



Guidelines

OC Fund



In order to provide a better future for our motivated and inspired students, we've created the OC Fund.

This fund allows existing students and graduates the opportunity to access a pool of \$20,000 each year.

We believe in our students and their projects, so we want to grant the best projects with initial support and capital to kick-start their business.

The OC Fund - Grant will be a two-stage process:

- **Stage 1:** Application - Expression of Interest (EOI)
- **Stage 2:** OC Pitch Night



HOW TO APPLY?

Applications are made by submitting an Expression of Interest (EOI) to ocfund@originalcampus.edu.au.

In the EOI, applicants will be required to address the **Key Requirements**.



ELIGIBILITY

Applicants must either be enrolled or have completed the "Entrepreneur" or "Originator Program" at Original Campus. Any student or graduate of OC who has been enrolled in the eligible programs above can apply for the OC Fund. The maximum number of applications is two (2) per student and students may apply in two different years.

However, once an applicant has received an OC Fund Grant, they are ineligible to apply again.



KEY REQUIREMENTS

The Expression of Interest (EOI) must include the following elements:

- **Business Overview**
Applicants are required to provide a business summary or overview. (max 250 words)
The business summary/overview must include:
 - » product/service description
 - » vision/mission statement
 - » the team /sole trade
 - » market size and
 - » market opportunity
- **Lean Canvas**
Applicants are required to submit a completed Lean Canvas. Lean Canvas template: <http://bit.ly/35C1F4S>
- **Financial Viability**
Applicants are required to prepare a budget or financial projection and show how the project will be financially viable. They are also encouraged to highlight how the grant will assist them and how the funds will be utilised.



ASSESSMENT AND SELECTION

Applications must be submitted by the specified deadline. All applications will be assessed for eligibility by Original Campus and must meet the key requirements. Eligible applications will be evaluated by an "Assessment Panel" (comprising of at least two Original Campus staff). Original Campus may also appoint external members from the start-up/business community to assess applications.



Assessment Criteria – Stage 1

- **Business Overview**

A clear and concise business summary/overview.

The “assessment panel” needs to be satisfied that the applicant has thoroughly researched and considered their project.

- **Lean Canvas**

The applicant must have considered and completed each element of the Lean Canvas.

- **Financial Viability**

The applicant must consider financial viability, including financial projections and also explain how the funds will be used should they receive the grant.

Shortlisted applicants will be invited to Stage 2 of the application process which includes the delivery of a pitch at the annual OC Fund Event Night!

Pitch:

The delivery of a 5-minute pitch to the Assessment Panel, comprising of members of Original Campus and representatives from the start-up/business community at a pitch night to be held in May/June 2020.

The pitch will be followed by a Q&A. If you are unable to attend the pitch night, you may send a representative.

If there is no representation from the applicant, the application will be rejected.

Applicants will also have to supply a pitch deck (15 pages max) to the panel prior to their pitch.

<https://originalcampus.edu.au/blog/business-pitch-deck-101>



Assessment Criteria – Stage 2

Following the pitch and Q&A, the assessment panel will be ranking the applicants based on the following criteria:

- Overall Strategy
- Innovation
- Financial Viability
- Preparation and Planning
- Research
- Investment Attractiveness
- Marketing & Promotion Plan
- Unique Value Proposition
- Market Opportunity - Problem / Solution
- Class Attendance – Provided by OC to the panellists

Following this process, the panel will select the winner or winners of the OC Fund.





TIMELINE

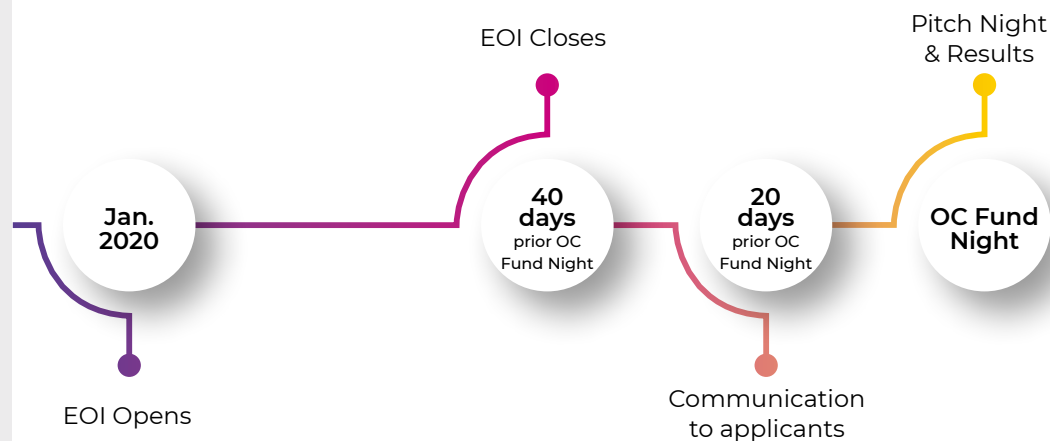
This is an annual event commencing in May/June 2020 and specific timings will be disclosed when they are finalised. Indicative timings for the OC Fund Grant Program are as follows:

Stage 1: Expression of Interest (EOI) – Application

- Opens: January 2020
- Closes: 40 days prior to the OC Fund Event Night!
- Communications: to unsuccessful and shortlisted applicants 20 days prior to the OC Fund Event Night!

Stage 2: Shortlisted Applicants

- Pitch Night: OC Fund Event Night
- Successful recipients announced: OC Fund Event Night!



GRANT

Successful applicants will be given a cheque within 30 days of the successful announcement.

The distribution to the winners of up to \$20,000 is to be determined by the assessment panel.



TERM & CONDITIONS.

- All applications will be reviewed and kept confidential, and only disclosed to the assessing panel.
- The panel will determine the number of winners to receive the grant and the amount received following assessment and scoring guidelines.
- The total amount granted is at the discretion of the panel and the CEO of Original Campus.
- The decision made by the panel will be final.
- Successful applicants will receive the prize within 30 days of the successful announcement.
- All applications will be treated fairly and without discrimination or bias.
- All applicants agree to the filming of the event and photos being taken during the event.
- Applicants agree that Original Campus will be able to use the footage for promotion and marketing activities (social and digital marketing).
- Winning applicants agree to be interviewed for video/blog purposes.
- Up to AUD \$20,000 is available annually. The amount provided to winners is to be determined by the assessment panel. The final decision will be made by the CEO of Original Campus.



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