

FOMENT

AUSTRALIA'S WINE AND TOURISM
TECH REVOLUTION

SPONSORSHIP PROSPECTUS

FOMENT [verb]:

to promote the growth or development of, to instigate or foster, encourage, stimulate



Australia has:

- A dominant wine industry – we have great companies, great research, great marketing and a tradition of technical innovation.
- Incredible adventures – Aboriginal and Torres Strait Islander cultural experiences, Kangaroo Island, pristine beaches, unrivaled wine regions, the Great Barrier Reef, festivals and events galore, shark cage diving, incredible produce and of course, our world famous wine experiences.

However, unlike the US and Europe, we do not have any targeted Wine Tech or Tourism Tech growth programs in the state... So, we have decided to combine both!

Our Ambition

- > We will be the world's leading Wine and Tourism Tech communities, building new local businesses and attracting international start-ups.

Our Goal

- To make Australia the global hub for grape and Wine Tech start-ups and Wine 4.0
- To take our experiences to the world and deliver global capability to Australia through tourism and tech startups

FOMENT will foster the next generation of technology for wine and tourism right here in Australia. Technology developed here will benefit Australian operators. It will lift the profile of Australia's wine and tourism sectors globally as that technology is subsequently exported to the world.

FOMENT ACCELERATOR PROGRAM

FOMENT is designed to support emerging technologies and innovation, specifically to increase the competitiveness of Australia's wine and tourism industries. The program will offer intensive acceleration support to early-stage wine and tourism tech businesses, and help them take their innovation to Australia, and the world.

Startups from Australia and across the world will be invited to apply. Those that are selected will participate in an accelerator program designed to help boost their business with the guidance of experts, mentors and direct links to leading wine and tourism businesses.

FOMENT is the answer to a need for better connection between technology and industry. In 2019, the inaugural FOMENT Pilot tested our accelerator program with seven companies from around Australia. The feedback and outcomes for participating businesses, mentors and experts has been incredible, and in 2020, we'll launch the Accelerator Program, with your support.

PROGRAM DETAILS

FOMENT will help entrepreneurs and start-ups to up skill and scale up their business using the following acceleration approaches:

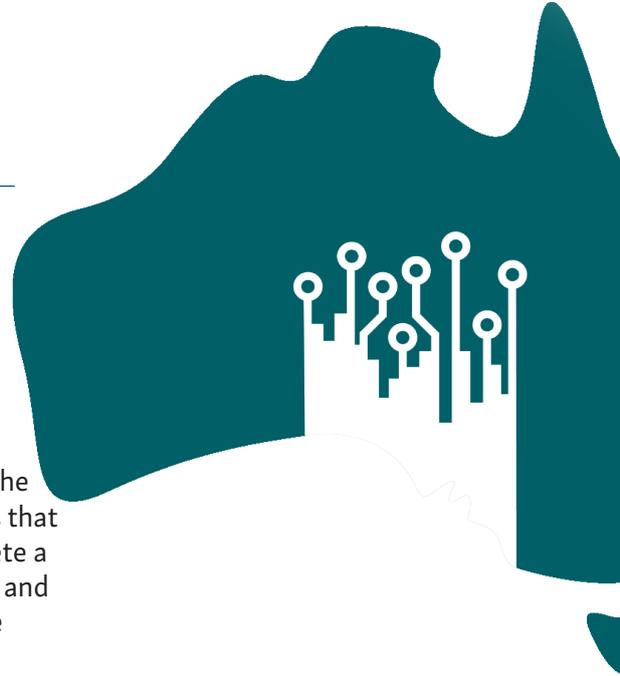


Figure 1- Foment's Acceleration Model

The program will include:

- > Workshops and methodology focused on creative and design thinking process
- > Business model testing
- > Product validation
- > Pitching
- > Learning by sharing sessions
- > Tools, templates and resources to keep and use
- > One-on-one sessions with world-class mentors and an Advisory Board made up wine and tourism thought leaders
- > Guest speakers on specific topics which may include: Value Proposition, Customer Experience, Digital Marketing, Growth Hacking, Legal/IP and Term Sheets/Investment contracts
- > Visits to wine and tourism hotspots for immersion in real-life operations and problems
- > Direct introductions to industry leaders, investors and decision makers who will influence their success

FOMENT PILOT PROGRAM



In November 2019, the FOMENT Pilot was delivered with seven wine and tourism tech companies from around Australia completing an intensive three week version of the accelerator program.

