



# Asia Pacific Market Exchange

Activating business opportunities  
in the Asia Pacific region

## Asia Pacific Market Exchange

Supporting businesses in Australia to start, pivot or grow in the Asia Pacific region.



# Asia Pacific Market Exchange Program: Target Market

Runway and ACASE are offering budding entrepreneurs and existing businesses from a migrant or refugee background fully funded places in highly effective business growth programs.

- **Applications are now open** nationally for up to 48 places over the next two years (at no cost to Migrant and Refugee participants – valued at up to \$10,000 each)
- Other applicants are also welcome, but are ineligible for funded places.



# Asia Pacific Market Exchange Program: Focus Areas

The **Asia Pacific Market Exchange** program is focused on activating new business growth opportunities in Australia, China and the wider **Asia Pacific** region by helping people to:

- start a new business
- build resilience in an existing business or overcome barriers to growth
- find new business growth opportunities
- test emerging business growth plans
- get set up to take their best new ideas to market



BMYG are  
looking to  
invest in  
emerging  
opportunities

# A bit about Runway...

Runway is an Australian not-for-profit that builds the capability of people to be successful – **starting, pivoting and growing** their businesses.



How can we help you?



#### Start a business

Learn and apply techniques used by successful startups all over the world to develop and launch a new business.

[Explore >](#)



#### Grow or pivot your business

Find new growth opportunities, activate growth plans and reduce your investment risk at the same time.

[Explore >](#)



#### Build a community, work and connect

Access an entire ecosystem connecting you with valuable resources and the right people at the right time to catalyse your success.

[Explore >](#)



People  
Programs  
Spaces



# A bit about ACASE...

The Australia-China Association of Scientists and Entrepreneurs (ACASE) is a not-for-profit based in Melbourne, dedicated to **cooperation on commercialisation and innovation activities** in the Asia Pacific region.

- ACASE helps to integrate Australian and Chinese start-up ecosystems, by providing a growing range of cross sectoral start-ups and scale-ups support service in the Asia Pacific region.



ACASE Service Pipeline



# A bit about BMYG...

As the relationship between Australia and Asia continues to prosper, more and more excellent **opportunities arise for investors.**

**BMYG** is a leading Australian venture capital (VC) manager focusing on promising technology ventures ready to grow into Asian markets.

10 years+  
OF EXPERIENCE

\$500M+  
FUNDS UNDER MANAGEMENT

Asset Management  
WITH FOCUS ON  
EMERGING INDUSTRIES

Past Deals

 **:86 400**







# The Asia Pacific Market Exchange



*'Working together Runway, ACASE and BMYG will support businesses to successfully activate new and emerging growth opportunities in the Asia Pacific region.'*

- **Nick Stanley**, Founder and Chair of Runway

*'Our partnership with Runway and BMYG to deliver the Asia Pacific Market Exchange program brings the best capabilities of our organisations together to strengthen our entrepreneurial ecosystems and activate significant new business opportunities.'*

