



# Stone & Chalk Group Australia's First Web3 Innovation Centre

Brought to you by



**stone &  
CHALK**

&



**Australian DeF  
Association**

Together we ideate. innovate. impact.



## The Stone & Chalk Group has partnered with the Australian DeFi Association to bring you Australia's first Web3 Innovation Centre

When you join Australia's first Web3 Innovation Centre at Stone & Chalk, you'll be joining the largest innovation community in Australia.



The Web3 Tech Centre is national, with physical locations in Sydney, Melbourne, and Adelaide. Bringing together the Stone & Chalk Group and the Australian DeFi Association, it accelerates Web3 founders and their businesses so you can thrive.





We all come together to support you and share learnings in a way not possible anywhere else in Australia.

Existing founders that are current residents of the Stone & Chalk Group will also benefit from this new partnership through exposure to advanced Web3 philosophy, thinking, tools and frameworks, inspiring Web2 founders to think differently and learn from their Web3 peers.



# Accelerate to the next level with the Web3 Innovation Centre.

Benefit from shared experiences, collaboration, and real business opportunities.

-  The Web3 Innovation Centre, home of creativity, inspiration, and originality, supports the national Web3 community. We facilitate strategic connections with founders, mentors, experts, corporates, partners, and collaborators.
-  1,400+ members of the Australian DeFi Association benefit from sharing a space with the wider Stone & Chalk founder community, including Web3 founders.
-  Join us for pitch nights, workshops, seminars, showcases, networking sessions, masterclasses, and more. All designed to provide you with advice, guidance, and access to the latest thinking in this fast-moving market.
-  A central place where investors, media, corporates, and governments can reach out and work with Web3 businesses.





## Web3 Tech Centre services available to all Web3 residents

### Web3 Business Setup

Initial scoping, planning, and setup of smart contracts; smart contract audits; ZK proofs design and build; Whitepaper and Tokenomic reviews; DAO governance design and other work required to setup a Web3 project

### Community Building

Growth and management of Discord/Twitter communities; media and thought-leadership pieces; launch events and promotion; bespoke podcasts/product reviews; PR work and networking



**At the Web3 Innovation Centre, specialised bespoke offerings will also be made available to all Web3 founders through NotCentralised – a for profit sister organisation to the Australian DeFi Association.**

NotCentralised, as a venture studio, helps Web3 projects by taking them from idea to unicorn and all stages in between. Their mission is to drive real-world adoption of blockchain technology, empowering businesses to be transformative within their industries.

These specialised services are charged for separately, and include services such as:

- Web3 business design and development – advice on smart contracts, tokenomics and DAO community building, software development, and Dapp development
- Capital advisory – review of business roadmaps and associated funding needs, crypto-friendly institutional investor relationships, non-banks, crypto funds, and governance structures
- Plus other services including project strategy, data science, and more.



# A partnership of powerful strengths delivering Australia's first Web3 Innovation Centre



Not-for-profit, purpose-driven and sustainable

Dedicated space for DeFi and Web3 businesses

Hubs located in the heart of major cities, across Sydney, Melbourne, and Adelaide

Deep investor, corporate, and government relationships

Supporting startups, scaleups, corporations, and government at every stage of their innovation journey

Community of founders, mentors, experts, corporates, partners, and collaborators, helping businesses build, grow, and commercialise ideas

Committed to diversity, equality, and inclusion

Multiple event formats (pitch nights, workshops, seminars, showcases, and networking sessions)



Strong DeFi and Web3 community on Discord

Regular events, meetups, spaces, and podcasts

Experienced Web3 advisors and mentors

Community management

Web3 masterclasses

Original experienced founders are intimately involved in the business, delivering services

Technical service delivery from NotCentralised



Stone & Chalk Group are partnering with the **Australian DeFi Association** to bring you the **Web3 Innovation Centre**.

