



Department of  
**Energy and Economic  
Diversification**

# Commercialisation Bridge Grant (CBG) Information Session – 2025

# Acknowledgement of Country

The Government of Western Australia acknowledges the traditional custodians throughout Western Australia and their continuing connection to the land, waters and community. We pay our respects to all members of the Aboriginal communities and their cultures; and to Elders both past and present.



# Introduction

- The Western Australian Government has invested \$40 million into the New Industries and Innovation Fund (NIIF) over four years (2025-29)
- CBG is funded through the NIIF
- The NIIF is the primary tool for the State to deliver against the **WA Innovation Strategy: the place to innovate.**
- Key enabler of the State's economic development framework **Diversify WA**
- The objective of the CBG is to target innovation-driven SMEs and startups in WA, to provide them with support to bridge the funding gap between early-stage commercialisation and 'break through growth' to assist them in becoming sustainable, profitable and scalable businesses.



# Objectives and outcomes

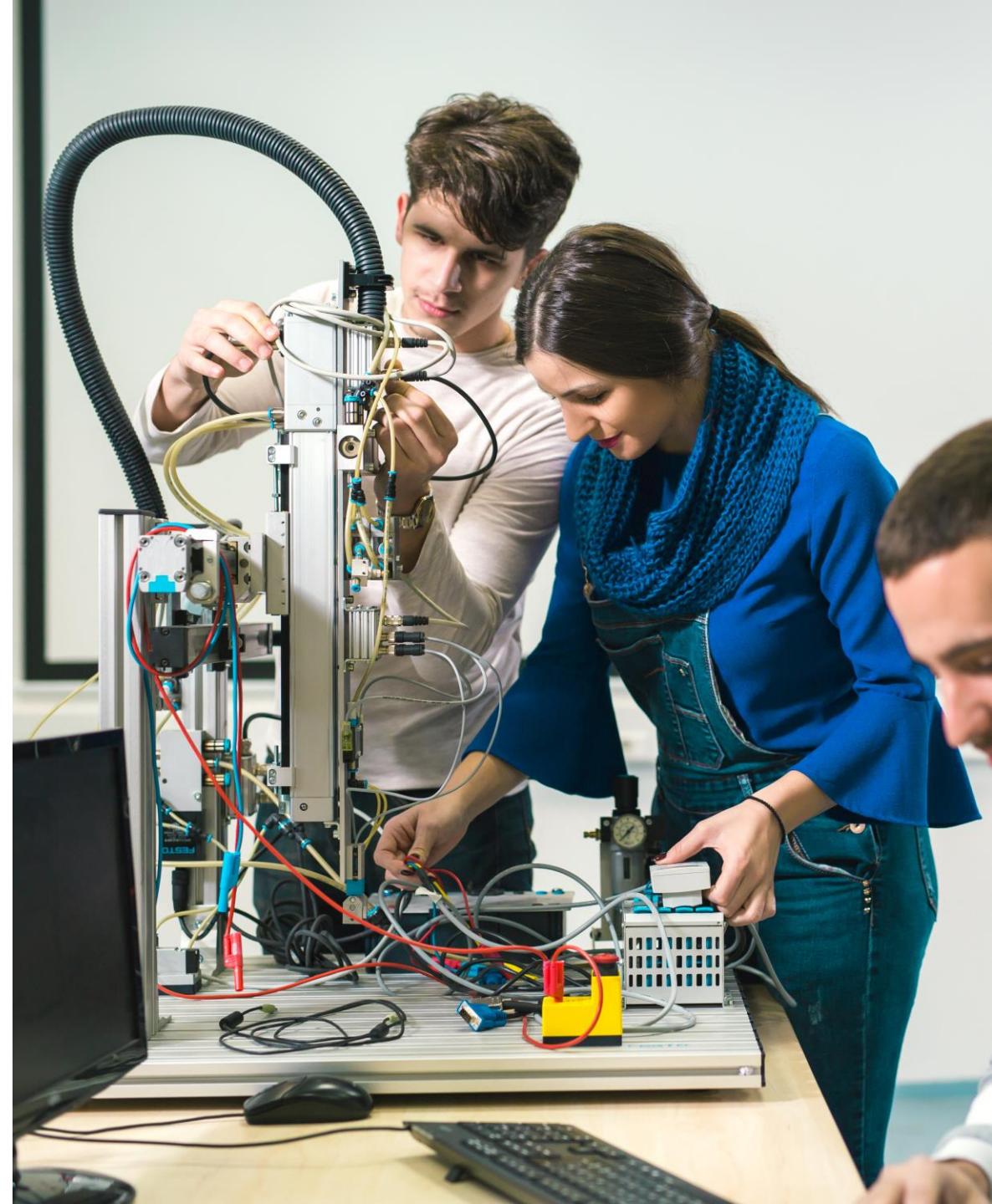
- Help businesses strengthen their commercialised product
- Enable businesses to build a globally-focussed, innovative business that is based in WA
- Create jobs, develop new industries and assist in the diversification of the WA economy
- Support eligible businesses throughout the commercialisation pathway of their innovative products in WA
- Attract and retain commercialisation activities in WA



