

## **About the winning entrants of the 2008 Sydney Catapult...**

### **1<sup>st</sup> place – Marathon Robotics**

#### **Description**

Our team presented a business plan for commercialisation of a robotic target system for live-fire training. It is designed to facilitate realistic, flexible, and challenging training scenarios for defense personnel. The robots rely on state-of-the art mobile robotics technology to compute their positions, sense their surroundings, avoid obstacles, and navigate autonomously.

Our company, Marathon Robotics, was founded by three PhD-level engineers. We had developed the underlying robotic technology as part of a university research project. Our plan is to market the system internationally through our newly formed company.

#### **What was learned from the Sydney Catapult experience...**

All three founders come from a technical background and are keen to learn the business aspects of running a start-up. Winning the Catapult competition was very rewarding and we take it as an indication that we are on the right track. We learnt a lot through the process of writing and re-writing the business plan while preparing for the competition. Feedback from the judges was also very valuable. The prizes, both monetary and in-kind, will help us accelerate the development of our business.

### **Runner-up + Best IBUS Entrant Prize – Resource Energy Research**

#### **Description**

The "Bio-harvest co-generation" business plan is for a 30MW gas turbine generator and waste heat brick production plant close to a gold mine in central NSW to: reduce the CO<sub>2</sub> of the mine + brick plant by 38% from present; assist critical future electrical demand with peak self sufficiency; generate sustainable wealth creation for local community beyond mine life; and assure power supply to the mine in a newly uncertain climate.

#### **What was learned from the Sydney Catapult experience...**

Winning the competition was a positive independent appraisal, followed by a valuable IP consultation. We learned that most good ideas come from time on site, exploring what is possible, and forming partnerships to enable it to become real. We hope to have finished the feasibility study, the research phase, have lodged the patents, and be negotiating with component suppliers in 12 months.

## Runner-up – Keevan

### Description

Within the transport industry in Australia, by far the largest number of injuries (up to 66%) comes from a single, lever type chain tensioning device, called a "dog". The current alternatives are at least four times more expensive and far heavier than the "dog". Our product is essentially a "dog" with a simple safety addition. The new hybrid device is cheaper, lighter and simpler than the current 'dog' alternatives providing a sustainable competitive advantage. The product will allow the transport industry to remove the largest cause of injury at a far cheaper price than current alternatives offer.

### What was learned from the Sydney Catapult experience...

The prize has helped us realise that we did not just have an idea, we actually have a product. The prize covers a large part of the product development as well as the IP lawyer appointment allowing us to begin the patenting of our product, allowing us to commercialise. The help received from the Catapult team has assisted us in breaking down another barrier to realizing our dream. In 12 months we hope to have finished the product development and be in the process of patenting our design as well as organising a manufacturer and distributor, in readiness for our first sale.

The 2008 Sydney Catapult Business Plan Competition was proudly supported by:



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