

FOUNDER IMMERSION PROGRAM



APPLY
NOW!

*Building bridges between two of
the world's most dynamic startup
ecosystems.*

Melbourne | Sydney

10 days of Market Discovery

10 *High-Growth* Indian
Startups.

One *Intensive* Market
Immersion.

Real Conversations with
*Australia's Innovation
Ecosystem.*



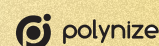
Who is invited?

The Australia–India Innovation Corridor invites a curated cohort of Indian startups to experience Australia's startup landscape through a structured 10-day immersion across Melbourne and Sydney.

What it entails?

This program goes beyond networking. It is designed as a learning sprint to help founders understand the realities of entering and operating in the Australian market.

IN PARTNERSHIP WITH



WHAT FOUNDERS WILL EXPERIENCE?



Market Access

Meet Australian founders, investors, and ecosystem leaders including networks such as TIE, startup hubs, and innovation communities.

Founder Buddy Program

Each visiting startup will be paired with an Australian startup to exchange insights on:

- Market entry strategies
- Product localisation
- Scaling challenges
- Investor expectations

Product Translation Lab

Founders will workshop their product positioning with Australian founders and mentors to explore:

- What resonates with Australian customers
- What needs to change
- What assumptions may not hold

Buyer & Investor Perspectives

Through curated sessions and pitch simulations, founders will learn how Australian markets evaluate:

- Risk and Compliance
- Long Sales Cycle
- Enterprise Procurement
- Trust & Credibility

Market Reality Workshops

Structured learning sessions will cover:

- How Australian markets actually buys
- Pricing & Commercial Expectations
- Regulatory Considerations
- Sales Cycle Dynamics

Reverse Pitch & Peer Learning

Australian startups will also present their ideas to visiting founders to explore:

- What would work in India
- What wouldn't
- What global founders can learn from both ecosystems

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WHAT FOUNDERS WILL LEAVE WITH?



- 1 | A refined Australia market strategy
- 2 | A network of Founders & Ecosystem partners
- 3 | A clearer view of product -market fit in Australia
- 4 | A documented Relationship & Opportunity map

WHY THIS MATTERS?

India and Australia are building stronger innovation ties. This program helps founders develop the market intelligence and relationships needed to navigate new ecosystems thoughtfully and effectively.

PROGRAM DETAILS

Program Locations



Melbourne

Australia's innovation and startup hub



Sydney

Australia's financial and investment centre

Program Cost



6000 AUD (Approx~ 3,92,000 INR)

Includes: All domestic travel at location, Food allowance, Accommodation, , Program delivery, Program collateral.

Excludes: International Airfare, Visa fees and travel insurance.

Supporting Ecosystem



Australian startup communities, investors, founders, and innovation leaders collaborating to build stronger India–Australia entrepreneurial connections.

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