

MEDIA RELEASE

Tuesday 15th September 2020

The Studio, Australia's leading creative and technology incubator, launches new Founders' Program, offering fully-funded places.

Since launching operations in the Sydney Startup Hub on the 1st of March 2018, The Studio has incubated more than 80 startups that have collectively attracted A\$41 million in investments and created hundreds of new jobs.

"With the impacts of COVID-19 being felt across all industries, now more than ever before, technology startups are needed to reimagine and restart businesses and industries to help grow the Australian economy", says Chantal Abouchar, CEO and Founder of The Studio.

For its new Founders' Program, The Studio has adopted a hybrid virtual and in-person model. Partnering with Startup Onramp, the 6-week guided program will be delivered virtually and supported by a range of live educational activities, including masterclasses, industry specialists, mentors and entrepreneurs and The Studio's expert-in-residence, David McKeague.

"Early-stage through to established startups are invited to apply", explains Chantal Abouchar, CEO of The Studio, "Often startups have knowledge gaps and this program will also benefit existing founders."

The Studio Founders' Program will help startups develop and hone commercial skills, education, and knowledge to validate and accelerate their businesses to be globally competitive.

While The Studio specialises in startups across communications, media and creative technologies, The Studio is industry agnostic and supports startups across all industries and invites them to apply.

Applications for the **2020 Q4 Cohort** are open now and close Sunday the 11th of October, 11:59pm (AEST). For more information and to apply, visit www.thestudio.org.au/founders-program.

The Studio's 2020 Founders' Program is made possible by the generous support of The City of Sydney, Cultural Sector Resilience Grant.

-ENDS-

Click [HERE for High resolution media images in dropbox](#)

For media enquiries please contact:

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More information: www.thestudio.org.au

Media Release: 20 October 2020

For immediate distribution

The Studio launches new Founders Program with 28 startups

- 28 startups
- 46% female founders
- 15 different countries of origin
- 2 indigenous founders
- 5 decades spanned in age of cohort

[The Studio's](#) new Founders Program launched this week, welcoming 28 startups into the fully-funded program.

Startups in the program are working across a range of industries including publishing, entertainment, games/animation, communications, design/fashion, events, health, finance, sport and exports.

The Studio's CEO and Founder, Chantal Abouchar, said, "The time is ripe for entrepreneurial activity. The current pandemic has increased the rate of digital disruption across all industries. This increases opportunity for startups and creates the right conditions for potential customers and incumbents to be more receptive."

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David McKeague in his welcome address said, "Software is eating the world, industry after industry. The first industries to be disrupted were newspapers and music. We are now about half way through the digital revolution. Entrepreneurs have another 30 years to seriously disrupt major industries. It's a fantastic moment to be an entrepreneur."

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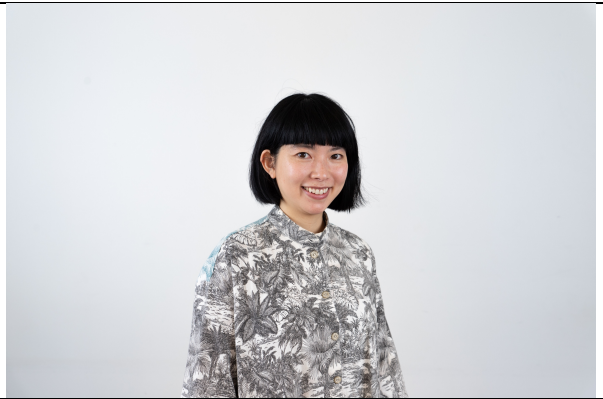
To be notified when applications open for a fully-funded spot in next years' program:

<https://www.thestudio.org.au/founders-program-application-form/>

END

Participants from the Pilot Founders' Program 2020

Margaret (Chun-I) Hwang, Designer and Artist Founder and Creative Director: @soyyo.doodle, that creates original drawings and characters with text to explain idioms and expressions for non-native speakers of the English language. Soyyo Doodle is currently hard at work explaining Australian slang, narrowing the gap between text books and real life.



Sam McCool, Comedian and Performer Founder of Virtual Host.
Due to Covid-19, businesses have transitioned from live events to virtual events. Even with the return of live events there is a new market for virtual events done well. Virtual Host connects performers, actors and comedians with virtual event hosting and performing opportunities. Our online event service also includes writing creative content, communications strategy and pre-recorded video and live-stream production. We tailor topics for clients, from simple virtual networking sessions through to online TV- style talk shows, to ensure an engaged audience.



Paula Jones, Record Producer & Engineer Co-Founder, blindchihuahua.com
Blind Chihuahua is working to bring interactivity to the passive user experience of live concert streaming. It aims to give millions of music fans the ability to dance and interact with artists from their homes as photorealistic avatars, using no special equipment (VR headsets, for example) other than a webcam enabled device. Live festivals and gigs from all over the world, become an immersive experience for an artist's global audience, using a simple but fun browser based platform.