- **Erjiang Fu**, Chair of ACASE

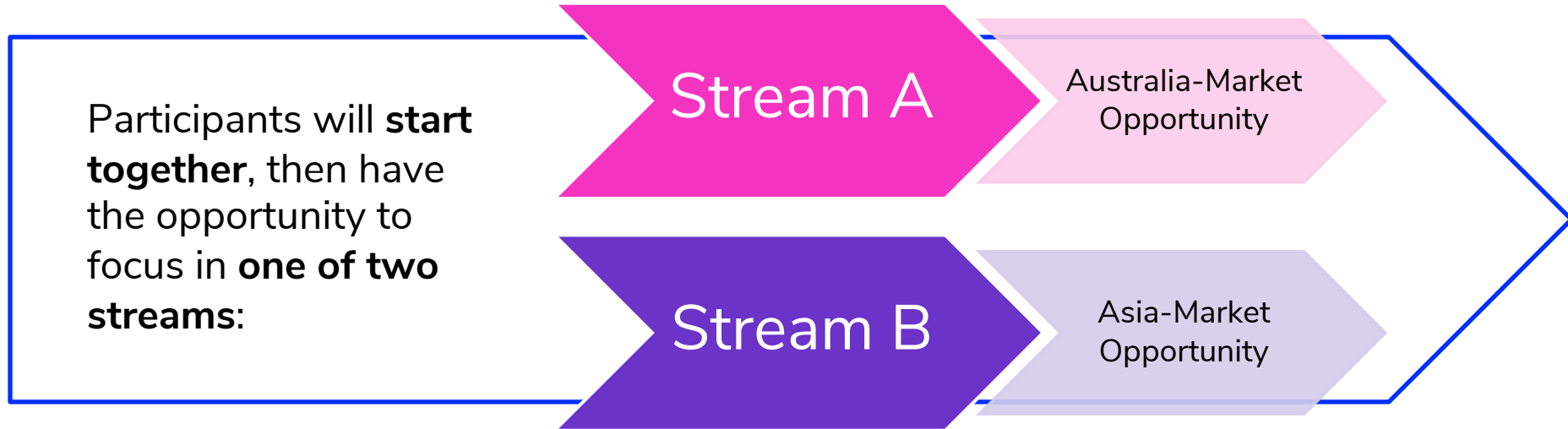


*'BMYG brings capital to the Asia Pacific Market Exchange program and welcomes the opportunity to work closely with graduates ready to scale into Asian markets.'*

