AUSTRALIA'S FIRST
AI & ROBOTICS SPRINT

PROPEL AIR
AI AND ROBOTICS SPRINT

PROGRAM GUIDELINES

Powered by

massrobotics

nVIDIA.

Australian Government
Department of Industry, Science and Resources

ARM HUB AI ADOPT CENTRE

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Propelling Australia's AI and robotics talent to new heights

ABOUT THE SPRINT

Propel-AIR, Australia's first AI and Robotics Sprint, is a transformative initiative led by the ARM Hub AI Adopt Centre. This program aims to propel Australian robotics startups and scaleups using AI into global prominence.

Aligned with the Australian Government's National Robotics Strategy, Propel-AIR facilitates a connected and globally competitive Australian robotics industry. The program will enhance our national robotics capabilities and foster local industry innovation by accelerating the adoption of responsible robotics solutions.

Participants benefit from collaboration between ARM Hub, NVIDIA and MassRobotics—the world's largest robotics accelerator—with the winner securing an immersive residency opportunity with MassRobotics in the United States of America.

This document contains a description of the ARM Hub AI Adopt Centre's Propel-AIR program, including:
- an overview of the program including scheduling, structure, program benefits, content, and eligibility
- selection criteria and guidance
- terms and conditions.

TERMS DEFINED

TERM	DEFINITION
Propel-AIR	Propel-AIR is a robotics and AI sprint designed and delivered by the ARM Hub AI Adopt Centre.
ARM Hub AI Adopt Centre	The ARM Hub AI Adopt Centre is a collaboration of 28 organisations across Australia helping small and medium-sized enterprises (SMEs) to safely adopt artificial intelligence to grow their business. It is supported by the Australian Government and led by the ARM Hub.
ARM Hub	The Advanced Robotics for Manufacturing (ARM) Hub is an independent, not-for-profit technology commercialisation hub with a mission to build Australia's sovereign manufacturing capability.
MassRobotics	MassRobotics is the world's largest robotics accelerator program based in Boston, USA.
NVIDIA	NVIDIA is an American multinational company specialising in AI and digital twins.
Robotics	A robot is a machine designed to perform tasks autonomously or semi-autonomously. Robots used sensors to understand their environment, actuators to interact with it, and make decisions based on this information to execute tasks.
Artificial intelligence (AI)	AI refers to the capability of a computer system to carry out tasks that typically require human intelligence, such as learning, reasoning, and decision-making. Examples include machine learning, which allows computers to learn from data; computer vision, which enables them to analyse and interpret visual content; and natural language processing, which focuses on understanding and generating human language.

TERMS DEFINED

TERM	DEFINITION
Robotics and AI	Robotics that leverage AI including systems that interact with the physical world. In contrast, non-robotic AI technologies operate without physical interaction. This program is looking for applicants with products that are physical robots using AI, such as sensor packages for robots or AI technology that can be demonstrated as directly applicable to robotics.

Examples of Robots and AI:
- autonomous drones/AMR that navigate using AI-driven computer vision or other perception technology
- industrial robots that identify defects and/or adjust processes dynamically
- humanoid robots that interpret speech and can perform tasks based on conversations
- technology for teaching robots new tasks or improving their understanding of the world.

Examples of AI systems that are not robotic:
- smart assistants that process voice commands
- IoT devices that analyse sensor data for predictive maintenance
- recommendation engines that personalise content based on user preferences.

PROGRAM OVERVIEW

DURATION AND SCHEDULE

Propel-AIR is designed to fast-track Australian robotics and AI innovators, equipping them with tools, guidance, and global networks to scale their business. The sprint runs from 20 June 2025 (when the cohort is announced) to the end of October 2025.

Key dates

ACTIVITY	DATE
Applications open	20 January 2025
Brisbane information session	4 March 2025
Melbourne information session	13 March 2025
Sydney information session	25 March 2025
Applications close	30 May 2025
Cohort announced	20 June 2025
Virtual Pitch Night	31 July 2025
Overall prize winner announced	4 August 2025
Residency in Boston	October 2025

STRUCTURE

Propel-AIR is a combination of compulsory and optional activities. While participation in all activities is highly recommended, some are not essential for effectively completing the sprint. The core activities listed below must be completed.