The Pilot tested the content, delivery and logistics of the FOMENT Accelerator with our target market, including participants, mentors and an Advisory Board.

A proviso of participation in the FOMENT Pilot being free was that the companies would complete a retrospective of the program and give detailed feedback on the course content, facilitators, structure, mentors, facilities and more. Get to know the seven wine and tourism tech companies that completed the flagship FOMENT program, and see how the findings will shape the FOMENT Accelerator Program in 2020.

COMPANIES

Seven Australian companies were selected for the Pilot Program, based on the level of innovation of their product or service, and its potential to strengthen and secure the future of Australia's wine and tourism industries, and the specific business growth challenges they wanted to work through during FOMENT.

- **Consilium/GAIA:** A cloud-based, automated solution for vineyard identification and mapping at any scale.
- **Cellr:** Cellr is a connected packaging solution for anti-counterfeit and direct-to-consumer marketing in the wine, spirits and beverage industries.
- **Dionysus:** A journaling app that helps wine festival goers purchase the bottles they tried, and loved, once they're home.
- **ROVER Journey:** A Chinese micro-influencer marketplace, helping Australian businesses reach Chinese consumers by engaging local brand advocates.
- **Taglog:** An integrated platform with field devices for data logging, capturing the work process as it occurs, including a time and GPS stamp.
- **Twenty Five Doors:** This team partners with cellar doors for better wine tourism experiences using a digital map and marketplace to help them connect with qualified consumers.
- **ZionTech:** This 'Grape to Glass' platform uses blockchain to track the history of the grape through to its transformation into a bottle of wine.

ADVISORY BOARD AND MENTORS

The Advisory Board and mentors are a critical part of FOMENT. Their role is to test participant ideas against their knowledge and expertise, connect companies in with industry for growth and provide guidance throughout the program.

During the FOMENT Pilot Program, the Advisory Board and mentors were selected from across the wine and tourism sectors, with a focus on finding representatives who provided a broad range of expertise and experience, for the benefit of their mentorship of the FOMENT participants.

All were invited to complete a feedback questionnaire, and the results will be used to complete the FOMENT Accelerator ahead of its start in 2020. On the next page, we've included feedback from mentors, the Advisory Board and our participating companies.

PARTICIPANT FEEDBACK

Following the completion of FOMENT Pilot Program, the seven companies, mentors and Advisory Board were asked to complete a detailed survey. Here's a snapshot of some of the results.

100%

Participants who took the survey and would participate in FOMENT again.



"Carla and Darren are very knowledgeable and passionate about the startup industry."
- **Chris Hogg, Ziontech**



"Being part of FOMENT has opened doors to the South Australian wine industry much faster than we could have done ourselves. The entire process from start to finish has been seamless and easy as a participating company. (We) changed from all angles, on everything from our business model to how we think about scale. The facilitators, advisory board and program mentors were exceptional and I imagine, inaccessible without FOMENT."
- **Chris Braine, Cellr**



We were exposed to high-level industry experts who provided thousands of dollars worth of free consulting. We are now not only able to pitch more confidently and successfully to international investors, ROVER has had a number of new businesses from the wine industry enquire about our services.
- **Nick Carter, ROVER Journey**

MENTOR AND ADVISORY BOARD FEEDBACK

100%

Advisory board and mentors who completed the survey and would participate in FOMENT again.



