



## THE AUSTRALIAN EXPERIENCE: CREATIVE BUSINESS INCUBATION

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QUT CREATIVE ENTERPRISE AUSTRALIA

# QUT CREATIVE ENTERPRISE AUSTRALIA



- Creative enterprise accelerator
- University owned commercialisation company dedicated to creative enterprise exploitation
- 1<sup>st</sup> dedicated Investment Fund for creative businesses launching July 2013
- Subsidiary company of QUT Enterprise Holdings + sister company to qutbluebox



# QUT CREATIVE ENTERPRISE AUSTRALIA



Supported over 400  
creative businesses



Established more than  
40 start-ups



Generated more than  
\$AUD 12m in  
investment



## Australia's first dedicated creative incubator & accelerator program:

- On to 30 fast growing creative ventures
- Supported over 400 startups through new expanded national programs aimed at connecting creatives with investors (Melbourne, Perth, Sydney & Brisbane)





## OUR CORE BUSINESS



### Accelerating creative businesses



Sector focus: fashion and design, new media, screen and music.

#### We offer:

- Essential business skills development
- Creative space
- **Creative Enterprise Fund (30 July '13)**

# CREATIVE ENTREPRENEUR BARRIERS

## *Key Issues*

1. Naivety on the competition and what makes their business unique
2. Limited experience in running a business
3. Limited investment raising experience
4. Limited government investment/grants and poor access to capital
5. Limited management of staff or sub contractors
6. Lack of market understanding



