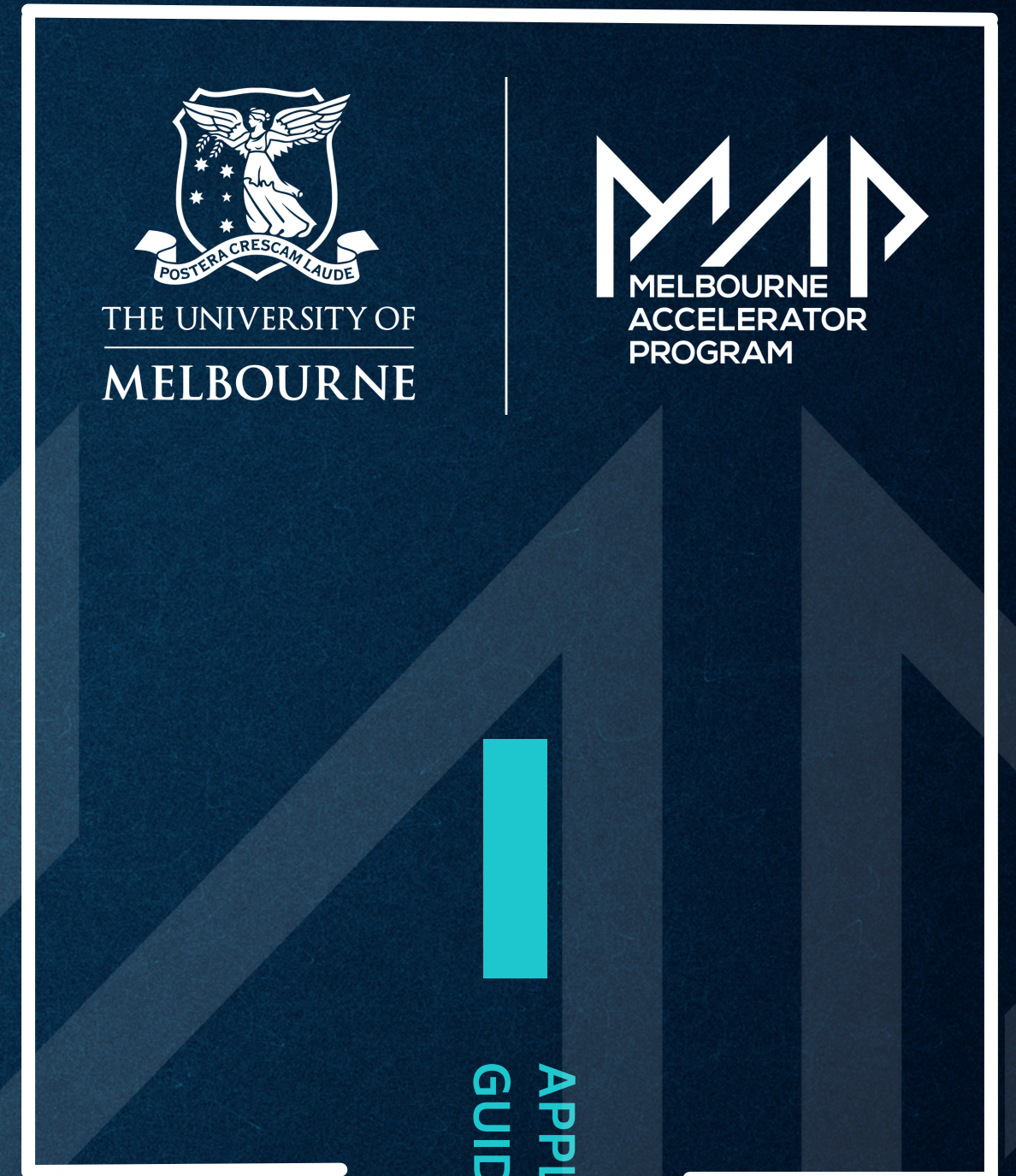


# Velocity Program Application Toolkit



# What is Velocity?

A PROGRAM FOR YOU!  
A PROGRAM FOR FOUNDERS!

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Mindsets . Problem solving . Analytical eye . Collaboration . Community . Tool belt

# About Velocity

- Velocity exists to help its founder-participants succeed, or 'fail' fast.
- Pre-accelerator program for early-stage founders to develop their customer discovery and work towards problem/solution and product/market fit.
- A positive first experience in the entrepreneurial ecosystem increases your chance of success as a founder.
- Teams have access to a wide range of mentors and are connected to the wider MAP community.

