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# 30X30 GUIDELINES

Helping ambitious founders in Victoria scale and win



## OVERVIEW

LaunchVic's 30X30 is Australia's leading scaleup program on a mission to create 30 tech unicorns by 2030. In 2026, 10 of Victoria's fastest-growing scaleups will join an extended, coaching-driven program built to pressure-test and level up founders and their leadership teams.

As part of this bespoke program, leadership teams will receive **dedicated coaching** for the full program. Coaches are ex-founders, GMs, or investors with significant experience scaling Series B+ companies.

This year, following a review of the program, greater focus will be placed on uplifting the participant's capabilities with everyone completing a **Capability Assessment** during onboarding. This will help benchmark current performance and enable LaunchVic to tailor program design to the needs of participants.

The program will also offer media and marketing opportunities to profile the scaleup and the people behind it, as well as supporting access to opportunities, leveraging LaunchVic's extensive networks.

Participation including coaching, promotion of the scaleup, and many other benefits are available at no cost. Program places are fully subsidised by LaunchVic. LaunchVic does not take an equity stake in participant companies.

Victoria's best scaleups are invited to submit their application to participate in this program. To be considered, scaleups must have claimed their company profile on [LaunchVic's startup database](#) powered by Dealroom.co, which is free and fast to set up.

To claim your profile, [click here](#).

## WHAT TO EXPECT

The program has two streams of support.

### Learning and Development:

1. *Executive Coaching and mentoring:* Coaching is the core delivery mode for 30x30 in 2026. Each company is paired with **dedicated coaches**, that will be expected to meet each scaleup every month over the duration of the program. Coaches will be empowered to bring in the relevant resources, including mentors - with the objective of improving the company's combined capabilities. Coaches are ex-founders, GMs, or investors with significant experience scaling Series B+ companies.
2. *Capability Assessment:* The program focuses on uplifting combined company capabilities. Every participant will complete a **Capability Assessment** during onboarding. This tool serves two purposes;
  - Firstly, it benchmarks current performance against best practice.
  - Secondly, the assessment will help to ensure the program is tailored to each participating company needed.
3. *Cohort Engagement:* Informal networking is given its own space acknowledging the richest learning and connection often happens through peer-to-peer learning outside of structured sessions.

### Areas of Focus:

Based on past cohorts, the capabilities we expect the program to cover include:

- Strategic Alignment
- Scaling a Performance Culture
- Scaling Internal Operations & Leadership Capabilities
- Building a Scalable Capital & Financial Model
- Go to Market & Global Expansion
- Governance

### Promotion:

1. *Profiling:* At LaunchVic we believe we should celebrate our best and brightest founders and executives to help other founders and their teams to 'be what you can see.' Where possible, we will leverage our own media opportunities to profile your scaleup and the people behind it.
2. *Networking:* Where possible LaunchVic will leverage its networks to support access to opportunities for your scaleup, including those supported by the Government.

## TIME COMMITMENT

Each company will be required to attend a program day each month, plus additional coaching sessions, and mentorship as required. The program will run over 6 months, on the first Wednesday of every month. Each functional leader will be required to commit a total of approximately 60 hours to attend in person sessions which include all events and program sessions.

## DEFINITIONS

The below definitions apply to this application process.:

- **A Scaleup** is a hyper-growth startup that has raised at least AUD\$5m in a single round and currently has at least 10 employees, no more than 20 years since founding and has a valuation of greater than AUD\$30m.
- **A Startup** is an innovative, technology-based business that can scale rapidly and capture mass markets. Examples of technology-based businesses include: software and application development (Artificial Intelligence (AI), blockchain, big data analytics, e-commerce or marketplaces, augmented or virtual reality, Software as a Service (SaaS), hardware, advanced manufacturing, sensor technology, robotics, autonomous vehicles, quantum technology, deep tech, and genomics and life sciences (including BioTech & MedTech).
- **The Applicant** must be the Founder/CEO, but parts of the application form will need to be completed by the scaleup's executive leaders (including CFO, COO and CPO or equivalents) in addition to the Founder/CEO.
- **Capacity** is a qualitative assessment of whether the applicant has the bandwidth to participate and implement ideas covered in the program. Over the program's duration, the CEO/Founder and functional leaders will need to attend events/sessions in person.
- **Velocity** is a measure of annual growth rate from the scaleup's founding year until 2025. The growth trajectory measures assessed are the revenue and employee number increase, which are submitted by the Applicant in the Application Form.
- **Victorian-based** means the Scaleup must be a Victorian registered and headquartered company. The founder / CEO must also have a primary residence in Victoria.

