



Australia's National
Science Agency

Partnering with our Innovate to Grow Program

Expression of Interest Prospectus

February 2024



CSIRO seeks corporate partners for its nationwide SME support program, Innovate to Grow

As Australia's national science agency, CSIRO is solving the greatest challenges through innovative science and technology. We help Australian start-ups and small to medium-sized enterprises (SMEs) uncover what's possible through research and development (R&D), taking an idea from concept through to execution to drive business growth.

Our Innovate to Grow program is a free, 10-week, virtual learning program that aims to engage nationwide SMEs to turn innovative ideas into tangible R&D projects. Supported by industry, government agencies, and universities, the program has helped over 500 SMEs across nine sectors (including agrifood, cyber security, energy, and medical technology) examine their technical and/or business challenges, explore their R&D and innovation opportunities, and develop actionable business and funding plans.

Seeking to enhance this initiative, we're inviting partnerships with corporates that offer quality products and services, that could enable the further growth of innovative SMEs.

Partnership options and inclusions

We are excited to invite third-party organisations to sponsor the Innovate to Grow from July 1, 2024, to June 30, 2025. Your sponsorship will enable us to run eight programs across various industry sectors.

Sector alignment

CSIRO is providing an open opportunity to prospective partners in the following sectors identified as critical to the SME technology innovation journey across a broad range of sectors:

- Banking and finance
- Professional services (including R&D tax)
- Marketing
- Digital transformation and tools.

Our online EOI form

If you are interested in playing a role in the future of the program, please fill in our expression of interest (EOI) form.

If a competitive process is required, you will be assessed based on the below selection criteria:

1. Demonstrated breadth and relevance of engagement with SMEs at scale (e.g. nationwide presence / service delivery capability, number of SME customers, dedicated SME business units/ products, existing initiatives to support SMEs).
2. Capacity to add value to the program (e.g. your organisation's current support of SMEs and similar prior sponsorships, existing educational content relevant to SMEs, discounts, offers, programs that could be offered to I2G participants and alumni).

INCLUSIONS		YOUR ROLE		
		Partner \$50K pa	Sponsor \$25K pa	Supporter \$10K pa
Brand recognition	Tiered logo and support recognition on program marketing and in-program materials (eg. press releases, website, social media, program platform, workshops)	✓	✓	✓
Content incorporation	Opportunity to incorporate your aligned, branded online educational content in the program's virtual learning platform	✓	✓	
Registered contact	Your representative(s) contact details listed in key program contacts for participants and alumni	✓	✓	
Participant and alumni promotion	Your services and product options distributed to participants and alumni opting in to receive program communications	✓		
Promotional license	Authorisation to promote Innovate to Grow sponsorship in association with CSIRO	✓		

EOI forms must be submitted by 5pm AEST on Tuesday 30 April 2024.
For further information, please visit
csiro.au/work-with-us/funding-programs/SME/Innovate-to-Grow/Corporate-partnerships.

