

MAP @ Plug and Play USA

Helping your company access the American market

Program overview

The Melbourne Australia Pavilion (MAP) @ Plug and Play USA is a pilot program designed to assist Victorian ICT and life sciences companies gain a valuable foothold in the lucrative American market.

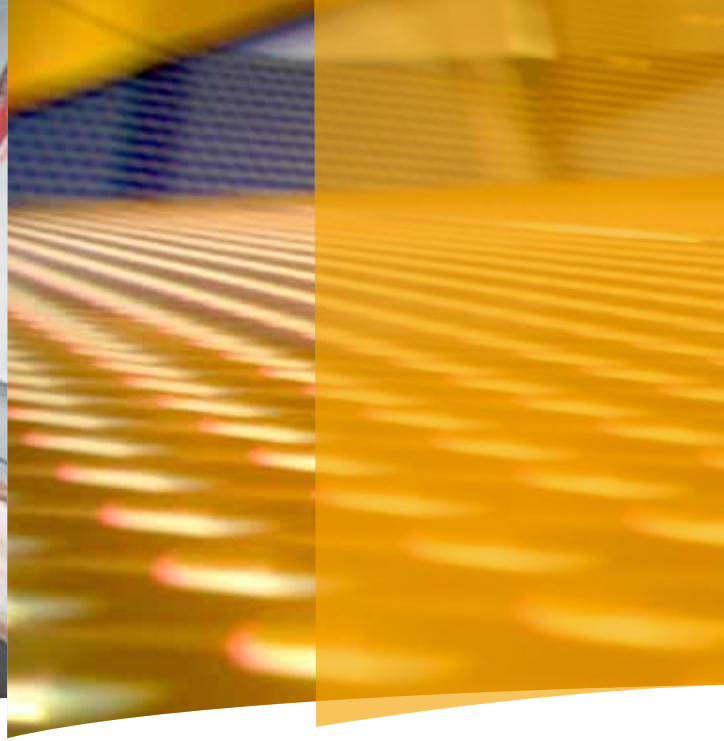
The Victorian Government is providing an operating base at the Plug and Play Tech Center in Silicon Valley for Victorian companies to explore export, capital raising and partnership opportunities.

Under the initiative, approved Victorian companies will receive a three-month lease on office 'pods' within the Melbourne Australia Pavilion paid for by the Victorian Government. The normal fee for this arrangement is US \$1800. An option exists to extend the lease by a further three months at a subsidised rate to the company. All operational costs are to be paid by the company.

The Plug and Play Tech Centre has a community of over 150 technology start-up companies in the ICT and life sciences sectors covering a range of areas including Web 2.0, software (SaaS) systems, semiconductor and telecomm verticals. There are 25 country pavilions including Canada, Israel, China and Japan.

Victorian companies can network with peers at the Center and use the Center's partnerships with industry giants such as Yahoo, Microsoft, SAP, Nokia, Ebay and Google for mentoring, idea exchange and support through various networking events.

This is a one-year pilot program with access to the Pavilion beginning from 1 October 2009. Access to the Pavilion is via a competitive process.



How and when can I apply? Terms and conditions

Access to the Pavilion is via a competitive process. Companies must satisfy the eligibility criteria and complete an application form which requires a strategic plan.

Contact the Victorian Government for an application form.

Eligibility criteria

Victorian ICT and life sciences organisations must satisfy the following eligibility criteria:

- based and headquartered in Victoria
- produces products and services in Victoria that have an Australian content of at least 50 per cent of the total sales value (can include IP value)
- is a commercial Victorian company that employs fewer than 200 people and is not government owned
- works primarily in the ICT sector (including telecommunications, interactive applications, creative content and specialist manufacturing) or in the life sciences sector (including biotechnology, medical devices and diagnostics).

Want to know more?

For further information and for an application form contact:

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