## ELIGIBILITY

To be eligible to participate in this program, a Scaleup must meet each of these criteria.

1. **Victorian-based;**
2. **Size:** Meet LaunchVic's definition of a Scaleup and meet at least one of the following measures of size:



- a. 50+ full time employees with an operating leadership team; or;
  - b. A valuation greater than AU\$30million but less than AU\$200million; or;
  - c. Revenue of at least AU\$1million per month; or
  - d. Having raised a single venture capital round in excess of AU\$5million.
3. **Funding and runway:** As 30X30 requires both a commitment of time and focus during and post program to implement ideas, each scaleup must have at least 12 months runway from the start of the program;
4. **Adheres to Victorian Government Policy on ESG** (Environmental, Social, and Governance)  
**Prohibited Activities:** *The Business must not be involved with;*
- a. Tobacco or tobacco-related products;
  - b. Cluster munitions and other controversial weapons;
  - c. Thermal coal;
  - d. Gambling;
  - e. Logging of old growth forests;
  - f. Uranium;
  - g. Unregulated animal testing;
  - h. Live cattle and/or sheep exports; or
  - i. Fracking.

## SELECTION CRITERIA

Eligible scaleups will be assessed through a selection process based on the following factors.

1. **Velocity:** *This measurement is ranked and compared to other applicants based on a video and written submission (weighted 25%);*
2. **Capacity:** *Capacity of the founder and leadership team to participate in the program and implement ideas. Each scaleup will provide written feedback in the application on their ability to commit to the program, including disclosing when they next plan to fundraise, noting this can detract from executives' ability to participate in the program. This is a qualitative assessment based on a video and written submission (weighted 15%);*
3. **Need:** *A qualitative assessment of how much each scaleup needs the support that the program provides. Each scaleup (including the CEO/Founder and functional leader(s)) is required to provide a video response (max 3 mins) to questions about:*
  - a. *The current challenges the scaleup currently face;*
  - b. *How the leadership team currently functions; and*
  - c. *The scaleup's long term goals, strategy processes, and framework.**This is evaluated based on the submission and consideration of how well the program can support the scaleup's current and future needs (weighted 25%);*
4. **LaunchVic assessment of support:** *LaunchVic will assess the scaleup through a lens of how*

*much direct support can be provided by LaunchVic's existing networks and connections. Priority will be given to companies that LaunchVic is confident it can add value to and are poised to scale rapidly within the next 12 months (weighted 15%);*

5. **Leadership structure:** *An assessment of the scaleup's leadership structure will be conducted (weighted 20%). Priority will be given to scaleup's whose executive leadership team:*
- a. *Have a dedicated executive leadership team (across functions such as HR, GTM, Ops and Finance) that is working full-time for the scaleup;*
  - b. *Have diversity in the executive leadership team and/or Founder/CEO.*
  - c. *Attitude & Willingness to engage - the applicant demonstrates a willingness to contribute to a peer-based learning environment and apply those insights in their own company.*

## **TIMELINE (COHORT #5)**

### **Program Timeline**

30X30 will return in 2026, register your interest on the LaunchVic website for updates on application and program timelines.

## **QUESTIONS?**

If you have a question regarding the expressions of interest form, eligibility, or anything to do with the 30X30 program, please email [programs@launchvic.org](mailto:programs@launchvic.org). Relevant questions and answers will be posted on the LaunchVic website via the Frequently Asked Questions.