Meet the Defi Founders



Community  
Research  
Analytics Insights

**Mark Monfort** Co-founder/Director, NotCentralised

- Co-founder/Director, NotCentralised
- Macroeconomic and Equity Research at startups and European investment bank
- 10+ years data analytics and technology experience
- Community builder across Web3 and data science industries
- Keynote speaker and media commentator



Dealmaker  
Fixed income  
Networker

**Nick Bishop** Co-founder/Director, NotCentralised

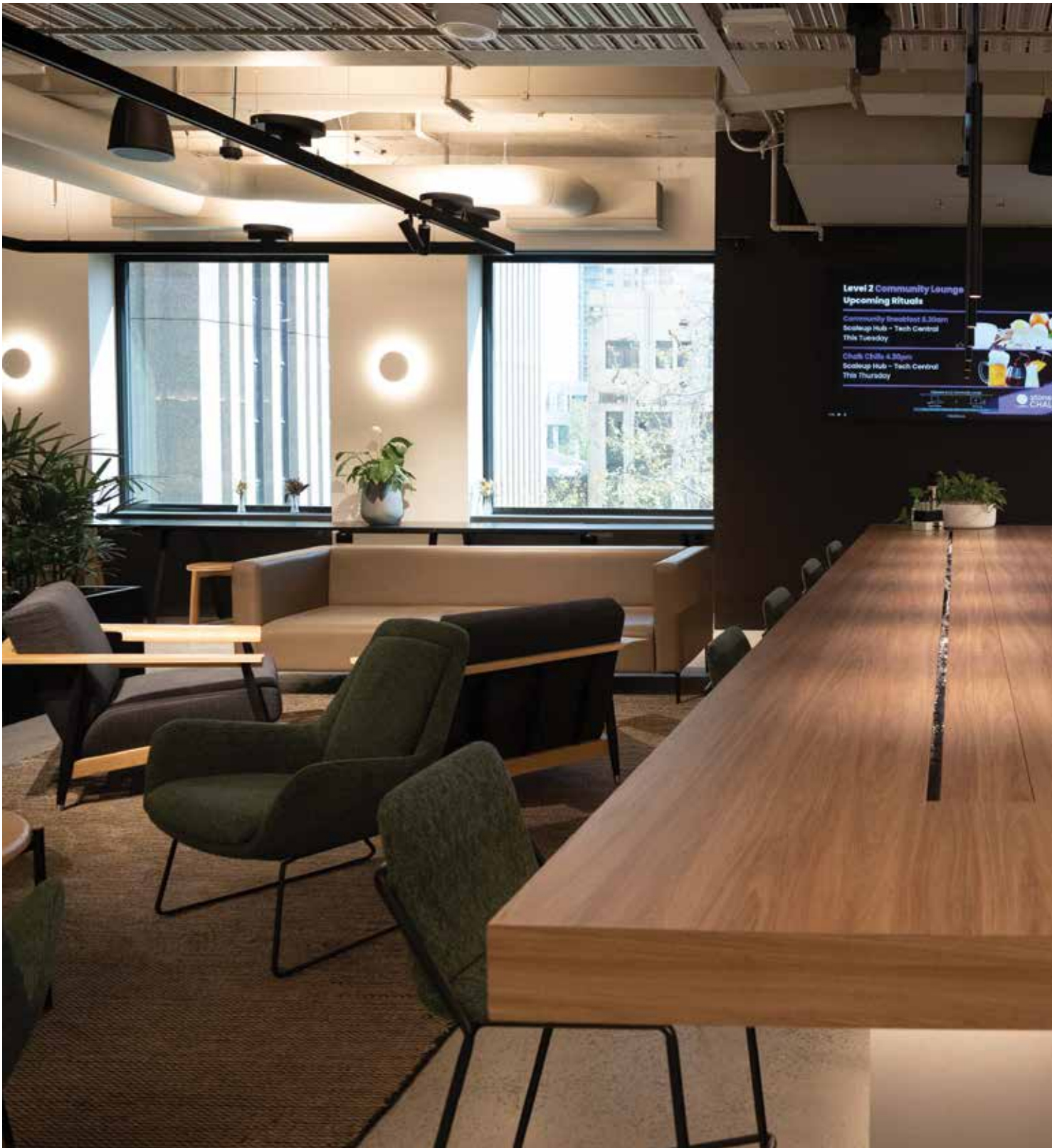
- Co-founder/Director, NotCentralised
- Former Head of Australian Fixed Income, Aberdeen AM
- Former Managing Director, Gresham Partners
- Co-founder of Bishop & Fang Capital Advisory
- 25+ years experience in financial services, capital markets, investment management and advisory
- Web3 and Web2 capital raise experience



Tokenomics  
Smart Contracts  
Data

**Arturo Rodriguez** Co-founder/Director, NotCentralised

- Co-founder/Director, NotCentralised
- Derivatives and Quantitative Research at various global investment banks
- Former co-founder of macroeconomic research startup
- CTO for geospatial data and ESG insights provider
- Lead architect, Web3 gaming guild





As a **Web3 founder**, you're on a bold, exhilarating, and challenging journey.