Core activities

ACTIVITY	DESCRIPTION
Promotion	Participants will undertake activities, including a joint media statement and impact study.
Venture capital (VC)	Participants will have a one-to-one VC meeting.
Investor pitching	Participants will take part in a trial pitching session prior to the Virtual Pitch Night. The overall winner will be chosen at the Virtual Pitch Night.
Virtual pitch night	Participants will pitch their solutions to a panel of international experts.

Optional activities

ACTIVITY	DESCRIPTION
Product market fit	Workshops and one-on-one experts sessions.
Pitch readiness	Information and one-on-one expert sessions.
Marketing	Marketing workshop for startups and scaleups.
NVIDIA and Solidworks	Information and training material and one-on-one sessions.
Design for manufacture	Workshop and one-on-one expert sessions.

All companies will be offered a free ARM Hub startup membership (valued at $2000) which offers access to ARM Hub technical advice, including on our Data and AI-as-a-Service, Generative AI, medical simulation development, aerospace engineers, and soft robotics experts.

PARTICIPANT COMMITMENT

The participants must actively commit to progressing their business through Propel-AIR. Participants are expected to participate in all of the compulsory activities and are encouraged to participate in the optional sessions. Other requirements include participation in promotional activities undertaken by, or facilitated by, the ARM Hub AI Adopt Centre. The winning participants must be available to travel to Boston during October 2025.

PRIZES AND BENEFITS

Residency
Up to four weeks funded residency at MassRobotics in Boston. The fund allocations include travel to and from Boston, accommodation, lab space at MassRobotics in Boston and participation in program activities as included in the Prize.

Global exposure
An invitation to attend RoboBusiness and tailored introductions to international robotics networks. RoboBusiness is a prominent international robotics business event in Santa Ana, Silicon Valley. The winner will be invited to pitch their business to investors at this event. The winner will receive support from MassRobotics to prepare for this pitching session and will attend this event with MassRobotics representatives. The winner is required to pay for their own internal flights in the US and pay for accommodation and expenses while attending this event.

Guidance and support
Access to world-class mentors, VC networks, technology and technology experts, contract manufacturers and other industry leaders.

Media opportunities
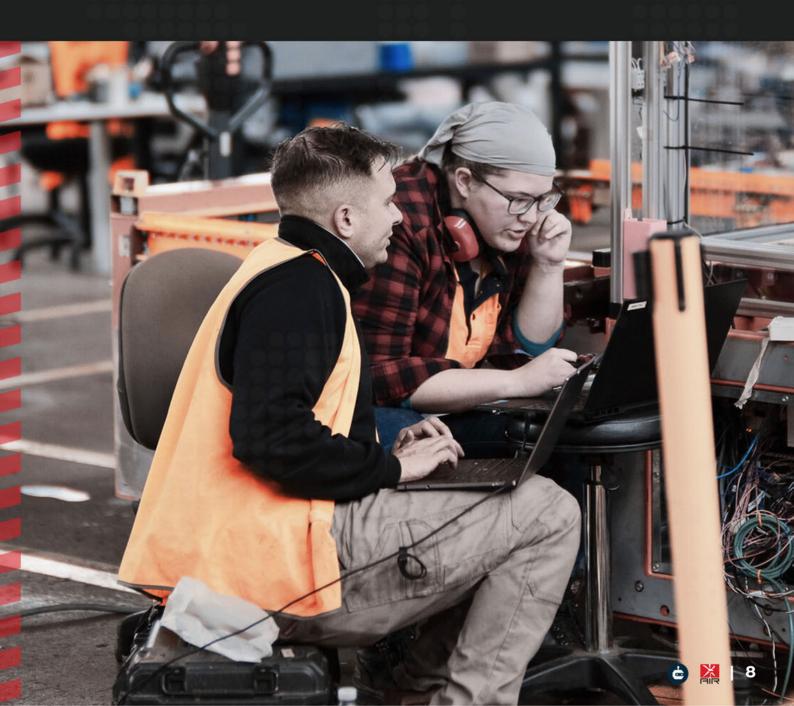Press releases, social media coverage, and impact studies to enhance visibility.

Other perks
Access to NVIDIA's technology platforms, applications and programs as well as ARM Hub's Data and AI-as-a-Service and Lakehouse.