# About Velocity

2nd May 2024 to 18th July 2024

## WORKSHOPS

Thursday evenings, 5:30pm - 8:30pm

## MENTORING

from MAP Alumni and Industry specialists

## NETWORKS

tap into our ecosystem at Melbourne Entrepreneurial Centre

## MAP ALUMNI COMMUNITY

network with the MAP family in our office & virtual space

## PROGRAM COLLABORATION

Mingle and build connections with the wider MEC programs like TRAM and InnovatEd



# About Velocity



## ELIGIBILITY

Participating founder must be located in Victoria and have registered or intend to register their company in the State of Victoria. University of Melbourne affiliation is required.

## WHO

Early-stage founders looking to pressure test their startups and speed up their discovery of first customers and pathway to product-market fit.

## WHAT KIND OF STARTUP

Open to both for-profit and impact startups. No need to have revenue or even an MVP, it can be a strongly fleshed out idea with early stage research conducted.

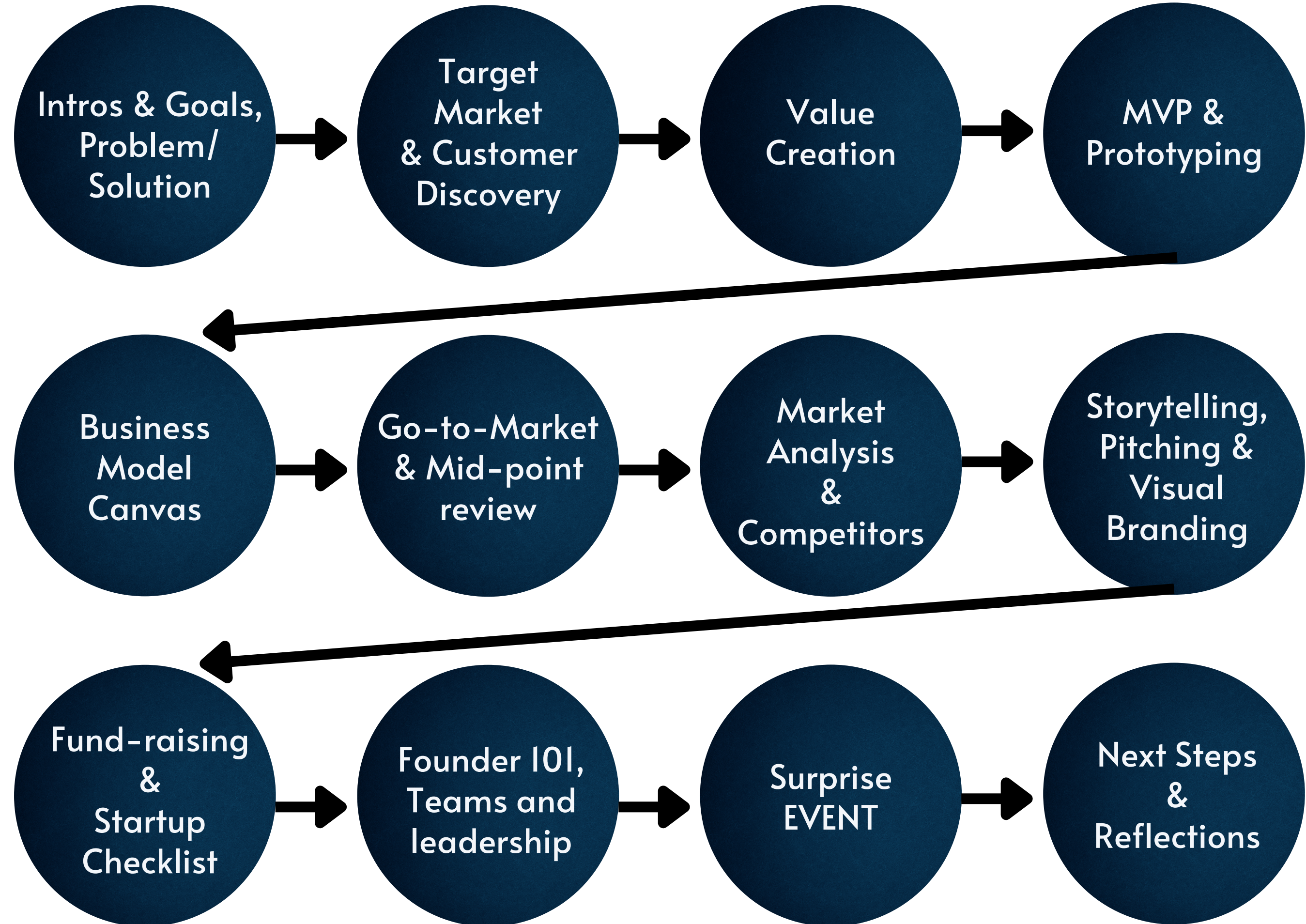
## WHAT

In-person workshops from early May to mid July that include expert speakers, founder stories, and group activities to challenge and inspire.

## COST

The program cost is \$500 per founder.