SJ Stark, Producer/Director – Documentary & Factual Founder: <https://contrastmedia.com.au/>
85% of Australian media is white anglo. Contrast Media breaks this cycle. A first nations independent media and documentary business, Contrast Media is building a global brand. SJ says: "Our mission is to transform perceptions and captivate an audience. At Contrast Media we don't just tell stories, we help tell YOUR story. Our leading creative production studio is dedicated to quality video production and photography, with a team led by innovative creatives and visual storytellers."



Conor Stack, Animator

Founder: www.stackcreativeworks.com

Stack Creative Works is an agile animation studio developing a high-tech/low-budget production pipeline that enables entertainment to be generated in real-time based on audience participation, creating unique must-watch experiences for large virtual audiences.

The method of audience participation in online content using social media has scalable potential across different formats of media. SCW's first original IP is a cartoon aimed toward basketball and sneaker fans ages 14 + up. We have several other IP in development for broader international audiences.



Susan Hansen, Founder of <https://meyd.it/>, slow fashion.

Meyd.It uses technology to connect makers, wearers and suppliers. It matches eco-friendly consumers and slow fashion creatives regardless of location. In Australia Tailoring and clothing manufacture is a A\$1 billion industry; globally US\$3.3 trillion. Its responsible for 2.1 billion metric carbon emissions. Meyd.It is helping the industry get to net zero emissions by 2030.



Victor Cheong, Founder & CEO, CoinDogg.com, an online platform for buying and trading cryptocurrency for digital assets. Victor's vision is to help content creators monetise through crypto and assist emerging content creators get access to what they need through crypto's online global marketplace.



Sandra Pires, Founder & CEO, Yesterdays' Stories, an app providing geo-located video histories in historically significant locations across Australia. It provides locals and tourists alike with a customised and immersive educational experience and cultivates an appreciation and understanding of Australia's rich past.



**Will Tredinnick, Theatre and Artist Management
Co-Founder, Factotum**

Factotum is a database that supports independent performing artists find solutions to industry-specific problems in early career.

The platform includes resources such as rehearsal spaces, performance venues, a database of specialists in their field, and opportunities across the sector.

Factotum's mission is to provide a space that cultivates collaborative opportunities between independent artists, and gives them access to practical information to support their craft and/or develop and build their businesses.



**Xueting Zheng
Founder, CEO: <https://www.thexlab.com.au/>**

X Lab is a creative digital agency dedicated to bringing international education providers to the Chinese market.



Sandra Lee Paterson, Stage & Screen Professional.

Founder & CEO, www.actonitworld.com, a global directory of Screen Industry Professionals & Creatives.



**Robert Morton, Cinematographer
Founder and CEO: www.kitshare.com.au**

How do you find affordable film equipment locally or how do you make money on your film equipment whilst it sits idle?

Kitshare is an online rental marketplace connecting filmmakers and photographers to rent and hire equipment and creative space from each other.

The global value of the entertainment and media market is around \$2.3T in 2020 and rentals make up around \$350B. The Media and Entertainment Industry will grow significantly over the next 3-5 years, propelled by an increase in competition by Streamers, Advertising and other forms of Media.



The Studio Founders' Program, Q4 2020

Day 1: Welcome and Induction Schedule: Monday 19th October 2020

9am – 9.45am:

Foyer

Arrival and check in

Dining Room / Kitchen

- Coffee, tea & pastries with barista training
- Meet and greet cohort

9.45am - 11am:

The Lounge

- Welcome from The Studio team - Chantal Abouchar, CEO and Mary Anne Tuazon, Programs Manager
- Program Overview
- Welcome and Q&A (virtual) with Colin Kinner from Startup Onramp
- Cohort Elevator Pitches

11am:

Welcome address from The Studio's EiR, David McKeague followed by Q&A

11.45:

Tour of The Studio
Desk allocation

Midday: Finish

**The Studio's 2020 Founders' Program is made possible by the generous support of
The City of Sydney, Cultural Sector Resilience Grant.**

The Studio Founders' Program, Q4 2020

Week 1

Schedule: Friday 23rd October 2020

8.30am – 10.00am:

The Lounge

Photo Shoot, individual and group shots

Dining Room / Kitchen

Cohort informal catch up: Coffee / Tea, Pastries

10.00am – 11.30am:

The Lounge

Ask-Me-Anything: David McKeague, Serial Entrepreneur and The Studio's EOI

11.30am – 11.50am: Mini-Break

11.50am – 1.00pm: [Skills Workshop: Legals #1:](#)

Legals for Startups, Ask Me Anything Legals: Sam Berry from Chris Chow Creative Lawyers,
<https://chrischowcreativelawyers.com.au/>

1.00pm – 2.00pm: BYO Lunch

2.00pm – 3.00pm: [Marketing Workshop #1:](#)