EXPECTED SKILLS AND EXPERIENCE ON COMPLETION

Participants that actively engage in the program can expect to:

- increase their national and international networks
- be able to assess market fit and define market size for robotics products or services
- be able to develop strategies for building a scalable and commercially successful robotics business
- access infrastructure including NVIDIA platforms, applications and programs as well as ARM Hub's Data and AI-as-a-Service and Lakehouse to build and iterate on your product
- pitch to investors and representatives from ARM Hub and MassRobotics.

SELECTION PROCESS
AND CRITERIA

ELIGIBILITY

- Be an individual or entity holding an Australian Business Number (ABN)
- Be an Australian resident for tax purposes
- Be over the age of 18 years
- Be able to travel to the United States of America during October 2025.
- The company must be headquartered in Australia
- Employ fewer than 200 staff globally
- Present a Minimum Viable Product (MVP), which may include simulations or digital twins.

SELECTION PROCESS

Application period
Applications are open from 12PM AEST 20 January 2025 to 5.00PM AEST on 30 May 2025. Applications received outside the application period may not be accepted. To enter, applicants must submit an online application at propelair.aiadopt.ai. There are no limits to the number of entries per company.

Shortlisting
Online applications are assessed by a selection committee for shortlisting. Up to 10 companies will be invited to become participants in the Virtual Pitch Night. The final selection of companies will be based on how applicants meet the key selection criteria and due diligence on the company and its relevant staff.

Cohort announcement
The final selection of up to 10 participants will be announced on 20 June 2025. The ARM Hub AI Adopt Centre's decision in relation to the application process is final and it will not enter into any correspondence regarding the result of applications.

Virtual Pitch Night
Participants will pitch to a panel of international experts on 31 July 2025. Representatives from ARM Hub, MassRobotics and NVIDIA will be on the panel, alongside a representative from a venture investment firm and an internationally recognised robotics expert.

Winner announced
The overall winner will be announced by 4 August following the Virtual Pitch Night on 31 July 2025.

KEY SELECTION FACTORS

The following criteria will be used to shortlist the applicants for Propel-AIR:
- Innovation excellence (25%)
- Market validation (25%)
- Scalability and impact (30%)
- Alignment with Australia's national robotics and AI objectives, see <u>Australia's National Robotics Strategy</u> (10%)
- Team collaboration (10%)

1. Innovation excellence
Some questions the selection panel will consider include:
- Novelty and sophistication of the AI and robotics solution
- How will the applicant take full advantage of the opportunity presented by the residency to build a successful robotics business
- Evidence that applicant will benefit from access to US markets, robotics collaborators, investment and networks.

2. Market validation
Some questions and issues the selection panel will consider are:
- How do you know you are solving a real problem for real customers?
  - Do you have evidence of commercial traction with clients? How many active users and how many paying customers do you have? What does your growth look like?
- How strong are your indicators that your robotics solution is valid in the real world with real customers?
  - Applicants without commercial traction should demonstrate significant evidence of customer discovery and validation of the problem being real. This goes beyond market research and involves interactions with potential customers and users. As an example, how many customer or user interviews or surveys have you done? Note that levels of validation may differ from market to market.
- Have you won awards or do you have forms of third-party recognition that provide further credibility that you are solving a real problem experienced in the market?

To be pitching to investors and key stakeholders at the Virtual Pitch Night, teams will be expected to have real traction with either paying customers or customers considering their product in the future.

3. Scalability and impact

Some questions the selection panel will consider include:

- Is the Intellectual Property underlying the product fully Australian-owned? If not, how much is Australian-owned?
- Is the equity (beneficial ownership) underlying the product fully Australian-owned? If not, how much is Australian-owned?
- Are there any restrictions on the company's use of the Intellectual Property?
- Do you have a growth strategy to expand into other markets or product lines?
- Can scaled-up demand be met from the Australian production sector?
- Do you have access to capital for expansion, or a plan to access capital as required?
- Are you solving a big problem with global impact?

4. Alignment with Australia's national robotics and AI objectives

Some questions and issues the selection panel will consider are:

- The potential benefit for the robotics company to solving a problem or problems and/or identifying an opportunity for Australian industry
- Does this project fit within the seven priority areas identified in the National Reconstruction Fund:
  - renewables and low emission technologies
  - medical science
  - transport
  - value-adding in agriculture, forestry and fisheries
  - value-adding in resources
  - defence capability
  - enabling technologies that support new jobs in areas like manufacturing.

