



Media Release

Thursday 10 September 2015

RAC SeedSpark Round Two now opened

RAC, in partnership with Perth's largest entrepreneurial hub Spacecubed, today launched the second round of its RAC SeedSpark initiative.

RAC SeedSpark Program Director Jamin Hirte said RAC SeedSpark, WA's first startup accelerator program, provided entrepreneurs with the funding and support to get mobile applications off the ground.

"SeedSpark is all about supporting local entrepreneurs and creating a better WA," Mr Hirte said.

"Based on our success and feedback from last year, we see an opportunity to continue to help startups by investing in them and providing strategic support from RAC, and are delighted to once again invite WA startups and entrepreneurs to pitch their ideas."

SpaceCubed Founder Brodie McCulloch said this year RAC SeedSpark will have an equity stake in its selected finalists, and will introduce an RAC Member's Choice award category.

"After the huge response to the 2014 RAC SeedSpark program, we are excited to be working with RAC to launch round two and support more West Australian entrepreneurs to get their ideas to market," said Mr McCulloch.

"Three finalists will have opportunity to participate in the eight-week RAC SeedSpark accelerator program, where they will receive funding and mentoring to help build, prototype and commercialise their products.

"The finalist teams will also have access to RAC's extensive member base and network to implement their app roll-out, garner support and acquire a customer base."

The RAC SeedSpark categories for 2015/16 are:

- Motoring – meeting the changing needs of tomorrow's vehicles and tomorrow's drivers
- Lifestyle – protecting and enhancing the lifestyles of Western Australians
- Travel and Tourism – connecting and promoting WA's assets and icons
- Insurance – creating the next generation domestic insurance product or service

This year, two prizes of \$20,000 for four per cent equity will be awarded in the above categories.

A final prize of \$20,000 for zero per cent equity will be awarded in the 'For The Better' category – a Member's Choice winner as voted by RAC's member network.

For more information including key dates for RAC SeedSpark Round Two visit racseedspark.com.au

Media Contact: Kylie Bonkowski 0401 703 719