
BASECAMP

Program Guidelines

PROGRAM OVERVIEW

Basecamp builds founder capability to design, hire, and lead high-performing teams.

Basecamp is an executive education program that supports startup founders to design effective teams and make high-quality hiring and leadership decisions as their company scales. The program equips founders with practical frameworks, tools, and coaching to align hiring with business strategy, reduce execution risk, and build high-performing teams.

In doing so, Basecamp enables founders to attract and develop the talent crucial for growth, while ensuring early hires thrive in clearly defined, fulfilling roles with meaningful paths for advancement.

Cohort 1 graduates have since gone on to make over 30 operational and executive hires, strengthen leadership team clarity, and accelerate progress toward key growth and capital raising milestones.

You'll learn from industry experts who have scaled unicorns, and they'll teach you how to:

- Design a strategy-aligned hiring roadmap so you know who to hire next, when, and why
- Build the confidence and systems to hire teams you can genuinely trust and delegate to
- Design and lead a team that can execute without constant founder intervention

The program leverages LaunchVic's extensive networks to profile startups and their founders through media and marketing opportunities using LaunchVic's multi-faceted communications channels.

This is a fully subsidised program by LaunchVic. LaunchVic does not take an equity stake in the companies.

To be considered, companies must have claimed their profile on LaunchVic's startup database powered by Dealroom.co, which is free and fast to set up.

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

WHAT TO EXPECT

The program combines structured learning, specialist HR and peer engagement, as well as applied work to help founders build the capability, systems, and judgement required to hire and lead effectively. The program experience includes three core elements: Learning and Development, Promotion, and a confidential Cohort Environment that enables meaningful progress.

Learning and Development

1. **Executive Coaching and Mentoring:** Founders will take part in an executive education program of coaching and mentoring with experienced industry experts who have scaled unicorns. The cohort will work together across functional areas, learning from scaleup and unicorn founders and executives. As well as additional mentoring opportunities outside the program days to expand on the lessons learned.
2. **Cohort Engagement & Alumni:** Ongoing events to ensure the alumni of Basecamp continue to solve scaling problems together, during and post program, including a dedicated Talent Connect event to help support hiring opportunities
3. **Program Takeaways:** By the end of the program, each participating founder will have developed a practical set of tools and artefacts tailored to their company, which may include:
 - A 12–18 month company strategy snapshot and milestone plan.
 - A strategy-aligned hiring thesis and hiring roadmap.
 - A team architecture and role sequencing plan.
 - Outcome-based positions and interview frameworks.
 - An offer and compensation approach aligned to company stage.
 - An onboarding and delegation plan.
 - A personal leadership and management operating system

Promotion

1. **Profiling:** At LaunchVic we believe we should celebrate our best and brightest founders 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 startup and the people behind it.
2. **Networking:** Where possible, LaunchVic will leverage its networks to support access to opportunities for your startup, including those supported by Government and other programs in the LaunchVic portfolio.

Cohort Environment & Chatham House Rules

Basecamp is delivered in a highly interactive, discussion-based format. Founders are encouraged to share real company information, challenges, and decisions. To enable meaningful outcomes all discussions within the cohort are confidential and Founders are expected to engage with candour, respect, and to challenge constructively.

Session Format & Facilitation

Program sessions are interactive and practice based. Founders should expect:

- Minimal lecture-style content,
- Facilitated discussion and peer learning,
- Hands-on work using their own company context,
- Active participation throughout each session.

Facilitators may adjust session flow or emphasis based on cohort needs while maintaining the overall program structure and objectives.

TIME COMMITMENT

The program is designed for founders who are actively building and scaling teams and are willing to examine and improve their own decision-making and leadership practices.

Basecamp requires active participation and application between sessions. Founders are expected to:

- Attend all program days in full (7 total)
- Complete short pre-work ahead of some sessions (1-2 hours).
- Implement agreed actions between sessions within their company
- Bring real, current hiring and leadership decisions into the room,
- Participate in peer discussion, feedback, and reflection activities,

DEFINITIONS

The below definitions apply to this application process.:

- **A Startup** is a technology-based business with high impact potential, that uses innovation and/or is addressing scalable markets. Their product/service/platform/ hardware is driven by technology. Examples of technology include software/ applications, artificial intelligence (AI), blockchain, advanced manufacturing & robotics, Internet of Things (IoT), big data analytics, augmented /virtual reality, 3D printing, advanced materials, genomics & life sciences (including biotech & medtech) and autonomous vehicles.
- **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 will need to attend events/sessions in person, based on the "Time Commitments" section mentioned above.
- **Velocity** is a measure of annual growth rate from the startup's founding year until 2026. The growth trajectory is measured by the revenue and employee number increases, which are submitted by the Applicant in the Application Form.
- **Victorian-based** means the Startup must be a Victorian registered and headquartered company. The founder / CEO must also have their primary residence in Victoria.