- **Julius Wei**, Co-founder and CIO of BMYG



# Asia Pacific Market Exchange: Program Pathways

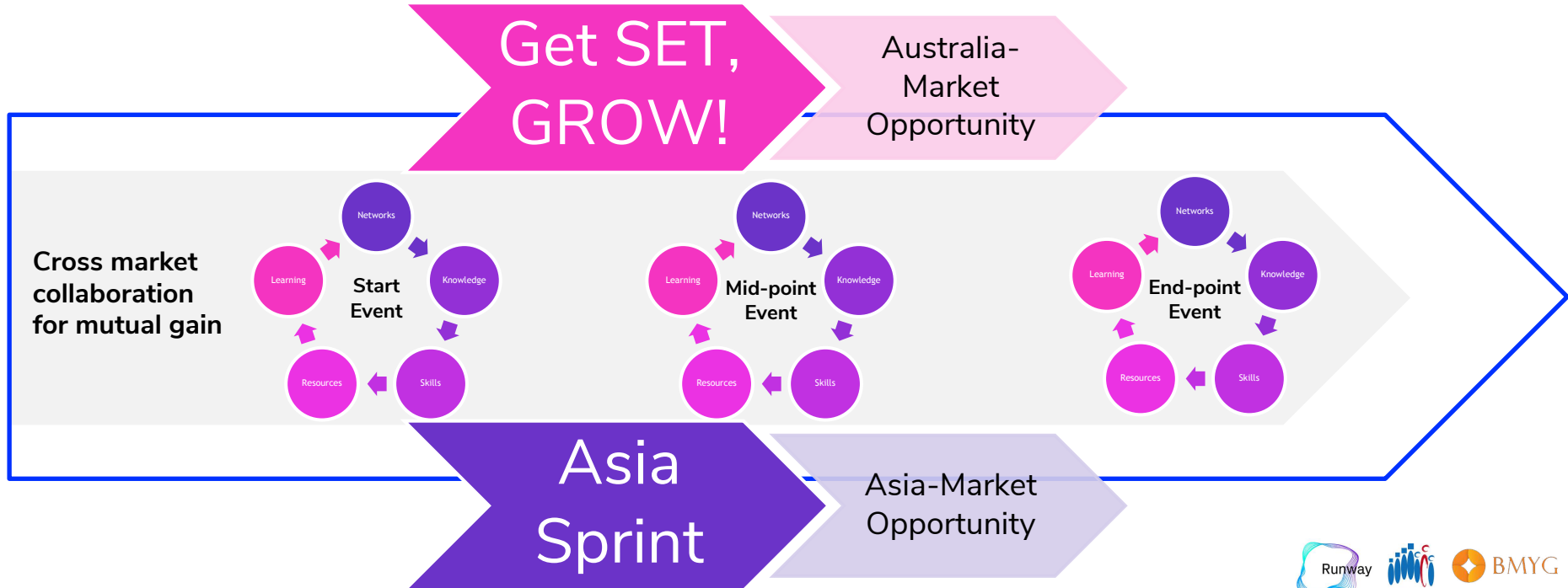


Runway and ACASE staff will coach and support people in BOTH streams to encourage collaboration and create shared impact.

- BMYG will consider investment opportunities for both.

# Asia Pacific Market Exchange: Ecosystem Development

The program brings Australia-market and Asia-market participants together at the beginning, middle and end point to **build key relationships, cross-pollinate ideas,** and **activate ongoing collaboration.**



# STREAM A: Australia-Market Opportunity

## Get READY

Evaluates the gap between your business and the external environment to link any challenges and opportunities identified through the eyes of your customers.

### Key focus

- Strength, Weaknesses, Opportunities, Threats
- Competitive forces
- Problem definition
- Voice of customer

## Get SET

Takes the outcomes from Get READY to further develop an idea from a customer perspective and begin to map out a minimal viable product concept.

### Key focus

- Customer persona
- Journey mapping
- Desirability

## GROW!

Develops the execution plans to deliver the concept from Get SET.

### Key focus

- Business model canvas
- Operating model
- Feasibility
- Viability
- Pitching to investors

## Asia Pacific Market Exchange Program (STREAM A)

*'This is a highly practical and applied program where you will work on your business in real time, delivered via online content presented in Open Learning and small facilitated group sessions in Zoom.'*

- **Linda Wong, Managing Director at Runway**



# What People are Saying about READY SET GROW (RSG)

## Jamie

*'The biggest learning for me is how easily I can use this process with minimal cost and effort to really find and quickly test out new growth opportunities.'*

*I am grateful for going through the process - thank you.'*



## Polly

*'I found the program extremely valuable as it pushed me to look at my business through a new lens and find opportunities I previously had not looked at.'*



# What People are Saying about READY SET GROW (RSG)

## Luke

*'The Get READY program really challenged me to focus on a customer issue and work towards a solution for it with a lot of help along the way.'*

*I also had the opportunity to meet other business owners I had never met before, which was great.'*



## James

*'The Get READY program gave us the tools, knowledge, and skills to identify and evolve new opportunities by evaluating the gap between our business and the external environment.'*



# STREAM A: Australia-Market Opportunity Program Details

## Get READY

### What?



- Offering 12 Get READY courses between December 2021 and August 2023
- Accepting 8 participants in each course

### How?



- Each course is delivered via LIVE zoom sessions over a two-week period
- 5 x 2-hour sessions
- Each course includes online content



- Estimated effort per course is 10 hours of LIVE zoom sessions and 5 hours of pre/post homework

### Value?



- Fully funded scholarship – so NO cost to the participants
- Program is valued at \$1,650 per person

## Get SET

### What?



- Offering 8 Get SET courses between January 2022 and August 2023
- Accepting 6 participants in each course

### How?



- Each course is delivered via LIVE zoom sessions over a one-week period
- 3 x 2-hour sessions
- Each course includes online content



- Estimated effort per course is 6 hours of LIVE zoom sessions and 3 hours of pre/post homework

### Value?



- Fully funded scholarship – so NO cost to the participants
- Program is valued at \$1,100 per person

## GROW!

### What?



- Offering 4 GROW! courses between February 2022 and August 2023
- Accepting 3 participants in each course

### How?



- Each course is delivered via LIVE zoom sessions over 8 weeks
- 8 x 1-hour session PLUS
- 8 x 1-hour one-on-one coaching session



- Each course includes online content
- Estimated effort per course is 16 hours of LIVE zoom sessions + 8 hours pre/post homework

### Value?



- Fully funded scholarship – so NO cost to the participants
- Program is valued at \$5,500 per person

# STREAM B: Asia-Market Opportunity

## Get READY

Evaluates the gap between your business and the external environment to link any challenges and opportunities identified through the eyes of your customers.