# CREATIVE INCUBATION



**Offering first class facilities, technology and infrastructure**



Business  
offices, hot  
desks,  
reception and  
boardroom  
facilities

Computing,  
digital and film  
and television  
studios

Media &  
Design labs

Newsrooms

Design and  
post  
production  
facilities

Production  
workshops



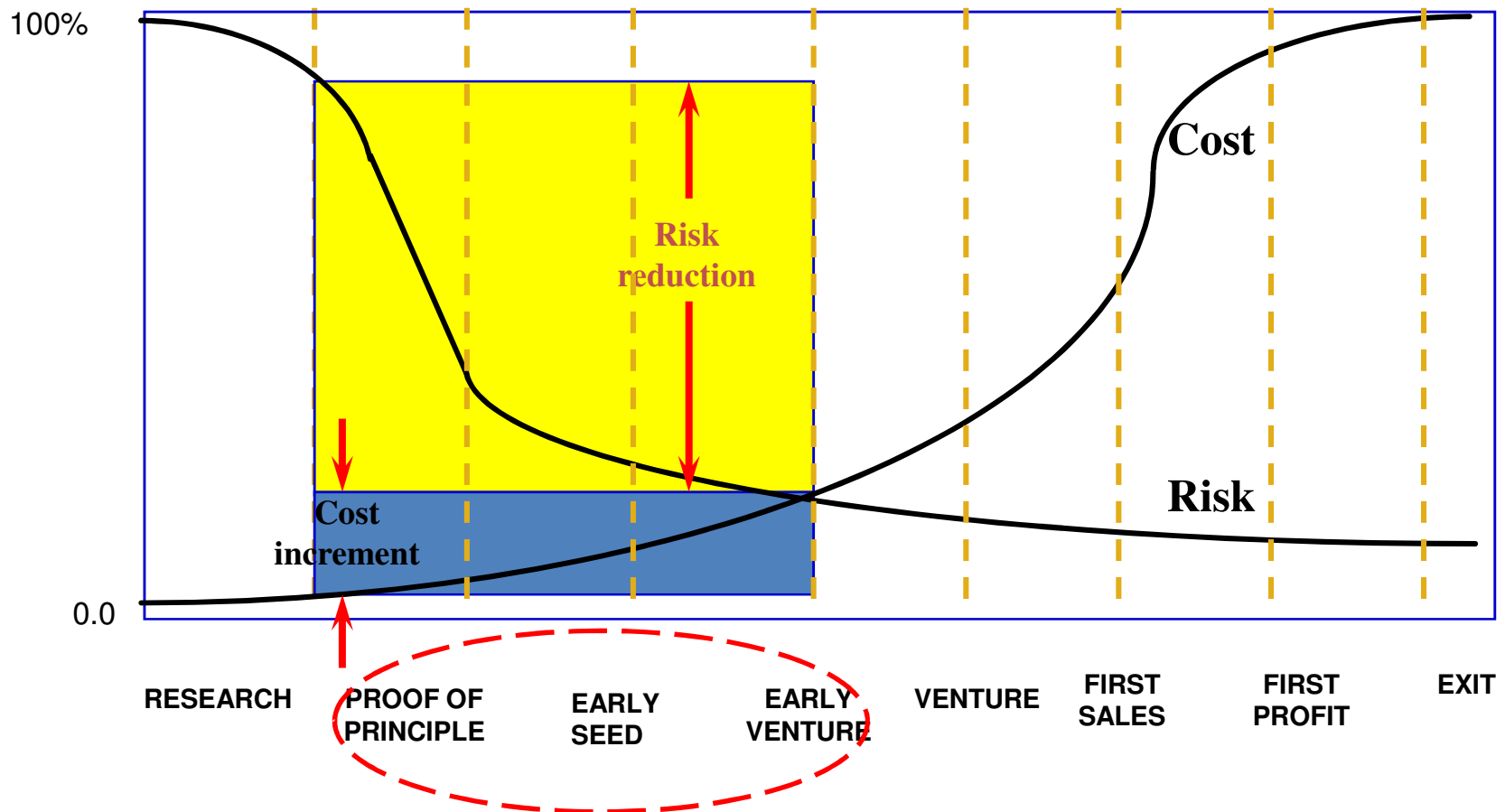
## CREATIVE SERVICES

- Aimed at commercially driven creative businesses
- Competitive entry based on business potential
- Support focused on commercial requirements of the company



**Business Life Cycle of OMBs  
(Owner-Managed Businesses)**

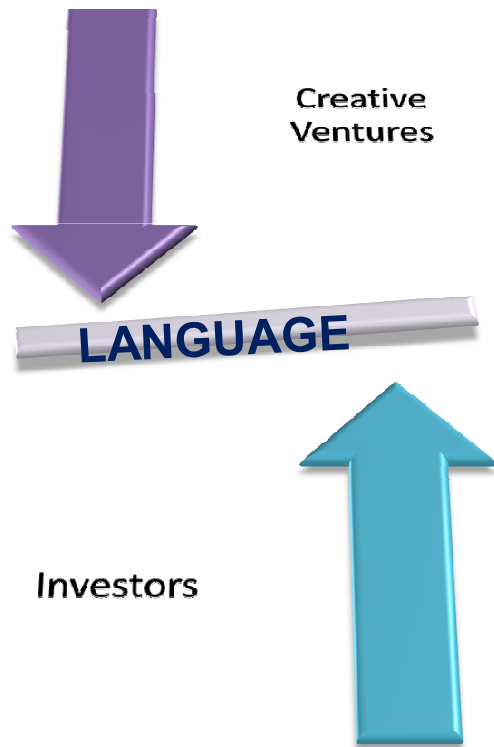
## Pathway to Commercialising Innovation & Investment



# DISCONNECT CREATIVES & INVESTORS



**Creatives** not always able to articulate business value proposition in way investor understands:



- Who their **customer** is & USP
- What is their “product” and business/revenue model
- Return on Investment
- Exit Strategy (but this can be many forms)

**Investors** – don’t understand creative industries and new business models (not always willing to learn)

- Difficulty in evaluating “intangible assets”
- Limited “deal comparables” therefore risk adverse
- Pre-conceived perception that it is “social good” not “profit” driven
- Limited exposure / knowledge of the sector



# BUILDING A CREATIVE ECO-SYSTEM



## Building creative Incubator eco-system

- Co-location creative workspace/environment for early years to build scale
- Strong links with universities and education – for research, commercialisation, graduate talent and practice-led business models
- Long term commitment and partnerships with industry –with ownership from both