You know that real human connections, passionate entrepreneurialism, curiosity, and relentless courage can change the world.

As part of the Stone & Chalk Group, the largest innovation community in Australia, you will be surrounded and supported to supercharge your experience in the moments that matter most.

With the programs, community and infrastructure on hand, everything and everyone you need is here to help you successfully innovate.



Grow your business with **confidence** knowing that you're in the right company of other like-minded founders who are going through a similar journey.

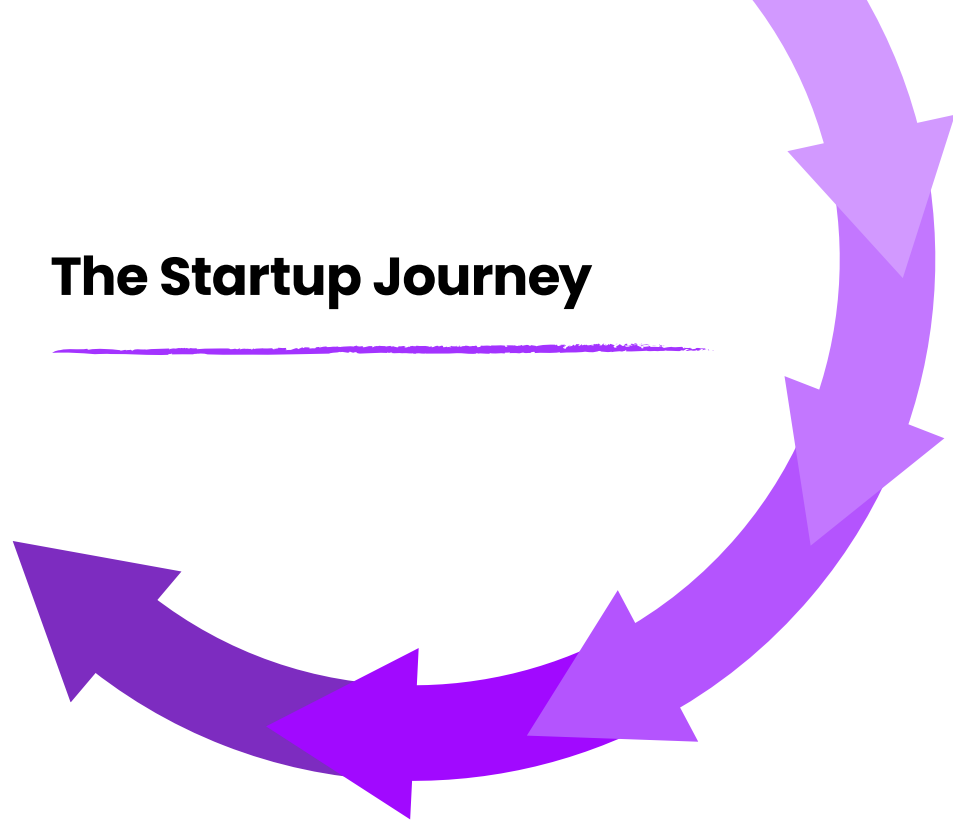
Forge invaluable **connections** and join a convergence of great minds, founders, mentors, experts, corporates, partners, collaborators, and more.

Build, grow, and **commercialise** your ideas, knowing that you have everything you need to adapt and thrive.

Because at Stone & Chalk we get it.



# The Startup Journey



<b>Inspire</b>	The early moments when you start understanding the possibilities of entrepreneurship.
<b>Idea</b>	The beginning and exploration of your innovative idea.
<b>Focus</b>	You establish your business operations and work on your MVP in earnest.
<b>Early Stage Startup</b>	You establish and iterate your MVP, solidify your product market fit, and begin validating your business model.
<b>Late Stage Startup</b>	You establish revenue streams, and grow your staff and funding.
<b>Scaleup</b>	You significantly grow your business and look for new markets.
<b>Established</b>	Your business provides jobs and skills, and expands into new markets, geographies, and products.





# Grow Confidently With the Right Support

With a Stone & Chalk resident package, you benefit from access to three key areas critical for your business: growth programs; community networking; and operations and infrastructure.