Marketing for Startups: Christo Hall - Co-Founder, Head of Marketing: Basic Bananas
<https://www.basicbananas.com/>

3.00pm – 3.15pm: Mini Break

3.15pm – 4.30pm:

[Founder Story #1:](#) Mohit Sharma, V Breathe: "The Journey from Startup to IPO"
<https://www.vbreathe.com/>

4.30pm:

Pizza, Drinks & News

5.00pm: END

The Studio Founders' Program, Q4 2020

Week 2

Schedule: Friday 30th October 2020

9.00am – 9.15am

Dining Room / Kitchen

Cohort informal catch up: Coffee / Tea, Pastries

9.15am – 9.45am

The Lounge

Cohort: News, Wins, Asks

9.45am – 10.30am

The Lounge

Q&A with Colin Kinner, Startup OnRamp / Online Course

10.30am – 10.40am: Mini-Break

10.40am – 11.40am

Ask-Me-Anything: David McKeague, Serial Entrepreneur and The Studio's EOI
Co-Founder, <https://www.curiousthing.io/>

11.40am – 11.50am: Mini-Break

11.50am – 1.00pm: Skills Workshop: Investment

Philip Argy, Sydney Angels: <https://www.sydneiangels.net.au/>

1.00pm – 2.00pm: BYO Lunch

2.00pm – 3.05pm: Masterclass: Business Masterclass

Mike Vasavada, <https://www.mobiddiction.com.au/>

Roadmap for Startups - Key Things to Get Right in the First 6 Months

3.05pm – 3.15pm: Mini Break

3.15pm – 4.30pm: Founder Story

Ricky Sutton, Co-Founder, <https://oovvuu.com/>

4.30pm:

Dining Room / Kitchen

Cohort informal catch up: Pizza & Drinks

The Studio Founders' Program, Q4 2020
Week 3
Schedule: Friday 6th November 2020

9.00am – 9.15am

Dining Room / Kitchen

Cohort informal catch up: Coffee / Tea, Pastries

9.15am – 9.45am

The Lounge

Cohort: News, Wins, Asks

9.45am – 10.40am

The Lounge

Skills Workshop: Marketing, "Your Brand Story"

Jacqui O'Brien, CEO/Founder: The Persuaders, <https://persuaders.com.au/>

10.40am – 10.45am: Mini-Break

10.45am – 11.40am

"Ask-Me-Anything": David McKeague, Serial Entrepreneur and The Studio's EOI

Co-Founder, <https://www.curiousthing.io/>

11.40am – 11.50am: Mini-Break

11.50am – 1.00pm: Skills Workshop: Investment

Daniel Veytsblit, Investment Director: Investible, <https://investible.com/>

1.00pm – 2.00pm: BYO Lunch

2.00pm – 3.10pm: Skills Workshop: Investment

Daniel Hallawi, CEO & Founder: Kapvista, <https://kapvista.com/>

Jason Hood, CEO & Founder: BourkeHood, <https://bourkehood.com/>

3.10pm – 3.15pm: Mini Break

3.15pm – 4.30pm: Founder Story

Jason Hosking, Co-Founder Hivery, <https://www.hivery.com/>

4.30pm:

Dining Room / Kitchen

Cohort informal catch up: Pizza & Drinks

The Studio Founders' Program, Q4 2020
Week 4
Schedule: Friday 13th November 2020

9.00am – 9.15am

Dining Room / Kitchen

Cohort informal catch up: Coffee / Tea, Pastries

9.15am – 9.55am

The Lounge

Cohort: News, Wins, Asks

10.00am – 10.55am

The Lounge

Skills Workshop: Pitch Deck Masterclass presented by Tim Parsons

<https://www.linkedin.com/in/timparsons/>

10.55am – 11.00am: Mini-Break

11.00am – 11.55am

“Ask-Me-Anything”: David McKeague, Serial Entrepreneur and The Studio's EOI

Co-Founder, <https://www.curiousthing.io/>, <https://www.linkedin.com/in/mckeague/>

11.55am – Midday: Mini-Break

Midday – 1.00pm: Skills Workshop: Scaling Globally

“Hong Kong startup ecosystem, updates and trends, business opportunities and case studies unicorn sharing”, Yin Robards, Deputy Head, Australia & NZ, Invest Hong Kong,

www.investhk.gov.hk

1.00pm – 2.00pm: BYO Lunch

2.00pm – 3.05pm: Skills Workshop: Scaling Globally

“Scaling Globally into India”, Ifran Malik, www.inqinnovation.com

[linkedin.com/in/irfanmalikmobility](https://www.linkedin.com/in/irfanmalikmobility)

3.05pm – 3.15pm: Mini Break

3.15pm – 4.30pm: Founder Story, Yanir Yakutiel , Co-Founder LUMI

<https://www.linkedin.com/in/yaniryakutiel/>, <https://www.lumi.com.au/>

4.30pm:

Dining Room / Kitchen

Cohort informal catch up: Drinks & Snacks

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The Studio Founders' Program, Q4 2020
Week 5
Schedule: Friday 20th November 2020

8.30am – 9.15am

Dining Room / Kitchen: Cohort informal catch up: Coffee / Tea, Pastries

9.15am – 9.55am

The Lounge: Cohort: News, Wins, Asks

10.00am – 10.55am

The Lounge: Scaling Globally

Austrade / Landing Pads Presentation: Lasya Rao, Community Engagement Manager, Austrade, <https://www.austrade.gov.au/landingpads>

10.55am – 11.00am: Mini-Break

11.00am – 11.55am: Ask-Me-Anything

David McKeague, Serial Entrepreneur and The Studio's EOI

Co-Founder: <https://www.curiousthing.io/>, <https://www.linkedin.com/in/mckeague/>

11.55am – Midday: Mini-Break

Midday – 12.50pm: Skills Workshop: Investment

Lynda Coker, Scale Investors: <https://scaleinvestors.com.au/>

12.50pm – 1.30: BYO Lunch

1.30pm – 2.25pm: Founder Story

Paul Becker, <https://www.linkedin.com/in/paul-becker-3823b512/>

Art Money: <https://www.artmoney.com/au>,

2.25pm – 2.30pm: Mini Break

2.30pm – 3.20pm: Skills Workshop Marketing

Podcasts & Growing your Brand: Josh Butt, Ampel, <https://www.linkedin.com/in/joshbutt/>

3.20pm – 3.30pm: Mini-Break

3.30pm – 4.30pm: Founder Story

Jenny Atkinson, <https://www.linkedin.com/in/jennyatkinson/>

Little Scribe: <https://www.littlescribe.com/>

4.30pm:

Dining Room / Kitchen: Cohort informal catch up: Drinks & Pizza

**The Studio's 2020 Founders' Program is made possible by the generous support of
The City of Sydney, Cultural Sector Resilience Grant.**

The Studio Founders' Program, Q4 2020
Week 6
Schedule: Friday 27th November 2020

8.30am – 9.15am

Dining Room / Kitchen: Cohort informal catch up: Coffee / Tea, Pastries

9.15am – 9.55am

The Lounge: Cohort: News, Wins, Asks

10.00am – 10.55am

The Lounge: Ask-Me-Anything

Colin Kinner, Startup Onramp

10.55am – 11.00am: Mini-Break

11.00am – 11.55am: Ask-Me-Anything

David McKeague, Serial Entrepreneur and The Studio's EOI

Co-Founder: <https://www.curiousthing.io/>, <https://www.linkedin.com/in/mckeague/>

11.55am – Midday: Mini-Break

Midday – 12.50pm: Skills Workshop: Investment

Kylie Frazer, Eleanor Venture, www.eleanor.vc

12.50pm – 1.30: BYO Lunch

1.30pm – 2.25pm: Skills Workshop: Legals

Sam Berry, Special Counsel, Head of Media & Commercial:

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

2.25pm – 2.30pm: Mini Break

2.30pm – 3.20pm: Skills Workshop: Investment

Pierre de Villecourte, ICM Ltd, <https://www.icm.limited/>

3.20pm – 3.30pm: Mini-Break

3.30pm – 4.30pm: Founder Story

Kylie Ahern, Founder and CEO, STEM Matters, www.stemmatters.com.au and

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

4.30pm:

Dining Room / Kitchen: Cohort informal catch up: Drinks & Pizza

**The Studio's 2020 Founders' Program is made possible by the generous support of
The City of Sydney, Cultural Sector Resilience Grant.**

The Studio Founders' Program, Q4 2020
DEMO DAY – Week 7
Schedule: Friday 4th December 2020

Founders only:

7.30am: Networking, coffee/tea, pastries

8.30 – 9.45am: Photoshoot

9.50am: Doors Open, Level 1 Auditorium

10.00am – 11.30am: Demo Day, Morning Session #1

Host: Sam McCool; Format: 5 minute pitches & up to 5-minute Q&A

Welcome from Chantal Abouchar, CEO The Studio and Mary Tuazon, Programs Manager

11.30am – 11.45am: Mini-Break

11.45am – 1.00pm: Demo Day, Morning Session #2

1.00pm – 2.00pm: LUNCH BREAK

2pm – 3.15pm: Demo Day, Afternoon Session #1

3.15pm – 3.25pm: Mini-Break

3.25pm - 4.30pm: Demo Day, Afternoon Session #2

4.30pm: Celebratory Drinks & Snacks

Please join us on Level 6, The Studio, Dining Room & Lounge

ActOnIt: ActonitWorld.com; Founder, Sandra Lee Paterson; slp@oncamera.net.au
Amelio Health: ameliohealth.com; Founder, Kathy Hubble; kathy@ameliohealth.com
Blend AI: blend-ai.com; Founder, Dean Krowitz (Co-Founder); dean@blend-ai.com
Blind Chihuahua: blindchihuahua.com; Founder, Paula Jones; paula@blindchihuahua.com
ChefsThatCare™: chefsthatcare.com; Founder, Jake Gudgad; info@chefsthatcare.com
CoinDogg: coindogg.com; Founder, Victor Cheong; vche036@gmail.com
Contrast Media: contrastmedia.com.au, Founder, SJ Stark; contrastmedia.2@gmail.com
Diversee: App on the Apple App Store; Founder, Hayes O'Connor; hayesoconnor@gmail.com
Event Buzz 360: EventBuzz360.com; Founder, Nicole Santer; hello@EventBuzz360.com
Export Connect: exportconnect.com.au; Founder, Najib Lawand; najib@exportconnect.com.au
Factotum Company: linkedin.com/in/will-tredinnick-592a3384; Founder, Will Tredinnick; willtred@gmail.com
Flexd: Flexd.app; Founder, Christian Lazano; Christian@Flex-app.page
Good Lioness: goodlioness.com.au (currently redirected to fitzbiz.com.au); Founder, Brindha Gunasingham; brindha@fitzbiz.com.au
JRAFT: <https://www.tryjraft.com/>; Founder, Alex Pan (Co-Founder); alex@albion.media
Kitshare: www.kitshare.com.au; Founder, Robert Morton; hello@kitshare.com.au
Leanmote: www.leanmote.com; Founder, Diego Giron; diego@leanmote.com
Meydit: Meyd.it, Founder, Susan Hansen; susun@me.com;
Negotium: negotiumbroking.com; Founder, Edward Johnson; info@negotiumbroking.com
Outflank: outflank.com.au; Founder, Jesse Sudich; jesse.sudich@gmail.com
SoyYo Doodle: instagram.com/soyyo.doodle; Founder, Margaret (Chun-I) Hwang; margy.studio@gmail.com
Stack Creative Works: stackcreativeworks.com; Founder, Conor Stack; conor@stackcreativeworks.com
Story Antics: storyantics.com; Founder, Lara Solomon; lara@storyantics.com
Sugar Tooth: <https://sugartooth.co/>; Founder, Phyllys-Sarah Elizabeth Naidu; desserts@sugartooth.co
Virtual Host: <https://www.sammccool.com/>; Founder, Sam McCool; sam@sammccool.com
Vue Motion: vuemotionlabs.com; Founder, Ryan Talbot; Ryantalbot@vuemotionlabs.com
Women Can Fly: womencanfly.co; Founder, Kimiyo Aizawa; k.aizawa2018@gmail.com
XLab: linkedin.com/in/xuetingzheng; Founder, Xueting Zheng; xuetingzheng@icloud.com
Yesterday Stories: yesterdaystories.com.au; Founder, Sandra Pires; sandra@yesterdaystories.com.au

| Founder | Startup URL | Testimonial |
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| Dr. Brindha Gunasingham, Good Lionness | www.goodlionness.com.au (currently redirected to the main business www.fitzbiz.com.au) | <p>I am fortunate to have been accepted into The Studio Founders Program. I applied for the program, for two main reasons:</p> <p>Firstly, The Studio’s focus, beginning with the application process itself, has been on building scale and targeting globalisation. I think these are factors that are very important for Australian and NSW start-ups to succeed. In my experience to date, this vision has not been as prevalent as it should be within the Australian start-up eco-system.</p> <p>My second reason for applying was to “find my tribe”, since being an entrepreneur and founder can be very lonely. Sharing the support and collective knowledge from a cohort, who have experienced (or are experiencing) similar challenges can be very helpful.</p> <p>My fellow participants hail from a wide variety of industries, with different experiences. I continue to learn from their insights, and we are able to bounce ideas of each other. Our discussions have also served as a catalyst for me to innovate further, in building my start-up and designing customer solutions.</p> <p>As both a founder, and a previous designer and deliverer of university degree programs in entrepreneurship, marketing and finance, I feel I have a useful foundation with which to evaluate the program. It has provided a very helpful mix of knowledge, tools and practical ideas with which to build and quickly scale our start-ups – both via the Start-up Onramp online program and via the in-person workshops. Having access to experts and successful entrepreneurs, via both, is invaluable. We have been able to gain insights from their experiences, and leverage their knowledge of potential issues, so that we can try and avoid those pitfalls along our own entrepreneurial journeys.</p> <p>Overall, I believe that The Studio Founders Program is providing a critical service and playing a crucial part in building, and expanding the success of the Australian and NSW entrepreneurial landscape.</p> |
| Sandra Pires, Yesterday Stories | yesterdaystories.com.au | <p>I am currently launching my platform and the timing has been perfect. All the questions I've had around launching, go to market strategy, marketing and other things were answered by experienced founders and investors. We are also hoping to form partnerships with other business owners in the cohort. This series was so relevant to the media tech industry.</p> |

