



Founders building AI products or services  
Founders using AI for key team functions  
**2025 Comparison Report on AI**



Since 2013, measuring and publishing the progress, challenges and opportunities within the Australian startup ecosystem, in order to demonstrate and accelerate progress.

# WHAT

**This report contains 161 charts prepared to highlight differences in the Australian startup founder experience for AI-focused and AI-enabled startups.**

Each chart shows three segments:



Startup Muster 2025 responses that were not building AI products or services, or using AI for key functions (non-AI startups) (coloured bars, 110 responses, 23%).



Founders that said they were "Building an AI product or service" (dark grey bars, 199 responses, 51%).



Founders that said they were "Using AI for key team functions" (light grey bars, 246 responses, 61%).



Notable characteristic of AI startups



Notable characteristic of non-AI startups

The data collection for this report has been made possible by support from Optus, ARENA, Australian Research Data Commons (Research Link Australia), City of Sydney, ACS Labs, Rippling, Stone & Chalk, Main Sequence, Queensland University of Technology, University of Newcastle, Pledge 1%, National AI Centre, CSIRO, Ashurst, Baxter IP, Gild Group, ServiceRocket, Compass IoT, JurisTechne, PollenOne and Passionberry Marketing.

If you would like to support Startup Muster's work continuing in 2026, please contact [murray@startupmuster.com](mailto:murray@startupmuster.com)

We hope this report provides useful insights for all startup founders, startup supporters, investors, educators and policy makers across the country.

# HOW

**The Startup Muster 2025 survey was available to complete online via [startupmuster.com](https://startupmuster.com) from July to September 2025.**

**Our target audience has always been Australian startups with some connection to organisations providing support, and organisations supporting Australian startups** (accelerators, incubators, investors, mentors, educators, service providers, membership-based organisations and government).

All survey participants identified as either **currently running an Australian startup** ("a technology-enabled entrepreneurial pursuit"), or **working at organisations that currently offers support to startups in Australia**.

**Survey questions were sourced from past surveys where time-series data was deemed valuable, and new questions in response to requests from organisations supporting Australian startups.**

**In 2025, promotion work was led by a network of Survey Coordinators in every single Australian state and territory. We estimate this yielded a 14% increase in participation outside NSW (while retaining the same promotion methods).**

Responses underwent an exhaustive validation and cleaning process, including multiple manual reviews of each participant to ensure compliance with our definitions. Startup Muster defines a startup as an early stage business that has a potentially large addressable market that utilises technology to capture that market quickly.

The total response count for each question varies as not all questions were compulsory. Some questions with options were single-select and others multi-select depending on the needs of the question. Manual thematic clustering was conducted for 51 free text questions, and occasionally was redone for past years of data when new categories were used for 2025 data.

Unrealistic numerical outliers were removed, as were obviously incorrect answers.

# FOREWORD



Australia's startups play an essential role in our innovation ecosystem. They're often the bridge between research and real-world impact - labours of love that turn ideas into products, services, and industries that lift our productivity and boost our prosperity.

Startups also make outsized contributions to Australia's jobs and exports. They're more likely to scale quickly, reach global markets early, and generate the value that ultimately underpins prosperity. Their success is Australia's success.

The Startup Muster 2025 Comparison Report on AI provides a detailed picture of the startup landscape as founders navigate the growing influence of AI.

As with the proliferation of cloud computing over a decade ago, AI is reducing barriers to innovation by making it cheaper and faster to create new ideas.

This important report examines the motivations that drive founders, the enablers that support them, the challenges they face, and the lessons they share with one another. It also highlights the differences and similarities between the startups that are building or using AI applications, and those that are not.

A vibrant startup ecosystem is central to delivering a Future Made in Australia. Reports like this help ensure the Australian Government understands what is working and where we need to do more.

I'd like to thank and acknowledge the Startup Muster team for their valuable work. Since 2013, they've built one of the most comprehensive pictures of Australia's startup sector – grounded in data, shaped by founders, and increasingly vital to the work of investors, researchers, and policymakers. This report is yet another valuable contribution to that project.

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**THE HON. DR ANDREW CHARLTON MP**

Assistant Minister for Science, Technology and the Digital Economy

# MADE POSSIBLE BY



Australian Government  
Australian Renewable  
Energy Agency

ARENA

OPTUS



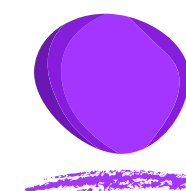
Australian Research Data Commons

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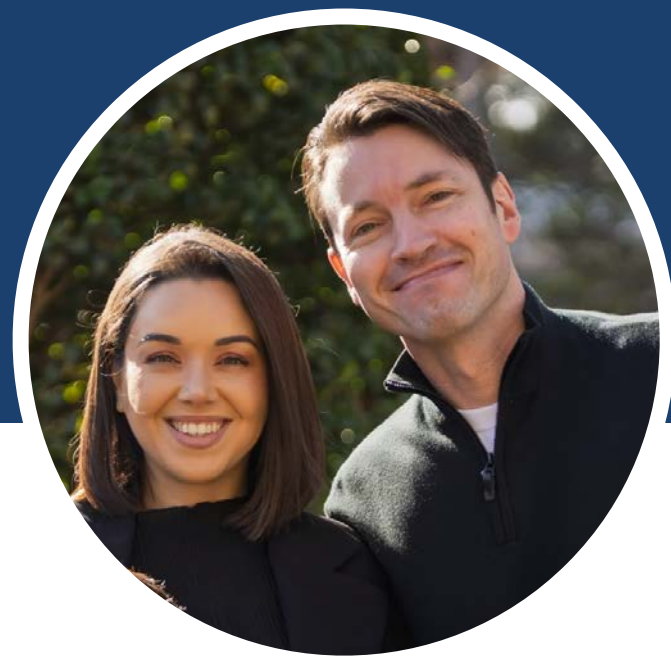
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PASSIONBERRY

The views expressed herein are not necessarily the views of the Commonwealth of Australia, and the Commonwealth of Australia does not accept responsibility for any information or advice contained herein.