## Growth Programs

Unlock your next progression as a business, individual, and founder with tailored programs supporting you

MENTORING AND  
SUPPORT

Surround yourself with the right connections and learn and receive expert advice from those who have been in your situation

CAPITAL AND  
FUNDING

Understand the funding options available to you and receive guidance on how to successfully prepare for and raise the right mix of capital required to grow your business

CUSTOMER AND  
MARKETS

Find new customers and expand into new markets, both nationally and internationally

PEOPLE AND  
CULTURE

Find the right talent and confidently develop and retain the right team that fosters a healthy workplace and culture of success

## Community Networking

Be part of a community composed of other founders, experts who have done it before, mentors that help avoid pitfalls, and the Stone & Chalk staff who are committed to your progress.

Discover opportunities from founder, CTO and product micro-communities, networking events, and community breakfasts and drinks. You never know what lies around the next corner.

## Operations and Infrastructure

Avoid the day-to-day distractions. Don't waste your valuable time on fixing the printer, or stocking the fridge. Let us do it for you.

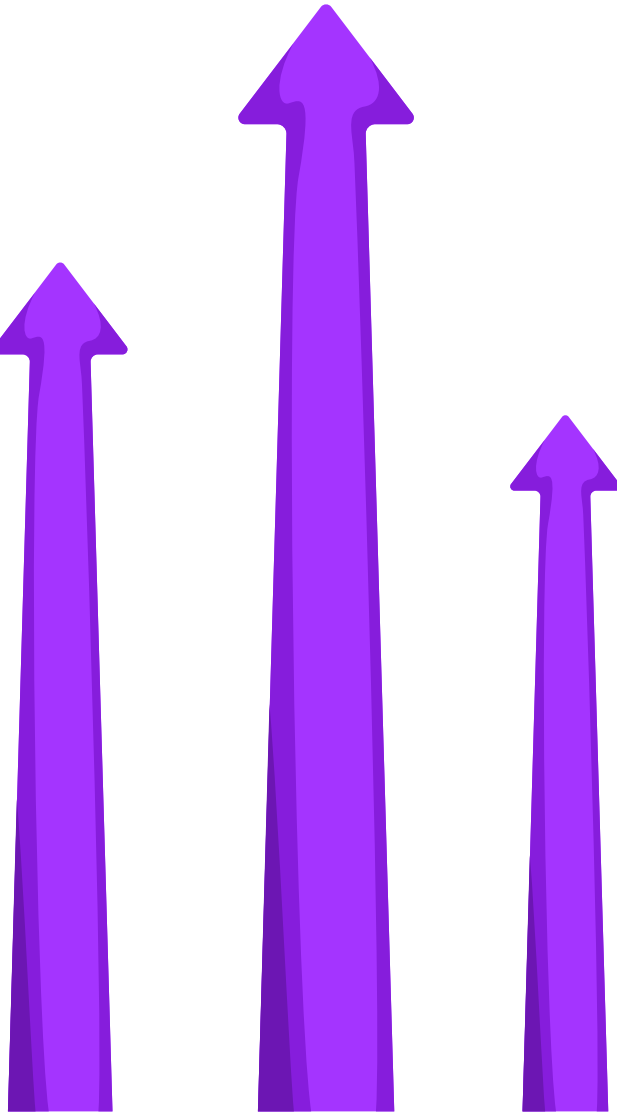
Access facilities, entertainment, open and closed office spaces, event logistics, high-speed internet and great perks such as beer on tap.





# Growth Programs

Take advantage of the growth programs that are right for you, so you can take the next steps and grow your business with confidence.



## Mentoring and Support

### Mentoring

Benefit from a curated pool of subject matter experts who can assist you with a business problem or a blindspot you might need external coaching on. Form relationships that provide:

- Improved personal and professional development
- Leadership development
- Confidence and assurance in decision making
- Expansion of networks via networking opportunities

## Suppliers and Experts

Access our network of high-value suppliers and networks to meet your specific business needs.





## Capital and Funding

Raise the capital required to grow your business and benefit from tailored capital and funding programs.

### Investor Program

Benefit from a bespoke **Investor Program**, which pairs startups seeking capital with a global network of potential investors. Based on the specific needs of both sides, we make introductions to improve the experience, and remove some of the obstacles commonly encountered.

Receive assistance with:

- Finding aligned investors and opportunities
- Navigating investor feedback
- Creating a meaningful connection with investors

### Investor Ready

Prepare to raise capital with the help of **Investor Ready**, designed for founders with little to no investment experience.