"I can see that FOMENT will encourage and lead to the release of commercial solutions in new technology to assist the advancement of Australia's wine industry"
- **Warren Birchmore, Accolade Wines**



"FOMENT adds an extra pathway to the system of innovation, moving it toward practice change outcomes. The depth of focus and specificity of the program in its deep sector focus was for me, surprisingly effective."
- **Paul Smith, Wine Australia**



"Being a part of FOMENT has shown me the value that the program can bring to our wine and tourism industries – acceleration ideation and potential for new product development which brings the viticulturists/winemakers/tourism businesses into the process. This in turn helps the businesses to understand and grasp the benefits of rapid innovation. FOMENT will bring global best practice into the Australian industry."
- **Annabel Mugford, Barossa Grape and Wine Association**

WINE AND TOURISM INDUSTRY PARTNERSHIPS

Be a part of the revolution.

We are seeking partners to participate in and help establish Australia's most innovative accelerator to drive technology advantage in our wine and tourism sectors. FOMENT doesn't stop at the accelerator; we're committed to activating innovation throughout the wine and tourism industries during the year, at events including national conferences and panels with leaders from each sector. Your involvement makes each of those possible too.

Supporting FOMENT goes toward strengthening the Australian wine and tourism industry's resilience in the face of global challenges. Are you part of a future-thinking organisation that's ready to join the revolution and help foster the next generation of technology for Australian wine and tourism?

Each of the following financial sponsor packages are examples of how we can work together to make sure our agreement is a true partnership; tailored according to your involvement in the industry so you get the best value possible in exchange for your generosity.

PACKAGES

FOMENT SUPPORTER (\$10,000+)

MARKETING

Recognition in all marketing material, at various events, on the FOMENT website, social media and dedicated program promotions sent to WISA, Hydra and Flinders New Venture Institute's local, national and international databases.

EVENTS, EXPOSURE AND RECOGNITION

Being seen and recognised as a tech leader in Australia's wine and tourism industries

1 x invite to FOMENT launch

1 x invite to the final Pitch - allowing early exposure to new technologies and opportunities

INFLUENCE AND INVOLVEMENT

Participation in regional visits, such as the FOMENT roadshow, where able

FOMENT PARTNER (\$20,000+)

MARKETING

Everything listed in supporter, plus:

Display of provided signage at all events

Second prize naming rights (please refer to the naming rights section below)

EVENTS, EXPOSURE AND RECOGNITION

Everything listed in supporter, plus:

Organisational profile on the FOMENT website (200 words approx)

Extra ticket to the FOMENT launch and pitch

INFLUENCE AND INVOLVEMENT

Everything listed in supporter, plus:

Opportunity for a bootcamp to be held at your workplace, with media coverage

Invite startup teams to your workplace to test their product/service

One staff member to participate in the bootcamps

Provide expertise as a presenter, panel member or mentor (if applicable)

FOMENT PRINCIPAL PARTNER (\$30,000+)

MARKETING

Everything listed in supporter and partner, plus:

Your logo on FOMENT Pitch Day press release

Your logo on the prize

First prize naming rights (please refer to the naming rights section below)

EVENTS, EXPOSURE AND RECOGNITION

Everything listed in supporter and partner, plus:

Participation on the final judging panel for the Pitch Day

Keynote speaking opportunity at Pitch Day

Extra tickets to both the FOMENT launch and pitch

INFLUENCE AND INVOLVEMENT

Everything listed in supporter and partner, plus:

First opportunity to invest in participant's businesses

Opportunity to host two bootcamps at your workplace

Opportunity to inform and influence the top industry problems to be solved through the program

Opportunity to participate in the selection of teams to join in the program

Two staff members to attend the bootcamps for professional development

PRIZE NAMING-RIGHTS SPONSOR

Up to one Principal Partner (\$30,000) and one Partner (\$20,000) can nominate that their sponsorship dollars are specifically for the first and second prize (respectively) to be delivered at the final Pitch Day. This will be communicated through all promotion of the prizes and the sponsors can have their logo on the winner's cheque and prize trophy. FOMENT will have national and international media covering the program and the final Pitch Day, which will provide great opportunity for recognition.

LET'S TALK

Each of these packages are examples of how we can work together, but we understand not one size fits all. If you'd like to put together a tailored partnership for an different amount, our team would love to talk to you further.

REGIONAL SPONSORS

Regions have the opportunity to actively partner in the program with a financial commitment of \$30,000. This can be through a consortium sponsorship arrangement (i.e. wine and tourism associations, local councils, RDAs).

