



Outcome

Innovation Challenge

How does a Startup know which Corporates want to work with Startups, and how do Corporates identify the best Startups to work with?

The relationship between Westpac and tech Startup Checkbox is a case in point. CoVentured was the glue to connect the two parties. Westpac advertised the Innovation Challenge far and wide, and through many channels. Westpac also placed a 'Live Brief' (now Program) on its CoVentured profile inviting Startups to enter the Westpac Innovation Challenge.

Katie Mihell, Westpac Growth Partnerships Director said:

"CoVentured gives us a market platform to reach Startups and early growth companies with the capabilities & technologies that can help us solve strategically important problems - our latest winner of the Westpac Innovation Challenge, Checkbox, is a great example of a company that CoVentured's 'live brief' capability allowed us to attract".

Evan Wong, Checkbox co-founder said:

"Having CoVentured brings a warm introduction with purpose, because often corporates will bring a brief and give purpose to the interaction and open the door for conversation to happen".



Westpac is partnering with and investing in start-ups to become one of the world's great service companies.



Checkbox is an award winning tech company that offers a no-code platform to enable the digital transformation of regulation.

RESULT

Checkbox saw the Program on CoVentured, entered the Challenge and ultimately won the \$40,000 Challenge, gaining vital finance it needed to expand its team and focus.

Education

Innovation Challenge

Pitch Event

Mentor/
advisory
relationship

Sponsorship

Channel

Vendor
relationship

Partnership

Accelerator

Investment

Acquisition