For startups looking for pre-seed, seed, and startup financing, receive education and guidance to:

- Get investor ready
- Increase the success rate of gaining investment
- Ensure you understand the requirements of investment and the due diligence process



## Customer and Markets

Understand, attract, and grow your customer base by calling on expertise to help you define clear value propositions, and communicate them effectively. Access a network of founders, established scaleups, and corporate partners, and prepare for the high demands of corporate and government customers.

Access resources and connections for trade, government, and customer opportunities, preparing your business to grow with confidence interstate and internationally.

### PR and Marketing Support

Build business, exposure, and awareness through Stone & Chalk marketing channels. Work with our PR team and partners to tell your story with impact and reach.



## Growth Strategy Sessions

Every 6 months we sit down for a confidential one-on-one with you to understand the areas where we can best help accelerate your growth.

In this 1-hour session, we will cover:

- Idea validation
- Business model validation
- Branding, marketing and social media
- Launch strategy
- Sales and customers
- Pitching
- And more e.g. finance, legal, investment preparation, talent acquisition

## People and Culture

### StartSmart Academy

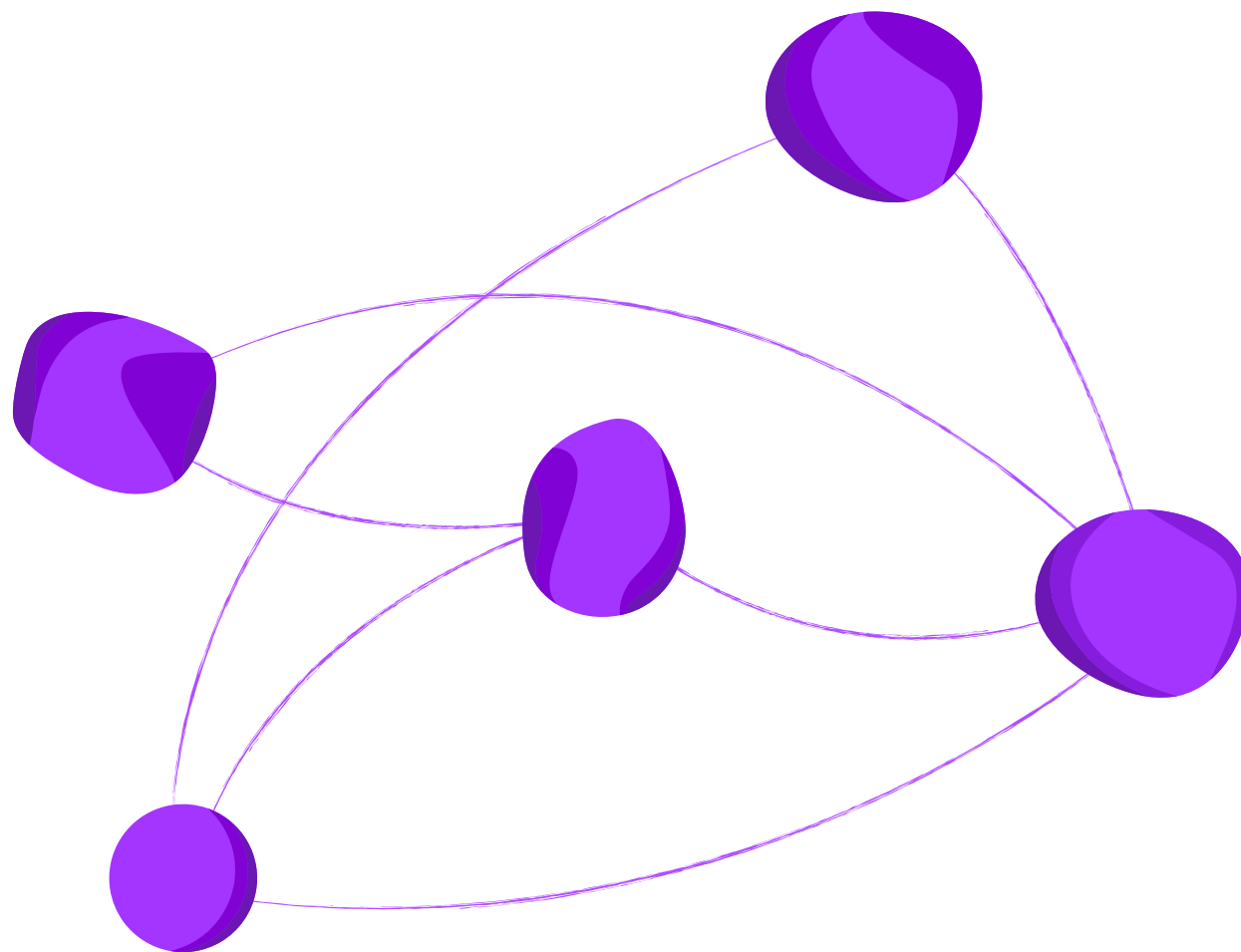
If you have employees that are new to the startup or scaleup world, our StartSmart Academy has been designed to break down common jargon and illuminate newcomers on important things they need to know.



