

# Start-Up

## CATEGORY INFORMATION

### Category Description

Recognises outstanding technology-led Start-Ups based in Western Australia that are in the early stages of commercialisation and are developing scalable solutions for significant market opportunities.

This category focuses on high-growth, high-risk ventures with a strong technology foundation, where the organisation is actively testing, refining and scaling its product, platform or business model in pursuit of commercial traction and market impact.

### Eligibility & Minimum Requirements

- To be eligible for the Start-Up Award, all of the following criteria **must be met**:
- The organisation must be based in Western Australia;
- The organisation must have been registered as a company **on or after 1 January 2023**;
- The founder(s) of the company and/or the product developer(s) must still be significant shareholders of the company;
- The company must not be a subsidiary of a well-established parent company.

Significant shareholding will be evaluated on a case-by-case basis but is generally regarded as:

- 30% or more shareholding for a single founder or product developer;
- 40% or more combined shareholding for multiple founders or product developers.

Solutions may be implemented, piloted or in advanced stages of development, provided there is a clear and demonstrable pathway to commercialisation, market adoption or scale.

### What Fits This Category (Examples)

Example technology and digital innovation solutions include (but are not limited to):

- Early-stage technology Start-Ups with a scalable product, platform or service;
- SaaS, platform-based or product-led technology ventures;
- Deep tech, data, AI or infrastructure-enabled Start-Ups;
- Technology Start-Ups addressing business, industry or consumer markets;
- Ventures progressing from prototype to early commercial traction.

## JUDGING CRITERIA

### 1. Key Resources

How viable is the Start-Up's foundation and capability to build and grow the business?

This criteria will be judged on:

- strength and balance of the founding team and core capabilities,
- access to key skills, partners and networks,
- ability to build, lead and scale a technology-driven company, and
- capacity to capture and sustain a meaningful market position.

### 2. Impact & Market Opportunity

What is the potential impact of the Start-Up and the market opportunity it is addressing?

This criteria will be judged on:

- clarity of the value proposition and problem being addressed,
- size and significance of the market opportunity,
- evidence of customer validation, traction or demand (where available), and
- the Start-Up's strategy for growth and market adoption.

### 3. Business Model

How well-developed and viable is the Start-Up's business model?

This criteria will be judged on:

- understanding of target customers and customer relationships,
- value configuration and product-market fit,
- approach to distribution, delivery, support and maintenance,
- ability to operate, evolve and manage the product or platform as the Start-Up grows.

### 4. Financial Sustainability

How well does the Start-Up understand and manage its financial model and risks?

This criteria will be judged on:

- revenue model or monetisation strategy,
- financial forecasts and assumptions,
- cost structure and scalability,
- identification and management of key risks.

### 5. Innovation & Uniqueness

To what extent is the Start-Up's offering or approach innovative and distinctive?

This criteria will be judged on:

- originality and uniqueness of the Start-Up's offering or approach,
- differentiation from existing or competing solutions or ventures,
- use of technology as a core driver of innovation and competitive advantage,
- the nature of the innovation (incremental, disruptive, radical or architectural).