# Who are we looking for

## Startups or Innovation-driven SMEs

- Specialises in a product or service with strong potential for rapid growth
- Drives innovation through a business model that is often disruptive to the traditional industry norms
- Uses technology to provide low cost, repeatable products or services as a competitive advantage in a sizeable market
- Growth focused, typically aiming for a long-term exit strategy
- Includes sole traders, private sector firms, partnerships and non-profit entities.





# Past recipients



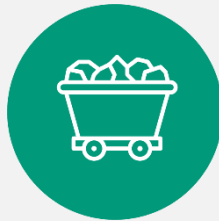
## **Uluu**

Scaling a novel alternative to plastic made from seaweed using fully in-house manufacturing



## **SpaceDraft**

Tool that lets you animate and share plans across space and time, with audio, video and verification of competency.



## **Engentus**

Development of Gen 2 TopTorque fastener technology to provide faster, safer and more accurate bolted joint assemblies

# Grant testimonials

*“We’re extremely grateful to have received the Grant, which played a pivotal role in helping us successfully commercialise into the resources sector, something our team would have struggled to achieve alone had we not engaged the strategic partners this grant enabled.”*

– SpaceDraft

*“The project has enabled our business to positively progress a key element of its research and development through the extension of a highly-innovative and world-leading processing technology.”* – Whole Green Foods

# Applicant Eligibility \*

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- ✓ Business is registered in WA – has a current ABN and/or ACN
- ✓ Innovation project being developed in WA and is in post-revenue stage
- ✓ Based in WA for next 3 years
- ✓ Trading history of 6+ months
- ✓ Not ASX listed or has not raised more than \$5m in capital
- ✓ Startup or small business with between 1 and 50 employees
- ✓ Business is solvent and will meet due diligence checks
- ✓ Demonstrate matched funding
- ✓ Grant funding not to be used on business as usual (BAU) operational expenses
- ✓ Grant funding is used for a future project
- ✓ Not previously received, or are not likely to receive other WA Government funding for the same project (including CBG)
- ✓ Application to be submitted via Good Grants platform before the application closing date

\* Fully defined Applicant Eligibility criteria available in CBG Guidelines



Tier	Applicant	Recipient matched funding requirement
1	For applicants headquartered in regional WA	25%
2	For First Nations founded businesses *	25%
3	For female founded businesses	25%
4	For all remaining applicants	35%

# Funding Availability

- Grants of between \$50,000 and \$250,000 per application available.
- Minimum matched funding requirement must be met and demonstrated.
- Tier 2 recipients have access to First Nations grant writing services.