5. Team collaboration

Some questions the selection panel will consider are:

- Do your staff know each other well, particularly the two team members who may travel to the United States of America?
- What skills do your staff possess? Are they complementary?
- How long have you been working on this project as a team?
- Have you worked together as a team on another project? What was the outcome?
- What experiences bind you together as a team to allow you to get through difficult times in business?

The ARM Hub AI Adopt Centre expects all participants to be committed to the program and to conduct themselves in a professional manner at all times.

TERMS AND CONDITIONS

INTELLECTUAL PROPERTY

Companies retain full ownership of their Intellectual Property (IP) and the ARM Hub AI Adopt Centre does not claim equity in the company's business. The ownership of any IP that underpins participating companies must be clearly highlighted and understood by both the founders and the selection committee, including the ARM Hub AI Adopt Centre. This is to enable assessment of the company's potential at the time of application and ensure the value of the IP is not inadvertently compromised, nor its ownership misrepresented to investors throughout the program. Where IP is owned or controlled by others, this needs to be clear and transparent at the time of application. See Key Selection Factor 3.

By applying, you:
- confirm and guarantee that your application does not infringe the intellectual property rights of any third party (as can reasonably be identified at the time).
- agree that the ARM Hub AI Adopt Centre and the ARM Hub has an unrestricted, irrevocable, transferrable, right and licence to use and modify your application including for promotional purposes without the payment of any further fee or compensation or further reference to you, and the ARM Hub AI Adopt Centre and the ARM Hub can authorise other people to do any of these things.

WITHDRAWAL OF APPLICATION

You may withdraw your application at any time before notification of the successful cohort is made on 20 June 2025 by notifying the ARM Hub AI Adopt Centre by email to propelair@aiadopt.ai. If you withdraw your application:
- ARM Hub AI Adopt Centre will remove your application.
- ARM Hub AI Adopt Centre will not use your details or application for media or promotional purposes
- you will no longer be eligible to be selected for the program.

PROGRAM TERMINATION

Participating companies may be terminated from the program if they breach their agreement with the ARM Hub AI Adopt Centre, or if the ARM Hub AI Adopt Centre assess that they should no longer continue in the program. Typically, termination will be obvious through a lack of commitment by the company's participants (e.g. failure to meet milestones, non-participation in essential activities and/or with key individuals) or major changes to the company's team during the program, including changes which result in a failure to meet the Eligibility Criteria outlined in this document. Teams can also choose to exit the program at any time for any reason. The remaining prizes or benefits will be forfeited upon termination. Involuntary termination is generally not in the interests of the ARM Hub AI Adopt Centre. As such, all efforts will be made to resolve issues prior to them becoming significant.

AGREEMENT

All selected companies will be required to enter a formal agreement with the ARM Hub AI Adopt Centre before they commence the program.

TRAVEL

The ARM Hub will cover two return airfares from the closest major Australian city to Boston, accommodation for two people in Boston, and two per diems for the duration of the residency (up to four weeks) in Boston. Any additional expenses, including personal costs, will be the responsibility of the participant.

The ARM Hub is not liable for expenses beyond those explicitly covered in the program.

Participants selected for overseas travel must ensure they have valid passports, visas, and any other required travel documentation and/or insurances. The ARM Hub AI Adopt Centre will not be responsible for denied entries or issues arising from incomplete or incorrect documentation, and/or failure to meet any travel compliance requirements.

Participants are required to have travel insurance covering medical, cancellation, and other contingencies. Proof of insurance may be requested before travel arrangements are finalised.

Participants agree to adhere to local laws and regulations in Boston, USA during the residency. Any legal or financial consequences arising from violations will be solely the participant's responsibility.

Travel to Boston, USA must occur in October 2025. Any changes to nominated travel dates or arrangements initiated by the participant may incur additional costs, which will not be covered by the ARM Hub. The ARM Hub will not cover costs associated with travel to Robobusiness or other events to which participants are invited.

In the event of unforeseen circumstances such as travel restrictions, natural disasters, or health emergencies, the ARM Hub AI Adopt Centre reserves the right to modify or cancel travel arrangements. The ARM Hub AI Adopt Centre or the ARM Hub is not liable for any losses incurred due to such changes.

MISCELLANEOUS

Applications which, in the opinion of the ARM Hub AI Adopt Centre, are incomplete, incorrect or incomprehensible, contain defamatory or offensive content or infringe

intellectual property rights are not eligible for selection and may be removed from the application process and the relevant applicant will be disqualified.