In addition to the benefits of Principal Partners, Regional sponsors will get the opportunity to host a component of the program in their region. This will see 12 - 18 teams of exciting tech start-ups to your region.

This presents an unparalleled opportunity to generate excitement and inspiration for your regional businesses to take advantage of new tech opportunities for their businesses and transform their capability.

We will also partner with you to host events that will give you the chance to share your region's opportunities and challenges to some of the greatest tech minds to influence their thinking. We will make sure this will be covered by the relevant media channels.

REGIONAL SPONSOR (\$30,000+)

MARKETING

Recognition in all marketing material, at the various events, on website, social media and dedicated program promotions sent to WISA, Hydra and Flinders NVI local, national and international networks
Organisational profile on the FOMENT website (approx 200 words)
Your logo on FOMENT press releases as regional sponsor

EVENTS, EXPOSURE AND RECOGNITION

Host a week of the program in your region
Host an event/session to hear from local businesses on their challenges and opportunities
Provision of signage at events
3 x invites to the FOMENT launch and pitch
Speaking opportunity at pitch day

INFLUENCE AND INVOLVEMENT

Opportunity to provide mentors from the region
Opportunity to provide expertise as a topic presenter and/or industry insight at one bootcamp
Opportunity for the start-up teams to test their technology/business initiative with local businesses
Opportunity to inform and influence top industry problems /topics to be solved through the program
One team member able to attend the program bootcamps as professional development
Participation in the judging and selection of potential participants

FOMENT DELIVERY TEAM



Carla Dias Wadewitz

Lecturer & Acceleration Program Delivery – Flinders New Venture Institute

Carla has spent the last 10 years working with companies and start-ups across Europe, US and Asia, mentoring in health, manufacturing/industry 4.0, retail and tourism. She lectured in Entrepreneurship at some of Europe's top business schools and is currently lecturing at Flinders University. Carla develops and delivers national and international acceleration programs to entrepreneurs, start-ups and SMEs. She has intensive experience in investment banking and consulting to the South Australian Governments and the United Nations.

LinkedIn: <https://www.linkedin.com/in/carla-dias-wadewitz-3224202>

Email: carla.diaswadewitz@flinders.edu.au

Phone: +61 (0) 401 493 510



Dr. Darren Oemcke

Marketing Director – Hydra Consulting

Dr Oemcke is a partner at both boutique management consulting firm Hydra and a wine tourism business, whilst also being a board member of several SA based tech start-ups. Darren is a specialist in growing businesses, utilising his unusual combination of skills in strategy, marketing, product development and project delivery with a very strong focus in tourism and wine. He has qualifications in engineering, management and leadership and has mentored/advised many start-ups both independently and through accelerators and incubators.

LinkedIn: <https://au.linkedin.com/in/darrenoemcke>

Email: darren@hydraconsulting.com.au

Phone: +61 (0) 417 803 963



Christina Belperio

Business Consultant – Hydra Consulting

Christina Belperio is a highly experienced project and program manager and a strong focus on stakeholder engagement. Christina is passionate about helping industries and communities solve their economic growth challenges and develop strategies to tackle them head-on. She has developed and delivered numerous industry development programs designed to increase business innovation and overall industry economic development with a focus on food, wine and agribusiness.

LinkedIn: <https://www.linkedin.com/in/christina-belperio/>

Email: christina@hydraconsulting.com.au

Phone: +61 (0) 417 822 361



Charlotte Du Rieu

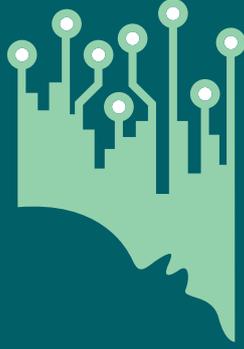
Head of Marketing - Flinders New Venture Institute

Charlotte uses her background in creative and digital marketing to create strategies that engage with and reach the right people. Her latest work in the higher education and innovation sector has given Charlotte a platform to specialize in building strategies that combine digital with traditional, for well rounded and impactful campaigns.