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| <p>Hayes O' Connor Diversee</p> | <p>https://apps.apple.com/au/app/diversee/id1521331398</p> | <p>The Founder's Program at The Studio has been invaluable. I felt that I had this great idea, but had no idea what to do with it. The program helped me through the Friday sessions and the online component to hone the idea and set out next steps. I had found that as a female founder it was difficult to find and connect with other female entrepreneurs. This program built a diverse cohort and I was able to meet other female founders and discuss strategies, difficulties, and myriad other things with them.</p> <p>The entire cohort has been fantastic. Other founders are super helpful in sharing pieces of their journey and helping with resources. I have met some great friends and have definitely expanded my network in the startup community. I think the Founder's Program is an incredible resource for new founders looking for that next step and it is especially valuable for female founders to connect with one another.</p> |
| <p>Victor Cheong CoinDogg</p> | <p>http://coindogg.com</p> | <p>The Founders Program provided amazing insight and useful resources into the experience of great entrepreneurs. They have created a place for like-minded individuals to share and learn about what it takes to build a successful startup.</p> |
| <p>Ryan Talbot Founder, VueMotion Labs</p> | <p>www.vuemotionlabs.com</p> | <p>As a founder of VueMotion Labs, I knew it was important to get the right guidance, mentorship and advice from industry experts, so we decided to apply for a spot in The Studio Founders Program.</p> <p>I started with the program in October 2020 which was the perfect time for our business, as we were starting to grow rapidly and looking for investment into the company.</p> <p>The Studio has been a fantastic opportunity and experience, providing great support, coaching, mentoring, masterclasses and more. The connections I have made through The Studio have been invaluable to me and my team, as well as the tremendous support with The Cohorts and network.</p> <p>Having access to a membership and community during this program has really helped guide us in the right direction.</p> |
| <p>Jesse Sudich Outflank</p> | <p>https://www.outflank.com.au</p> | <p>I applied for the Founder's Program to gain some direction for my software project which I had spent a lot of time coding but not a lot of time thinking about how to implement in the real world. The program got me out from behind my keyboard and into a friendly, exciting, dynamic and supportive community of founders, experts and The Studio's excellent crew.</p> |

The in-person talks on Fridays have been top-notch. I've been particularly impressed with the wisdom that has been conveyed by the speakers, who not only have deep, real-world experience, but who are also honest enough to outline the mistakes from which they have learned the hard way, and are wise enough to see their challenges and hardships as ultimately invaluable. There are some seriously well-intentioned and inspiring individuals giving their time here. The subject matter of the speaker sessions is intelligently interwoven with the modules of the online course, 'The Founder's Program' provided by Colin Kinner of Startup Onramp which is full of vital information and exercises covering many aspects of startup methodology.

Having come into the program with a highly-developed software product with an underdeveloped strategy, the course has really helped me to hone in on what to do about getting it out into the world. It has forced me to think deeply about things that I have long avoided thinking about, and to further hone those thoughts by being able to bounce them off my fellow founders and the visiting and resident experts. All of a sudden, the vast, daunting landscape of how to interface a project with the real world is starting to reveal some clear paths forward.

Furthermore, having access to a desk and the swanky facilities at The Studio — as well as being incredibly cool — also puts you in contact with the people who base themselves and their companies there as residents, further extending the access to expertise and potential networking opportunities.

On top of all this, the Sydney Startup Hub online community has a list of highly successful people who are willing to offer mentorship to those who seek it. Whilst a program such as this may, to an applicant, sound somewhat daunting at first, the friendliness of the staff, the speakers, the cohort of founders — and the wonderfully supportive and enthusiastic CEO of The Studio, Chantal — quickly show the environment to be relaxed, humorous and immensely enjoyable. I know that by the end of the course, I will have gained not only much knowledge and direction, but also some beautiful new friends.

This is a wonderful program which has been invaluable for me, and has led me to exploring all sorts of new ideas, and also to collaborate with other founders. It's important that the type of information conveyed through this course is made available to aspiring entrepreneurs because much of