# Our Program Plan



Tools and Knowledge

Application & Experimentation

Sharing & Collaboration

Reflection & Questions

# Our Structure



## Online Application

Applications Close  
31st March (Sun)

Submit an online  
application, including a  
3min pitch

## 2nd Stage Interviews

10th - 12th April  
(Wed, Thurs & Fri)

Shortlisted candidates  
Interview with the MAP  
team (20 mins)

## Offers Made

15th - 18th April  
via Email

Up to 30 selected teams  
must confirm their  
participation by 25th April

## Velocity Program

2nd May - 18th July  
Thursdays, 5:30-8:30pm

Program delivery runs  
across 3 months of evening  
sessions

# Online Application

## ELIGIBILITY DETAILS

Simple questions about your startup

## STARTUP DETAILS & 3MIN PITCH

More detailed questions about your startup, and a 3-minute video pitch.

## FOUNDER DETAILS

Simple questions about your team's details

# Preparing your Application

## Things to Consider

WHAT IS THE PROBLEM YOUR STARTUP AIMS TO SOLVE?

\_\_\_\_\_ Consider the scale and importance of the problem, market dynamics, and unique insights you might have.

WHO ARE YOU SOLVING THIS PROBLEM FOR?

\_\_\_\_\_ Consider your value proposition to your target market, who pays for the service and where your impact is created.

WHAT IS YOUR SOLUTION TO THIS PROBLEM?

\_\_\_\_\_ Include things like a brief description of your product/service, and why your product/service is different from other solutions.

WHY IS NOW THE RIGHT TIME TO SOLVE THIS PROBLEM?

\_\_\_\_\_ Include things like recent technological developments, recent market trends, or recent shifts in consumer demand.

# Preparing your Application

## Things to Consider

WHY ARE YOU THE RIGHT TEAM TO SOLVE THE PROBLEM?

— Include things like the lived experience or qualifications of your founders, your skills and abilities, and your connections to customers.

HOW WILL YOUR STARTUP BE FINANCIALLY SUSTAINABLE?

— Include things like your revenue model, your cost structure, and the unit economics of your product/service. This can be planned or actual.

WHAT PROGRESS HAVE YOU MADE SO FAR?

— What things have you done to get to this point?  
What are the top milestones you've achieved?

HOW CAN MAP HELP YOUR STARTUP SUCCEED?

— Why do you want to do Velocity? How can MAP help in during the program? What do need help with generally?



# Preparing your Application

## GENERAL TIPS

- Keep your answers as simple as possible. Avoid jargon at all costs!
- Write your answers down and get feedback (preferably from people who don't know about your startup)
- Use your own words
- Don't do it at the last minute.

## PITCHING TIPS

- Watch as many pitches as possible  
<<< DO THIS FIRST! Check out the pitches at [www.themap.co/library](http://www.themap.co/library).
- Practice and remember
- Collect all feedback
- It's all opinion
- It's mostly valid
- It's not personal
- Audience matters

# Pitch Format – 3min Pitch

- Introduction: 5s
- Problem: 15–30s
- Solution: 30–60s
- Market: 10–15s
- Business Model: 15–30s
- Traction: 30–45s
- Competition: 10–20s
- Team: 10–20s
- What's Next: 5–15s

*This order is a suggestion, and is not prescriptive. As you write your first pitch, we recommend sticking to the formula first, then experimenting as it makes sense for your narrative.*



## Introduction

Introduce yourself

One sentence elevator pitch

Traction teaser (if you have it)

## What is the opportunity.

What's the problem you solve?

Do you have a deep understanding of  
this problem?

What's your solution?

Is your solution well validated?

## What is your market

Who uses your product?

Why do people need your product?

How big is the market? Is it large  
and/or growing?

Is your understanding of the market  
accurate and complete?

Why is now the right time?

These are some tips and suggestions to refer to once you've finished writing your script.

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# Pitch Checklist... I

### Business model and growth

Do you have a viable and well-understood revenue or funding model?

How will you grow and achieve scale

How are you positioned relative to others?

### Traction

What is your progress?

All forms of funding or revenue

Customers, partners

Keep it tangible!

### Competition

What else is out there?

Why are you better?

You don't have zero competition!

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# Pitch Checklist... 2

## Team

SHORT overview

Connection to problem

Connection to each other

## What's Next

Where MAP will get you to?

What you will do with the MAP  
opportunity?

What's after that?

## FINAL BITS OF ADVICE

### 1. FOCUS ON BUILDING A GREAT STARTUP

A lot can happen between now and the  
application closing date... so continue  
working hard!

### 2. SUBMIT THAT APPLICATION!

You've got two options, submit early or  
on time :)

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# Pitch Checklist... 3

Best of Luck  
on your  
Application