LinkedIn: <https://www.linkedin.com/in/charlotte-durieu>

Email: charlotte.durieu@flinders.edu.au

Phone: +61 (0) 410705223



FOMENT

AUSTRALIA'S WINE AND TOURISM
TECH REVOLUTION

SPONSORSHIP AGREEMENT

Sponsorship Agreement

SPONSOR DETAILS

COMPANY NAME

MAIN TELEPHONE

WEBSITE

PRIMARY CONTACT PERSON

NAME

POSITION

ADDRESS

STATE

POSTCODE

COUNTRY

CONTACT

PHONE

FAX

EMAIL

SPONSORSHIP INFORMATION

SELECT YOUR SPONSORSHIP PACKAGE

- | | | | |
|-------------------|---|----------------------------|--------------------------|
| Principal Partner | <input type="checkbox"/> (\$30,000 + GST) | First Prize Naming Rights | <input type="checkbox"/> |
| Partner | <input type="checkbox"/> (\$20,000 + GST) | Second Prize Naming Rights | <input type="checkbox"/> |
| Supporter | <input type="checkbox"/> (\$10,000 + GST) | | |
| Regional Sponsor | <input type="checkbox"/> (\$30,000 + GST) | | |
| Other | Specify amount: _____ + GST | | |
| | Agreed inclusions: _____ | | |

TOTAL FEE \$

AUTHORISATION

- I have the authority to be able to enter into Sponsorships on behalf of the company stated above.
- I have read and agree to the terms and conditions contained in this document.
- I understand that the area of exclusivity under this agreement is Australia only.

FULL NAME

COMPANY

DATE

SIGNATURE

Upon receipt of this signed Sponsorship Agreement Hydra Consulting will issue an invoice for your sponsorship payment.

ADDITIONAL CONTACTS

Please list additional contacts in the space below. You can add or amend these at any time.

CONTACT PERSON FOR NOTICES* (IF DIFFERENT TO PRIMARY CONTACT PERSON)

NAME

POSITION

ADDRESS

STATE

POSTCODE

PHONE

EMAIL

*Refer to Clause 19 of Terms and Conditions

AGREEMENT EXECUTION (HYDRA CONSULTING TO COMPLETE)

FULL NAME

POSITION

DATE

SIGNATURE

PLEASE RETURN COMPLETED FORM TO:

Christina Belperio, Hydra Consulting
christina@hydraconsulting.com.au

Terms and Conditions

1) PARTIES:

This agreement is between the Sponsor and HYDRACO AUSTRALIA PTY LTD (Hydra Consulting) ABN 47 149 437 767 (the Parties)

The purpose of the sponsorship is to contribute to the annual operating costs of delivering FOMENT Wine and Tourism Tech Accelerator and associated industry activation activities.

Hydra Consulting is acting as the Sponsorship Administrator on behalf of the FOMENT partners. The FOMENT partners consist of: Flinders University New Venture Institute (Flinders NVI), Hydra Consulting and the Wine Industry Suppliers Australia Inc. (WISA).

2) COMMENCEMENT DATE:

The Sponsorship commences from the day this Agreement is authorised.

3) TERM

The term of this agreement is from the Commencement Date of the Sponsorship Agreement until 30th of June 2021.

4) INTELLECTUAL PROPERTY:

Hydra Consulting agrees to use the logos, trademarks and other corporate branding of the Sponsors solely in accordance with any instructions provided by the Sponsor. The Sponsor retains all Intellectual Property Rights in its logo and materials provided and grants to Hydra Consulting on behalf of the FOMENT partners, a non-exclusive license to reproduce and publish the Sponsor's logo and any materials provided solely for the purpose of carrying out its obligations under this Agreement.

5) FEES:

The Sponsor will pay to Hydra Consulting the relevant Sponsor Fee. This is due and payable within 14 days of an invoice being issued following this Agreement being signed, unless otherwise mutually agreed. The Sponsorship is not confirmed until payment has been received by Hydra Consulting. Barring any statutory requirements or as otherwise set out herein, if the FOMENT program proceeds this fee is non-refundable. If the FOMENT partners decide not to proceed with the program for whatever reason, either this year or subsequent years, then Sponsors for that year will be reimbursed within 60 days.