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| | | <p>what comprises an intelligent startup strategy is counter-intuitive, and the teachings of this program are intended to save massive amounts of wasted time and money, which could be the difference between many a dream becoming a successful reality, or becoming a nightmare.</p> |
| <p>Kimiyo Aizawa Women Can Fly</p> | <p>https://www.womencanfly.co/</p> | <p>I applied because I wanted to gain new opportunities, necessary knowledge and people who can enhance each other. The online program is great because you can effectively learn the information you need to start a business step by step and learn iteratively. In the session on Friday, and be very inspired by hearing from real investors and industry experts who are active in the front lines. The balance between online and in person sessions is highly effective.</p> <p>Above all, it's not only great to meet other enthusiastic participants, but it's also very motivating during the founding process, which is often difficult when flying solo.</p> <p>The positive support I received from the staff at The Studio, as well as the facilities which they provide which have excellent hours of access, especially to someone with a new startup like me. Thank you so much for such an opportunity!</p> <p>Highly recommended to anyone who struggles with what's next. You are not alone, together we can achieve more.</p> |
| <p>Sandra Lee Paterson Act On It</p> | <p>ActonitWorld.com</p> | <p>I applied for the startup course after 5 years of working on my App project ActOnit because I was feeling stuck, blocked, uninspired, downright frustrated and depressed. Uncertain as to the next steps I needed to take to move my project forward.</p> <p>The founders program was just what I needed. Friday sessions with access to the vast array of experienced, talented and successful professionals, too many to name but all have been invaluable and inspiring. Sharing not only their valuable insights and vast experience but also their own emotionally wild roller coaster journeys. I found hearing these stories particularly encouraging after my own experiences and difficulties over the last 5 years. Additionally, being introduced to different investors, gaining their perspectives and connections has been very encouraging.</p> <p>The online program, Startup Onramp has provided guidance and an</p> |

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| | | <p>awesome education, crammed into sizable and palatable modules, this made for easy digestion. Colin's progressive Q&A and online forum as part of the program has been very helpful.</p> <p>A special thank you for Mary's assistance and the whole The Studio team and community team's help with speedy answers to my many questions, or difficulties with my IT issue's and needs, green screen studio or podcast bookings... they effortlessly made light of my tech shortcomings.</p> <p>A huge thankyou to Chantal for her encouragement and help, I am very grateful for the wonderful opportunity. And to all on the board for the chance to have such a stimulating and fulfilling experience.</p> |
| Xueting Zheng X-lab | <p>Website not yet created; LinkedIn URL of Founder: https://www.linkedin.com/in/xuetingzheng/</p> | <p>This is Xueting. I am the founder of "X Lab". The Founders Program has exceeded my expectation.</p> <p>I am a first-time startup founder who has been looking for understandings on the journey ahead. The Founders Program gives me exactly that. The online courses equipped me with knowledge on practical aspects of creating a successful startup. The guest speakers on the site gave me interesting insights on founder's mindset, something very different from being an employee that many of us used to be.</p> <p>David McKeague, the Expert-in-Residence at The Studio delivered the best talks among all. Being a serial entrepreneur, he is truly an expert in the area. He articulated many complicated concepts so well. I am grateful the Founders Program organized him to talk to us every week.</p> <p>The classmates at the program were just amazing. It is a privilege to know their interesting startup ideas. It is also very nourishing to know someone who are in the same journey as you since startup life can be very lonely.</p> <p>I would highly recommend the Founders Program to every early startup founder.</p> |
| Najib Lawand, Export Connect | <p>www.exportconnect.com.au</p> | <p>We jumped at the opportunity to join the Founders Program for two main reasons. One is that we have a validated idea but not the technical capabilities to follow through, or even the knowledge to determine what capabilities we in fact need. The other is that The Studio has a great reputation in the StartUp industry. And we are certainly glad that we did - the online tutorials and in-person presentations, these have accelerated our technical understanding by at least 6 months! We're now working with</p> |

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| | | <p>one cohort member and one online presenter to build our digital solution. The new launch date is February 2021 - well ahead of our original plan and considerably under budget. Thank you to Chantal, Mary and the team for a very rewarding experience!</p> |
| Sam McCool Virtual Host | <p>No website created yet; LinkedIn URL of Founder: https://www.linkedin.com/in/sam-mccool-9b89aa33/</p> | <p>I've found The Studio Founders Onramp an invaluable course. As entrepreneurs, it's easy to get carried away with creative ideas we think may fix problems and change the world, but this course helps you structure your business ideas through a filter which makes sure they're viable and have every chance of success. The online videos are super easy to watch and very engaging. Learning from the mistakes and lessons of others is a real-world approach to learning, and makes the course very pragmatic.</p> <p>The live sessions on Friday's are a great way to build a community of like-minded start up entrepreneurs that not only motivates to keep pursuing your start up idea, but also facilitates collaboration and mutual assistance. The speakers are all veterans of the startup tech space and are filled with real world advice from their own personal experience. In summary, it's a well structured course and well worth one's time and investment.</p> |
| Robert Morton Kitshare | http://www.kitshare.com.au | <p>The Founders 6-week program is designed to inspire the next generation of Australian entrepreneurs. Applying gave me the opportunity to meet, share experiences and build friendships with like-minded individuals. The Friday sessions have been invaluable to connect in person with experienced founders and industry experts to learn about building, growing and scaling a startup. Chantal, Mary and The Studio team have provided ongoing support and guidance to help each founder discover their Startup's journey.</p> |
| Christian Lazano Flexd | https://Flexd.app | <p>The Studio's Founders Program has been really great so far. The Friday sessions are really useful and informative, especially the Q&A session. Not only that, Startup On Ramp is also a really helpful resource because they dive deeper into each topic. The part that I found helpful the most is the cohort. It's good to have people who are in the same journey as you along with you, because then you can bounce ideas, brainstorm and even learn from them. Plus the cohort is full of awesome people, again, the best part of this program.</p> <p>Again, thank you for the opportunity and the founders program is a great program for anyone starting out or scaling up.</p> |
| Lara Solomon Story Antics | https://storyantics.com | <p>I applied for The Studio founders program to meet other founders and be able to bounce ideas with them. The program has enabled me to meet</p> |