### Key focus

- Strength, Weaknesses, Opportunities, Threats
- Competitive forces
- Problem definition
- Voice of customer

## Asia Market Sprint

Takes the outcomes from Get READY to get set up for the launch of your business opportunity into the Asia Pacific market.

### Key focus

- Refine the business case
- Product and technology
- Business development
- Capital market access
- Pitching to investors

## Get Connected

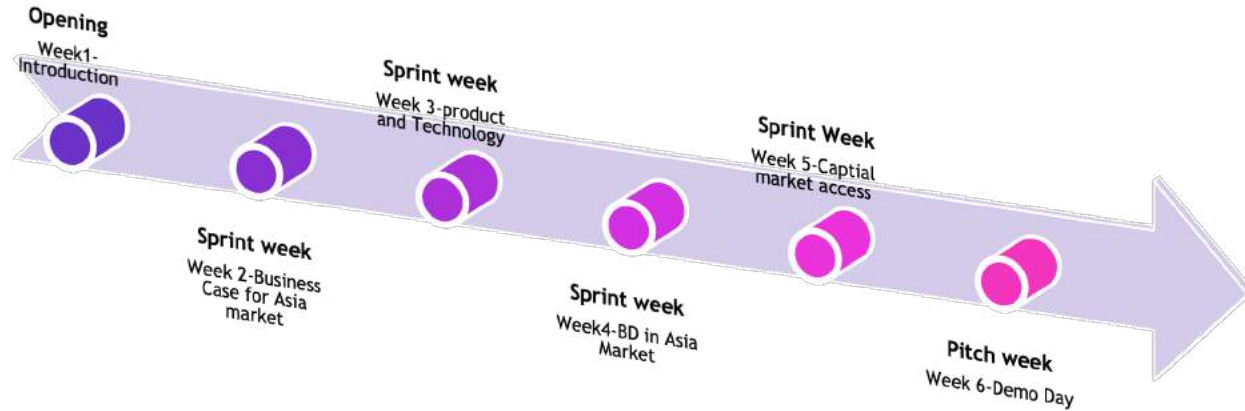
Takes the outcomes from Asia Market Sprint, and helps the participant connect with resources in the Asia Pacific Market.

### Key focus

- Business matching
- Support incentives access
- Acceleration in Asia Pacific Market
- Capital market access



# STREAM B: Asia-Market Opportunity



# What People are Saying about the Asia Market Sprint

## **Rob – CEO of KERB**

*ACASE provided an important business and innovation link between Australia and China. China represents a huge opportunity for KERB's 'Smart Parking' software solution, but entering the Chinese market is not easy! The Asia Market Sprint provided an important bridge for KERB into Nanjing-Pukou's K-Pouch Accelerator Program with a reputable government-backed organisation.*



## **Cindy – CEO of Equiprise**

*The Asia Market Sprint is a great program to help startups who plan to land and launch in China. ACASE has extensive knowledge and experience in the local market and were able to assist in almost every aspect of the business along the way, which is critical for companies who have no or limited exposure to the China market.*



# STREAM B: Asia-Market Opportunity Program Details

## Get READY

- What?**
- Offering 12 Get READY courses between December 2021 and August 2023
  - Accepting 8 participants in each course



- How?**
- Each course is delivered via LIVE zoom sessions over a two-week period
  - 5 x 2-hour sessions
  - Each course includes online content
  - Estimated effort per course is 10 hours of LIVE zoom sessions and 5 hours of pre/post homework



- Value?**
- Fully funded scholarship – so NO cost to the participants
  - Program is valued at \$1,650 per person



## ACASE Asia Market Sprint

- What?**
- Offering 4 Sprints between January 2022 and August 2023
  - Accepting up to 6 businesses in each sprint