6) RELATIONSHIP:

The relationship between the parties under this Agreement is that of independent contractors. No agency, employment, joint venture or partnership is created and no fiduciary relationship exists between the parties.

7) REPUTATION:

The parties agree to use their best endeavours to preserve and protect the other party's reputation and that of the FOMENT partners during the Term of this Agreement.

8) CONFIDENTIALITY:

Each party agrees to keep confidential any information gained by a party in relation to the agreement or the purpose which a party should reasonably understand to be confidential to the other party. Neither party may disclose or permit the disclosure of confidential information to any third party. If either party becomes aware they are in breach of this obligation, that party will immediately notify the other party. However, either party may disclose information where it is required to do so for that party to perform its obligations under this Agreement or as required by law. This clause survives termination of this Agreement.

9) PRIVACY:

Hydra Consulting complies with Australian privacy law and does not provide contact lists or individual contact details to Sponsors or any other third parties unless agreed to by program participants that such information is able to be shared with select Sponsors.

10) ASSIGNMENT:

The rights of either party under this Agreement are not transferable or assignable either in whole or in part without the prior written consent of the other party.

11) DISPUTE RESOLUTION:

If either party considers that the other party is in breach of this Agreement, it should serve written notice to the other party specifying the nature of the breach. The other party should respond in writing within fourteen (14) days of receiving the notice.

12) TERMINATION:

Each party is entitled to terminate this Agreement without notice or demand if:

- a. The other party defaults or fails to perform any significant obligation contained in this Agreement and this fault is not rectified. The defaulting party will be given 14 days following notice from the non-defaulting party to remedy any default ahead of termination.
- b. The other party goes into liquidation, has a receiver, receiver and manager, administrator or similar person appointed, enters into a scheme of arrangement with creditors or is unable to pay its debts when they fall due.

13) TERMINATION DUE TO INAPPROPRIATE BEHAVIOUR:

Should the Sponsor's dealings with program participants be judged by Hydra Consulting to be inappropriate then Hydra Consulting has grounds to terminate the Sponsorship.

14) TERMINATION PROCESS:

In the event this Agreement is terminated, each party will immediately remove all of the other party's logos and any other recognition from all materials and documents promoting the Sponsorship.

Terms and Conditions continued.

15) CANCELLATION OF ANY SPONSOR BENEFIT ITEM:

If any FOMENT Sponsor benefit item does not proceed, Hydra Consulting will inform the Sponsor by giving notice as soon as practicable after becoming aware the Sponsor benefit item will not proceed and make available to the Sponsor a substituted Sponsor benefit. The FOMENT partners reserve the right to amend the Sponsor program or refine the offering to benefit the Sponsor. Every effort will be made to maximise Sponsor benefits wherever reasonably possible in addition to any outlined benefits.

16) FORCE MAJEURE:

Where one party is unable to carry out its obligations under this Agreement due to circumstances beyond its control or which it could not have reasonably prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavors to overcome the circumstances preventing its obligations from being carried out.

17) MODIFICATION:

This Agreement may not be modified, amended, added to or otherwise varied except where mutually agreed in writing.

18) JURISDICTION:

This Agreement shall be governed by and construed in accordance with the laws of South Australia and the parties agree to submit to the non-exclusive jurisdiction of the Courts of that State.

19) ENTIRE AGREEMENT:

This document constitutes the entire agreement between the parties as to its subject matter, and in relation to its subject matter, supersedes any prior understanding or agreement between the parties and any prior condition, warranty, indemnity or representation imposed, given or made by either party.

20) NOTICES

A notice or other communication in connection with this agreement may be in writing, signed by an authorised officer of Hydra Consulting and given to the Sponsor by hand delivery mail or email transmission to the address or email listed (if applicable)



FOMENT

For more information please contact:

Christina Belperio

Email: christina@hydraconsulting.com.au

Phone: +61 (0) 417 822 361