The ARM Hub AI Adopt Centre may, in its absolute discretion, disqualify applicants, if in the opinion of the ARM Hub AI Adopt Centre, the applicant breaches these Terms and Conditions, engages in dishonest and unethical conduct in relation to their application, manipulates, tampers or interferes with the conduct of the application process, does not comply with the application process, or conspires with others to gain an unfair advantage. The ARM Hub AI Adopt Centre may audit applicants if it suspects they have engaged in a such breach or conduct.

The ARM Hub may request information from applicants relevant to entry or participation in the program, such as proof of residency or age. The ARM Hub AI Adopt Centre may, in its absolute discretion, disqualify applicants if they provide insufficient information, false information, or fail to provide information.

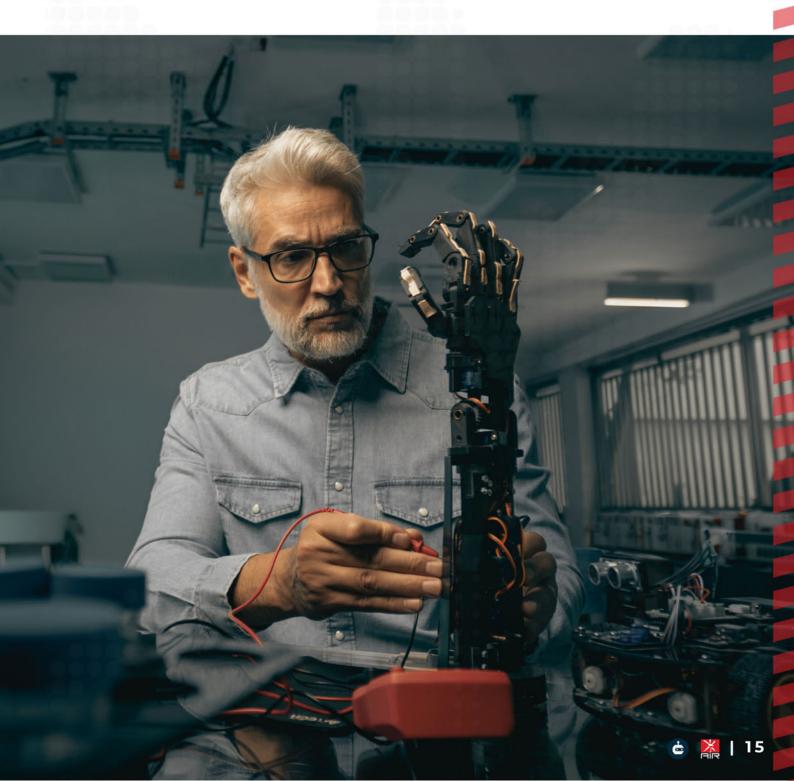The ARM Hub AI Adopt Centre is not responsible for:
- late, lost or misdirected applications
- delays, problems or technical malfunction of any telephone network or lines, computer systems, computer equipment or software, technical problems or traffic congestion on the Internet or at any website, or any combinate thereof, including injury or damage to applicant's or any other person's computer related to or resulting from making an application. If such problems arise, the ARM Hub AI Adopt Centre may modify, cancel, terminate or suspend the application process.

To the extent permitted by law, the ARM Hub AI Adopt Centre is not liable for any loss, damage or injury whatsoever (including, but not limited to, indirect and consequential loss) resulting from the ARM Hub AI Adopt Centre application or participation in the program.

If for any reason, the program is not capable of running as planned, including war, terrorism, state of emergency, disaster, infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failures, or any other causes beyond the control of the ARM Hub AI Adopt Centre which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the program, the ARM Hub AI Adopt Centre reserves the right in its sole discretion to cancel, terminate, modify or suspend the program.

Any and all costs associated with applying are the responsibility of applicants.

Applicants understand and agree that the ARM Hub AI Adopt Centre may collect personal information from them when they make an application, and use it for the purpose of running the program (which may include disclosure to third parties for the purpose of processing and conducting the program), for promotional purposes surrounding the program, reporting purposes, as well as other purposes as set out in the ARM Hub's privacy policy. For further information on how the ARM Hub deals with applicant's personal information, please refer to the ARM Hub's privacy policy.

CONTACT US

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APPLICATIONS CLOSE 30 MAY 2025
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