- How?**
- Each course is delivered via zoom sessions over a six-week period
  - 4 x 2-hour group sessions over four weeks
  - 4 x 1-hour lecture learning LIVE zoom sessions and 3 hours of pre/post homework
  - 4 x 1-hour one-on-one coaching sessions over four weeks
  - Final pitch



- Value?**
- Fully funded – so NO cost to the participants
  - Program is valued at \$5,500 per person



## Get Connected

- What?**
- Offering 4 Sprints between June 2022 and August 2023
  - Accepting up to 4 businesses in each sprint



- How?**
- Each sprint is delivered via online and offline hybrid
  - 3 x 1-hour online business matching over two weeks
  - 4 x 1-hour one-on-one coaching sessions over four weeks pre business matching
  - Opportunities for funded business trip

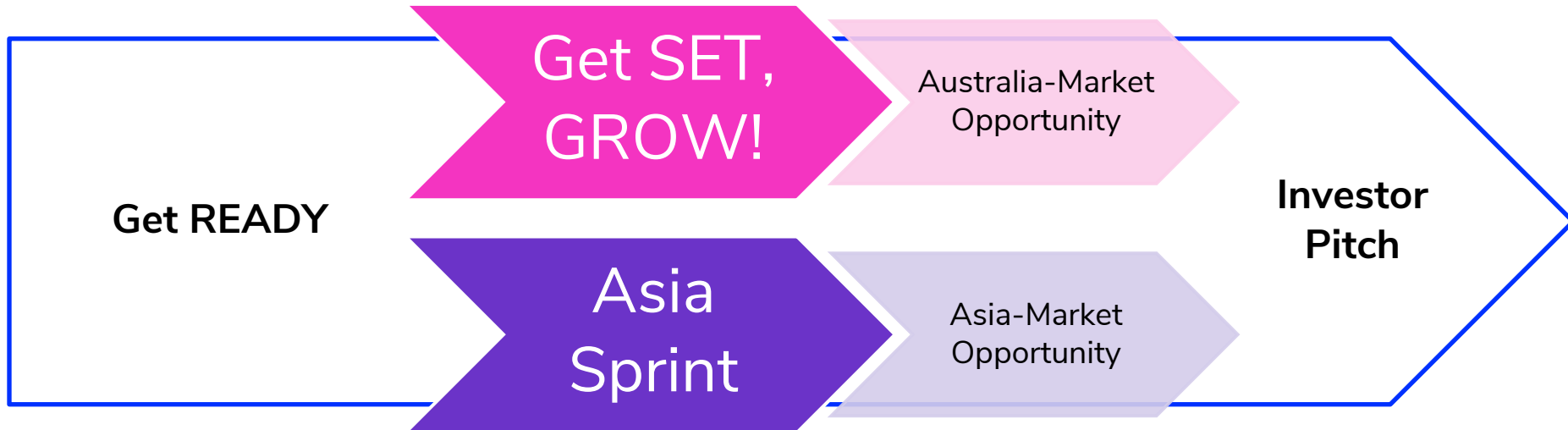


- Value?**
- Fully funded – so NO cost to the participants
  - Program is valued at \$5,500 per person



# Program Pathways

All participants will enter the first stage of Runway's Ready Set Grow (RSG) program, **Get READY**. When completed successfully, graduates will be invited to apply for places in Stream A or Stream B.



- Graduates from the Asia Market Sprint and GROW! will come back together to pitch to each other and potential investors (including BMYG).

# Program Pathways

## Applications now open

Get READY

8 places in each series

- Series 1 (December 2021)
- Series 2 (February 2022)
- Series 3 (April 2022)

## Get READY graduates invited to apply

Get SET

6 places in each series

- Series 6 (February 2022)
- Series 7 (May 2022)

## Get SET graduates invited to apply

GROW!

