

2025 UNSW Global Landing Pads Awards

Applicant Information

Aim:

As part of UNSW's global strategy, the UNSW Global Landing Pads Awards (Landing Pads) aim to empower UNSW's entrepreneurial community to launch impactful and innovative ventures in global markets.

Eligibility:

UNSW-affiliated early-stage startups that meet **all** the following criteria are eligible to apply:

- **Funding Stage:** Up to (and including) Series A
- **Company Size:** 30 employees or below
- **Technology Readiness Level (TRL):** TRL of 6 or higher
- **UNSW Affiliation** (*Either one of the following*):
 - At least one co-founder must be a current UNSW student, staff, or alumnus
 - UNSW Spinout
 - UNSW Founders Portfolio Startup
- **Award Count:** Maximum of 2 awards per startup for the lifetime of the Landing Pads scheme.

Success Criteria:

The UNSW Global Landing Pads awards are intended to foster long-term, high-impact, innovative ventures in strategic global markets.

Applicant will be assessed based on the following key criteria:

- **Global Market Potential:** Scalable solution with a clear target market; strong competitive positioning; viable go-to-market strategy
- **Solution & Technology Readiness:** TRL 6+; demonstrating strong potential for commercialisation and impact.
- **Team Capability:** Experienced, motivated team with the right skills, vision, and execution ability to succeed.
- **UNSW Engagement:** Past engagement with UNSW through Founders, spinouts, industry collaborations, etc.

Funding & Funding Usage:

- **Maximum funding:** up to AUD \$8,000 (unless otherwise stated).
- **Funding Usage:** Must align with the Landing Pads program's objectives.
 - **Eligible expenditures:** Travel; accommodation; events; innovation outputs (excluding materials or staffing costs).
 - **Startup responsibilities:** All travel arrangements, insurance, and risk management responsibilities.

In-Country Support & Connections:

To help maximise your impact in global markets, we offer support in **establishing key connections** through Investment NSW and Austrade. This includes introductions to potential partners, investors, and relevant stakeholders in your target market.

If you are interested, we can also assist with **in-country media coverage** to enhance visibility and brand positioning in your chosen region.

If you require specific introductions or support, please indicate this in your application form.

Application & Assessment Timeline:

- **Application Period:** Rolling from 26 February 2025 to 5 December 2025 (inclusive).
- **Assessment:** Rolling, with funding awarded progressively.
- **Outcome Notification:** Within 2 weeks of submission.
- **Early submission encouraged**, as funds are allocated continuously until exhausted.

Reporting Requirements:

- Landing Pads recipients must provide a final report detailing trip outcomes and future partnerships plans. Link to [Landing Pads reporting template](#).
- As part of Landing Pads Awards acceptance, we reserve the right to follow up with requests for **trip-related photographs** for reporting, promotional, or compliance purposes.

Questions & Contact:

- For any further enquiries, contact globalventures@unsw.edu.au