ELIGIBILITY

Basecamp is designed for early-stage founders who are actively scaling their teams and leadership capability.

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

1. The startup must meet LaunchVic's definition of **Victorian-based**.
2. The **Applicant/Participant** must be the Founder or CEO.
3. The startup must meet LaunchVic's definition of a Startup, and meet at least one of the following measures of **size**:
 - a. Having raised a single venture capital round in excess of AU\$1.5 million; or
 - b. Revenue of at least AU\$100,000 per month; or
 - c. Successfully graduated from an accelerator; or
 - d. A team of 10+ employees but less than 50; or
 - e. A valuation of greater than *AU\$5million* but less than *AU\$30million*

If you're unsure if you meet the eligibility criteria, or have questions about your eligibility, please email programs@launchvic.org

4. **Funding/Runway:** As Basecamp requires both a commitment of time and focus during and post program to implement ideas, each startup should have at least 12 months runway from the start of the program.
5. **Adheres to Victorian Government Policy on ESG 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 startups will be assessed through a selection process based on the following factors.

1. **Velocity:** Velocity is used to understand where your startup is in its growth journey and to contextualise the people and leadership challenges you're facing. The assessment panel will consider velocity alongside stage, complexity, and readiness, to assess whether Basecamp is the right program to support your next phase of growth.
2. **Capacity:** Capacity of the founder to participate in the program and implement ideas. Each startup will provide written feedback in the application on their ability to commit to the program, including disclosing when they next plan to fundraise.
3. **Need:** A qualitative assessment of how much each startup needs the support that the program provides. This is based on a written and video response (max 5 mins) to questions about:
 - a. The startup's long-term goals, strategy process and framework;
 - b. The current challenges the Founder currently faces;
 - c. How the leadership team (if any) currently functions.
4. **LaunchVic assessment of support:** LaunchVic will assess the startup 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 within the next 12 months

Assessment is based on the video and written submissions and consideration of how well the program can support the startup's current and future needs.

TIMELINE

Application Process Timeline

Date	Stage
Monday 9 th February 2026 10:00am	Expressions of interest and Applications open. Startups must first submit the Expressions of Interest section of the form, available on the LaunchVic website. Startups deemed eligible will be invited (typically within 2-3 working days) to submit a written and video application
Tuesday 10 th March 2026 1:00pm	Expressions of Interest close
Thursday 12 th March 2026 1:00pm	Applications close for eligible startups
Wednesday 25 th March 2026	Shortlisted Applicants invited for an interview
Tuesday 31 st March and Wednesday 1 st April 2026	Shortlisted Applicants 15-minute online interview
Thursday 2 nd to Friday 10 th April 2026	Successful applicants notified and contracted

Program Timeline

Date	Event / Program
Monday 13 th to Monday 20 th April 2026	Founder onboarding 1-2 hours at a mutually agreed time, with a preference for in person
Wednesday 22 nd April 2026 12pm to 5pm	Program Day 1 - Strategy to Headcount: Aligning Growth and Hiring
Thursday 23 rd April 2026 9:00am to 2:00pm	Program Day 2 - Sequencing the Team: Who to Hire, When, and Why
Thursday 30 th April 2026	Break Week
Thursday 7 th May 2026 9:00am to 2:00pm	Program Day 3 - Designing Roles People Can Win In
Thursday 14 th May 2026 9:00am to 2:00pm	Program Day 4 - Talent Attraction & Retention Strategies
Thursday 21 st May 2026 9:00am to 2:00pm	Program Day 5 - Improving Decision Quality in Hiring and making Decisions That Hold Up
Thursday 28 th May 2026 9:00am to 2:00pm	Program Day 6 – Role Negotiation and Closing with Integrity

Thursday 4th June 2026 9:00am to 4.30pm	Program Day 7.1 - Onboarding, Delegation & Executive Effectiveness Program Day 7.2 - Scaling Leadership, Culture & Founder Self-Awareness
Thursday 4th June 2026 5:30pm to 7:30pm	End of cohort celebration
From start of program to 12th June 2026	Mentor Sessions 3 hours of 1:1 mentor/coaching sessions at a mutually agreed time outside of program days

Participation in every Program session is expected and required. Applicants who are not accepted into Cohort 2 will be notified and may still be entitled to apply for any subsequent Cohorts.

APPLICATIONS

To apply to the Basecamp program, please visit <https://launchvic.org/programs/basecamp> from 9th February to 10th March 2026.

QUESTIONS?

If you have a question regarding the Application form, eligibility, or anything to do with the Basecamp program, please email programs@launchvic.org. Relevant questions and answers will be posted on the LaunchVic website via the Frequently Asked Questions.