3 places in each series

- Series 8 (February 2022)
- Series 9 (October 2022)

Asia Market Sprint

8 places in each series

- Series 4 (March 2022)
- Series 5 (June 2022)

Get Connected

4 places in each series

- Series 10 (June 2022)
- Series 11 (August 2022)

Final Pitch

# Program Delivery Dates, Times and Pathways

## Get READY

8 places  
in each  
series

## Get SET

6 places  
in each  
series

## GROW!

3 places  
in each  
series

- **Series 1 (December 2021)**
  - 6<sup>th</sup>, 8<sup>th</sup>, 10<sup>th</sup>, 14<sup>th</sup>, 16<sup>th</sup> (10am to 12pm)
- **Series 2 (February 2022)**
  - 7<sup>th</sup>, 9<sup>th</sup>, 11<sup>th</sup>, 15<sup>th</sup>, 17<sup>th</sup> (10am to 12pm)
- **Series 3 (April 2022)**
  - 4<sup>th</sup>, 6<sup>th</sup>, 8<sup>th</sup>, 12<sup>th</sup>, 14<sup>th</sup> (10am to 12pm)

- **Series 6 (February 2021)**
  - 31<sup>st</sup> Jan, 2<sup>nd</sup> and 4<sup>th</sup> Feb (10am to 12pm)
- **Series 7 (May 2022)**
  - 2<sup>nd</sup>, 4<sup>th</sup> and 6<sup>th</sup> (10am to 12pm)

- **Series 8 (February 2022)**
  - 9<sup>th</sup>, 16<sup>th</sup>, 23<sup>rd</sup> February, and 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup>, 23<sup>rd</sup> and 30<sup>th</sup> March
- **Series 9 (October 2022)**
  - 5<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup>, 26<sup>th</sup> October and 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup> and 23<sup>rd</sup> November

## Asia Market Sprint

8 places  
in each  
series

## Get Connected

4 places  
in each  
series

- **Series 4 (February to April 2022)**
  - 28<sup>th</sup> Feb. to 10<sup>th</sup> April
- **Series 5 (May to July 2022)**
  - 30<sup>th</sup> May to 8<sup>th</sup> July

- Series 10 (June 2022)
- Series 11 (August 2022)



# Program Eligibility and Applications

**Applicants seeking a fully funded place must identify as a Migrant or Refugee living in Australia.**

- Other applicants are also welcome, but are ineligible for funded places

It is recommended that applicants attend one of our online information sessions.

- 9 November
- 17 November
- 24 November

\*details how to sign up for the information session you will find in our blog post!



# Program Eligibility and Applications

## Applications can be made online.

Runway and ACASE will assess applications on their merit against the key selection criteria included in the application form, and will award places to those that are successful in order of the date received.

Apply here:

<https://forms.gle/oKYMUDTjRwStZwKs7>

- Applications close on the 28<sup>th</sup> of November at midnight!

For more information, please contact [davids@runwayhq.co](mailto:davids@runwayhq.co) or [hello@acase.org.au](mailto:hello@acase.org.au)





# Places Are Limited – Don't Miss Out!

- Program participants will learn and apply proven techniques to find business opportunities, overcome barriers to growth, test emerging plans, strengthen their national and international networks, and get set to take their best ideas to market.
- Venture Capital firm **BMYG** will also work with promising participants to make them funding ready and help to secure capital for the successful execution of validated growth plans. **BMYG** are a successful venture and private equity business with more than \$500M funds under management.
- For Migrants and Refugees living in Australia, there are a **limited number of no cost places** due to funding provided by the Federal Government; but **these will fill quickly!** Other applicants are also welcome but will be required to fund their own place in the program.
- First Round **applications are now open**, closing at midnight on 28 November for programs commencing in December, February, and April.



# Places Are Limited – Don't Miss Out!

## Places are limited:

- Only 8 places available in each Series
  - Series 1 starts 6 December
  - Series 2 starts 7 February
  - Series 3 starts 4 April
- Applications must be in by 28 November!

For more information, please contact  
[davids@runwayhq.co](mailto:davids@runwayhq.co) or [hello@acase.org.au](mailto:hello@acase.org.au)





## Follow us!

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