## Community Networking

**Be part of a community that comes together to support each other and share learnings in a way not possible anywhere else in Australia. A community of founders, mentors, experts, corporate partners, collaborators, curated suppliers, and more.**

Our community understands your journey intimately, the ups and the downs. We're ready to help you survive the first critical years and thrive beyond.







## Events and Masterclasses

Expand your knowledge with masterclasses led by experts, industry networking opportunities, national events, and more. Come and hear from the best in the industry as they share wisdom and expertise to keep you informed on important topics that matter in the world of emerging tech.

## Founder Circle

Be part of regular catch ups between a small (6-8) cohort of founders. Founder Circles provide a safe space for sharing and getting support from other founders.

## Founder Meetup

Network with the founder community in a mix of national and local events aiming to help you connect and establish new meaningful relationships.

## CTO Roundtable

Catch up with other tech leaders in our community to discuss technology trends, gain support on challenges and objectives, and identify potential opportunities.

## Test Drive Tuesday

Launching a new feature? Want to evaluate a product idea? Test Drive Tuesday is your opportunity to get in front of the community and receive valuable feedback.



## Sweet Spot

Be informed about all the things happening across Stone & Chalk at our regular Sweet Spot. Share news with the community on your recent wins, events you are running, announce new arrivals in the hubs, plus get to know and network with your fellow founders.

## Community Breakfasts

Join the fortnightly community breakfasts, where your teams can choose from a range of great breakfast options.

## Chalk Chills

Take a foot off the pedal at our end of fortnight celebrations. A great opportunity for your team to meet people from other companies over delicious food and drinks.

## Connect

Access a directory of Stone & Chalk startups via [Connect](#). Communicate with other residents, submit support tickets, update billing information, access perks and deals, access Stone & Chalk products, and view national events from one central place.

## Web3 Meetups

Join the action every month as Aus DeFi showcases various projects, special guests, and more from the world of Web3.



# Operations and Infrastructure

Forget about the daily distractions of running an office. Take advantage of Stone & Chalk’s startup and scaleup hubs, custom-designed to meet the evolving needs of our thriving community.

Located nationally in the heart of Sydney, Melbourne, and Adelaide, our hubs have easy access to public transport.

Access the following amenities:

- High-speed internet
- Open and closed office spaces
- Digital network
- Mail and package handling
- 24/7 building access
- Business printers
- Tea and coffee
- Beer on tap
- Change rooms and showers
- Bike storage







## Other Ways We Can Help

### Cyber Security

We know that cyber security is a huge concern for many startups and scaleups.

AustCyber (part of the Stone & Chalk Group) exists to grow Australia's cyber security ecosystem, export our cyber security to the world, and make Australia the leading centre for cyber-education.

Through AustCyber, we also help founders understand how cyber attacks can impact their businesses, and what they need to do to ensure they are cyber secure.

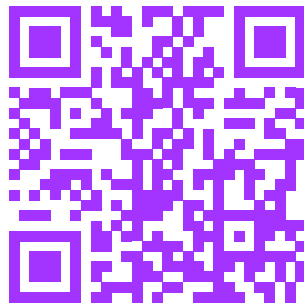
### Advisory Services

Stone & Chalk Advisory services is a team of subject matter experts helping public and private organisations accelerate repeatable innovation at scale.

The team work with local and international organisations, as well as scaleups and startups, to create successful business outcomes by:

- Identifying and facilitating collaboration opportunities between startups, scaleups, corporations and governments
- Helping to define and co-create innovative new strategies, processes, cultures, mindsets, and ways of working between founders and corporates needed to enable success for all parties





To join the first Web3 Tech Innovation  
and be part of the largest innovation  
community in Australia, visit  
[\*\*stoneandchalk.com.au/web3\*\*](https://stoneandchalk.com.au/web3)



Together we ideate. innovate. impact.