# Eligible Expenditure



## 1. Research and Development

- a. compliance testing
- b. product testing and validation
- c. laboratory verification
- d. certification



## 3. Technology Transfer and Intellectual Property

- a. protection of intellectual property
- b. legal advice
- c. licensing



## 2. Team Readiness

- a. hiring experienced C-suite personnel
- b. adding to the team, to fill gaps and experience
- c. developing an advisory board
- d. access to an entrepreneur in residence



## 4. Commercialisation Support Services

- a. innovation management and consulting
- b. commercialisation strategies
- c. commercialisation feasibility studies
- d. financial support

# Key Evaluation Criteria

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- 300 words for each section
- Each criterion assessed out of 10
- Maximum score 70

	Criteria
<b>1. Innovation</b>	<p>Provide an overview of your business, and your innovation giving consideration to;</p> <ul style="list-style-type: none"><li>• the unique innovation embedded in your project;</li><li>• what is new about your innovation;</li><li>• what you have managed to accomplish to date;</li><li>• what 'customer problem' your innovation is designed to solve, and how it does this;</li><li>• how you have protected (or are going to protect) the intellectual property within your project; and</li><li>• what is now needed to prepare your innovation for wider, national, and international markets.</li></ul>
<b>2. Need for Funding</b>	<p>Describe the need for the Grant giving consideration to;</p> <ul style="list-style-type: none"><li>• how the grant will bridge the funding gap, and help you cross the 'Valley of Death';</li><li>• why you cannot fund this project yourself (difficulties and gaps in funding); and</li><li>• how you have tried to raise all the funding, but can only manage to raise half the funds required (explaining where from)</li></ul>

### 3. Competitive advantage

Explain what competitive advantage your innovation has in a sizeable market by identifying the;

- cost benefits of your innovation;
- distinct product features;
- delivery; and
- any other unique features.

### 4. Capacity, Capability and Resources

Demonstrate how you will deliver the project by identifying how;

- your team, and your chosen service provider/expert have the relevant skills, experience and capacity to advance your innovation;
- collaborating with the service provider/expert will meet this need, why you have chosen them, and how you intend to work together; and
- how other resources (e.g. mentors, advisors, others) may contribute towards the project and its success.

### 5. Scalability

Explain how you will scale your business giving consideration to;

- how your business has performed in the market to date;
- the potential to scale; and
- how the proposed project will significantly increase the likelihood that your entire business will scale sustainably and effectively in the future.



## 6. Planning

Demonstrate the feasibility and robustness of your project delivery approach by outlining how you will;

- endeavour to follow the Forecasted Expenditure spreadsheet, and what methodologies and controls will be in place to ensure the plan will be effectively enacted; and
- keep the project on track if and/or when unexpected event(s) occur (such as a chosen supplier is unavailable or a key person leaves the project).

## 7. Impact and Alignment to Government priorities

Explain why your proposed project and associated plan is feasible, persuasive and back-able by demonstrating;

- that your application aligns with at least one of the priority sectors in the State's economic diversification strategy, Diversify WA;
- the impact your project will have on new job creation in Western Australia; and
- the potential and real impacts that grant funding for your innovation will have on delivering tangible benefits for industry and customers, such as income growth, new markets, technological transfer, collaboration, future capital raising, and any other measurable benefits.

# Diversify WA



**Energy**



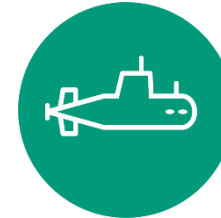
**Tourism and  
events**



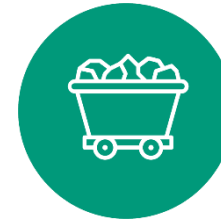
**Creative  
industries**



**International  
education**



**Defence industries**



**Mining and METS**



**Space industries**



**Health and medical  
life sciences**



**Primary industries**



# Important dates

Item	Key Dates
Program opens for applications	Monday 22 September, 10am (AWST)
<b>Application closing date</b>	<b>Friday 24 October 2025, 4pm</b> (AWST)
Outcome notification	Late November 2025

# FAQs

Additional FAQ are on the CBG webpage.



What are the assessment panel looking for?



What happens if I am successful?



Is there a time limit to complete my grant funded project?



What if I have already started my project?







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# Questions

Contact:  
[cbg@jtsi.wa.gov.au](mailto:cbg@jtsi.wa.gov.au)

