



Stone & Chalk Group Supporting Your Founder Journey

At Stone & Chalk, we support, mentor, and create a community for all stages of your founder journey.

When you join the Stone & Chalk Group, you'll be joining the largest innovation community in Australia, where startups, scaleups, corporations and government come together to support each other and share learnings in a way not possible anywhere else in Australia.





As a 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



Inspire

The early moments when you start understanding the possibilities of entrepreneurship.

Idea

The beginning and exploration of your innovative idea.

Focus

You establish your business operations and work on your MVP in earnest.

Early Stage Startup

You establish and iterate your MVP, solidify your product market fit, and begin validating your business model.

Late Stage Startup

You establish revenue streams, and grow your staff and funding.

Scaleup

You significantly grow your business and look for new markets.

Established

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

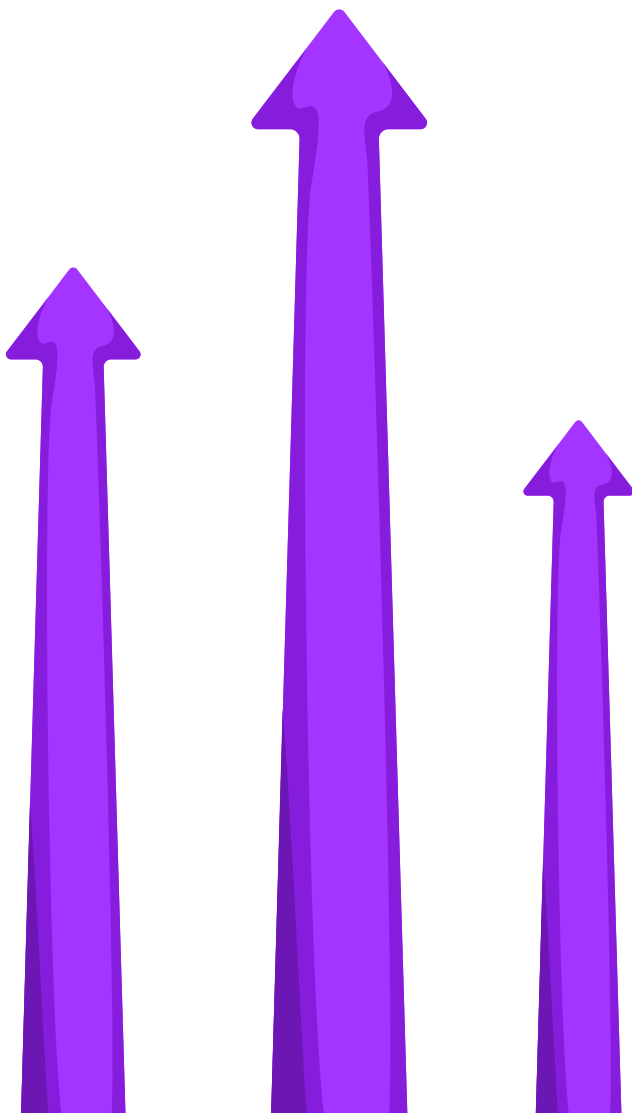
Take advantage of the growth programs that are right for you, so you can take the next steps and grow your business with confidence.

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.



STONE & CHALK RESIDENT PRODUCTS

Offers and discounts from other founders in the Stone & Chalk community e.g. discount on a cyber fitness program



BUSINESS PRODUCTS

Offers and discounts from leading technology and software providers e.g. Cloud computing credits



LIFESTYLE PERKS

Offers and discounts from consumer retail partners e.g. 15% discount on personal/beauty products



PROFESSIONAL SERVICES

Offers and discounts from professional service organisations such as accounting, legal, marketing, and software service providers



EXPERTS IN RESIDENCE

Monthly office hours/ ad-hoc workshops with curated professional service providers e.g. monthly visit from our chartered accountant partners