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| | | <p>some interesting people all at different stages of their journeys. I have enjoyed coming in each Friday for the speakers sessions, and in particular listening to seasoned entrepreneurs share their experiences. For those just starting their entrepreneurial adventure the online learning is fabulous.</p> |
| Jake Gudgad Chefs that Care | www.chefsthatcare.com | <p>The amount of knowledge I have amassed was extremely useful to help me develop my startup projects. In just 3 weeks I already accomplished what I needed to do to get things moving and pitch my startup confidently to different grants and angel investors. I'm truly grateful to the extreme support and the friendly atmosphere they have provided during my fabulous journey with founders program of The Studio.</p> |
| Dean Krowitz & Michael Bezman Blend | https://blend-ai.com | <p>We were attracted to the Founders Program to expose ourselves to new ideas and understand the startup eco-system as a whole. Our experience has opened many new paths of exploration and exposed us to new ideas from a fantastic and wide ranging set of speakers. It has truly broadened our horizons.</p> <p>Have a base of operations in The Studio has been invaluable in creating a regular cadence and I've really enjoyed getting to know all of the cohort and their own stories of starting something from scratch.</p> <p>Thank you for the opportunity and platform to learn from.</p> |
| Paula Jones Blind Chihuahua | blindchihuahua.com | <p>I have run Blind Chihuahua, a concert livestreaming production company and PPV platform, for approximately two years. 2020 has proved a very challenging time for the live music industry and there is much fast-paced innovation going forward as we try to navigate the new normal. I and my production team have long been passionate about keeping audiences engaged while viewing online concert content. We came up with a game based tech solution to solve that issue but getting that off the ground requires multiple skills that we don't have in our arsenal just yet.</p> <p>Given that I was out of my depth in this new arena and the company had moved from being a production business to being a start-up, I began looking for resources to help get us headed in the right direction. I was thrilled to find The Studio, which as a creative tech accelerator was exactly what we needed. The 2020 Q4 founder's program was open for application and I decided to apply as The Studio has many different resources we could draw on, most notably people who have done this successfully and have learned the various pitfalls.</p> <p>Luckily I was accepted into the program and it has far outweighed my</p> |

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| | | <p>expectations. There is a ton of information online about how to pilot a startup and it is overwhelming and confusing. Having a desk at The Studio and access to actual people who are doing this around you is invaluable. There is a cohesive and easily understood program in place which allows you to learn quickly and efficiently and not waste time and effort trawling through misinformation. Also, it's incredibly helpful to learn from what other founders in the cohort are going through and where they are on their journey.</p> <p>The information sessions from experts on Fridays are inspiring and informative. Being able to talk and engage with them is something you can't do remotely with the same results. Just coming through the door of The Studio in the mornings makes you feel supported and encouraged that you're on the right track. Without this program I would have made multiple mistakes, and although it's challenging being on this journey and I'll likely make some anyway, having The Studio community around me will make my chances of success infinitely higher than they would have been if I had not attended this great program.</p> |
| Diego Giron CEO, Leanmote | https://www.leanmote.com | <p>I believe the program provides an insightful to dive into the startup world. I've read every single article of the course in Startup Onramp and took notes about it. But, more valuable is the connections here, the possibilities to discuss your project with other people and the free take aways from every Friday. The individual pitch deck evaluation I received was awesome. I've connected with startup owners and we are going to connect tech teams to receive advice in setting up our AI system to collect the right data, giving us the possibility to save time and money during our first steps into the entrepreneurial world.</p> |
| Edward Johnson & Ben O'Dea Negotium | https://negotiumbroking.com/ | <p>Having only recently come out of university-level startup programs, the founders program at The Studio was exactly what we needed to ramp up into the real world of incubators, accelerators and VC. I especially enjoyed the weekly Q&A sessions with the entrepreneur-in-residence, David McKeague, and the access to the range and quality of all guests and advisors cannot be understated. We were also sure to make use of The Studio's facilities, the meeting rooms, the green screen, and the free legal and other free one-on-one sessions. An excellent experience.</p> |