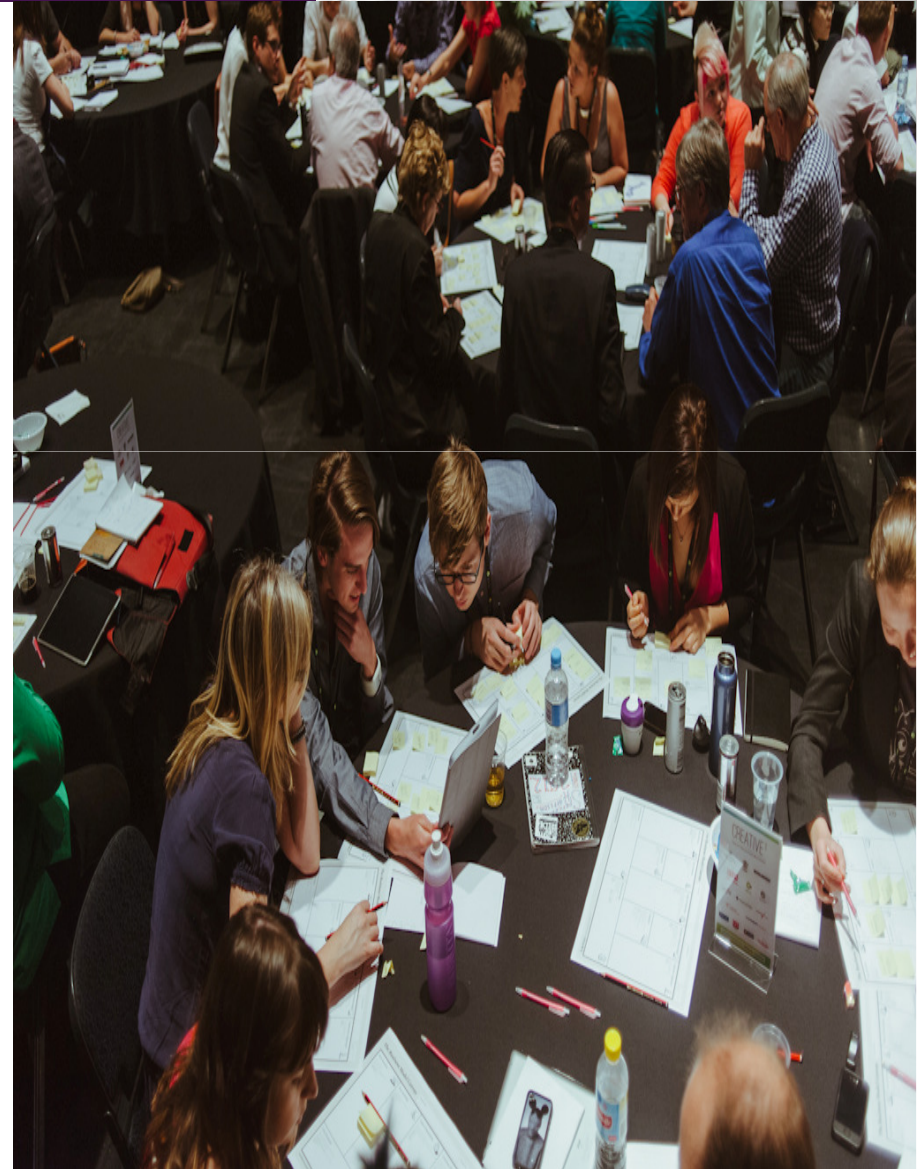


## OUR PLANS 2013



QUT Creative  
Enterprise Australia

- CEA plans to build a **‘creative share portfolio’** to build long term revenues
- CEA to **invest** directly in clients (both cash and ‘sweat equity’) to move into growth phase
- Form **international partnerships** – for investment, clients and best practice in incubation





**In our 4<sup>th</sup> year: 12-13 September 2013**

- [2 day forum](#) focused on creative business growth
- Showcasing innovative business and investment models
- Features Australia's only dedicated creative investment pitch session
- Raise profile of successful global creative entrepreneurs and businesses

