't forget about the jobs**



Questions?

Contact Jobs for NSW

Call: 1300 JOBNSW (1300 562 679)

Visit: jobsfornewsw.com.au

Email: enquiries@jobsfornewsw.com.au