Capital and Funding

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

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

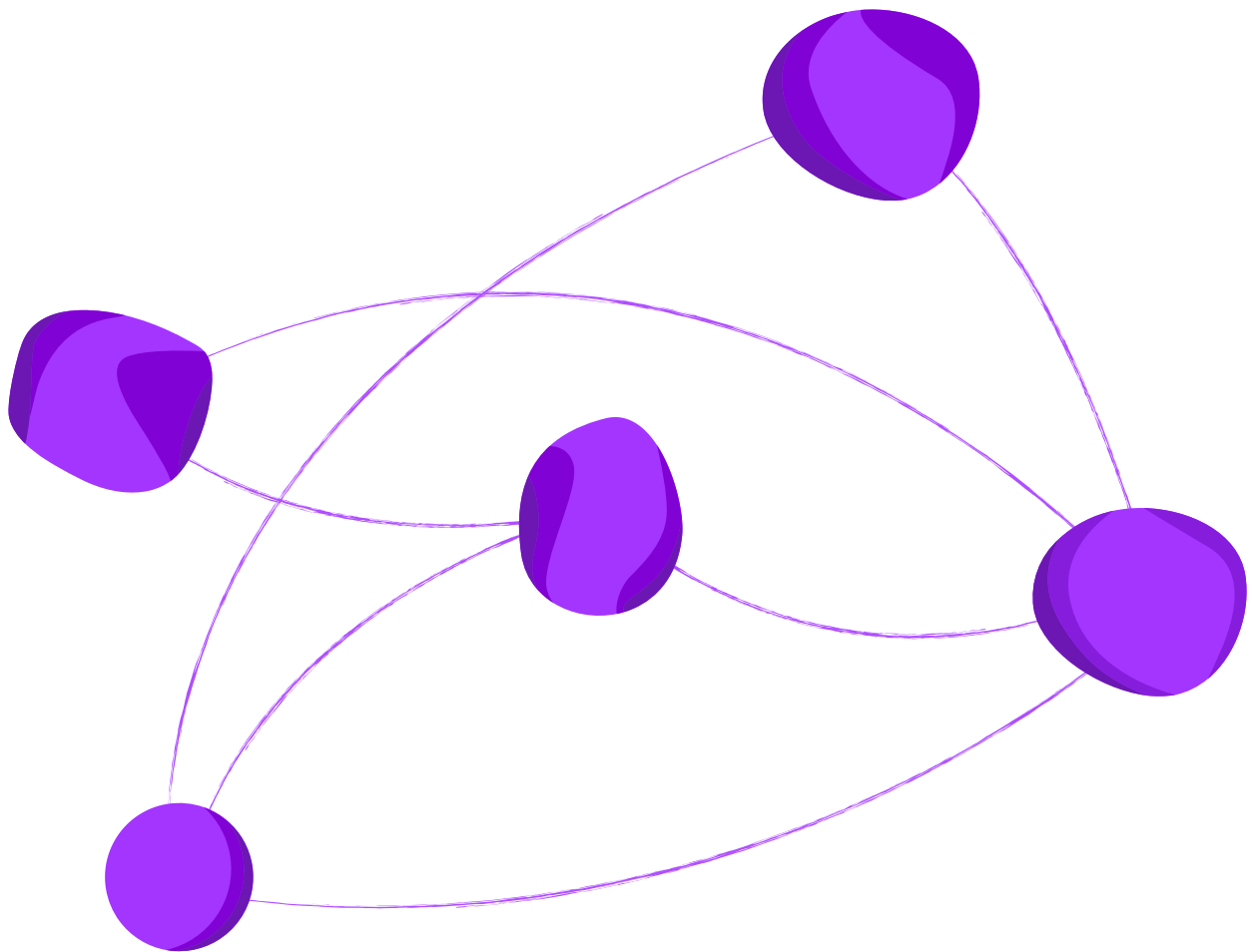
If you have employees that are new to the startup or scaleup world, our StartSmart Academy has been designed to break down common jargon and illuminate newcomers on important things they need to know.



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 every month, 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 croissants and jam, and vegemite on toast!

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 app.

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 and 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 be part of the largest innovation
community in Australia, visit
stoneandchalk.com.au



Together we ideate. innovate. impact.