# 2025 TEAM

**Managing Director:** Murray Hurps

**Creative Director:** Danielle Hurps



**SA Coordinator:**  
Danielle Seymour  
\_SOUTHSTART



**WA Coordinator:**  
Nate Sturcke  
Spacecubed



**TAS Coordinator:**  
Taz Devadass  
Futures Isle



**QLD Coordinator:**  
Kate Montgomery  
Tropical Innovation Festival



**NT Coordinator:**  
Emma Nesbitt  
ACTIO Group



**VIC Coordinator:**  
Claire Gifford  
LaunchVic



**NSW Coordinator:**  
Maxine Sherrin  
Spark Festival



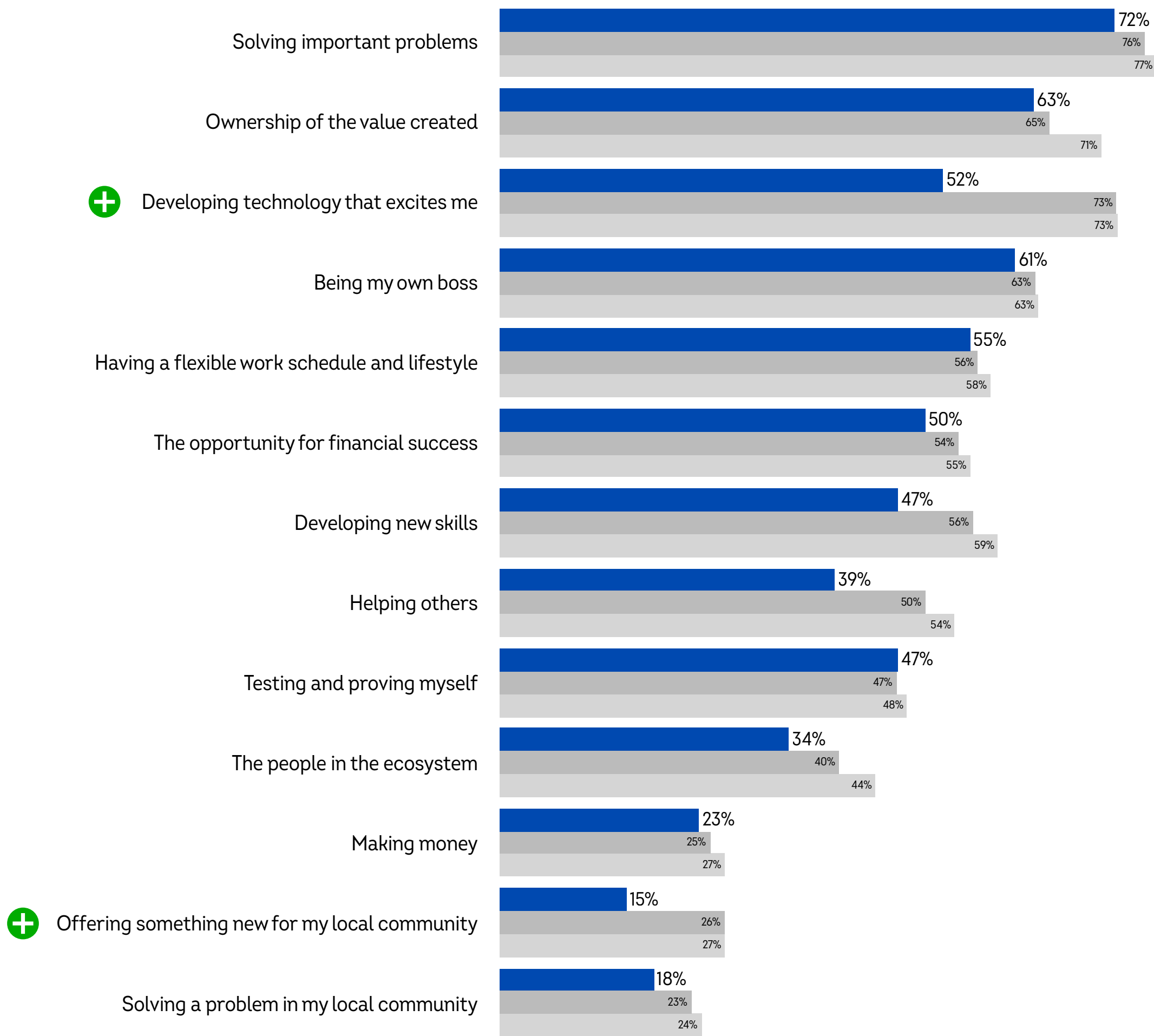
**ACT Coordinator:**  
Petr Adámek  
CBRIN



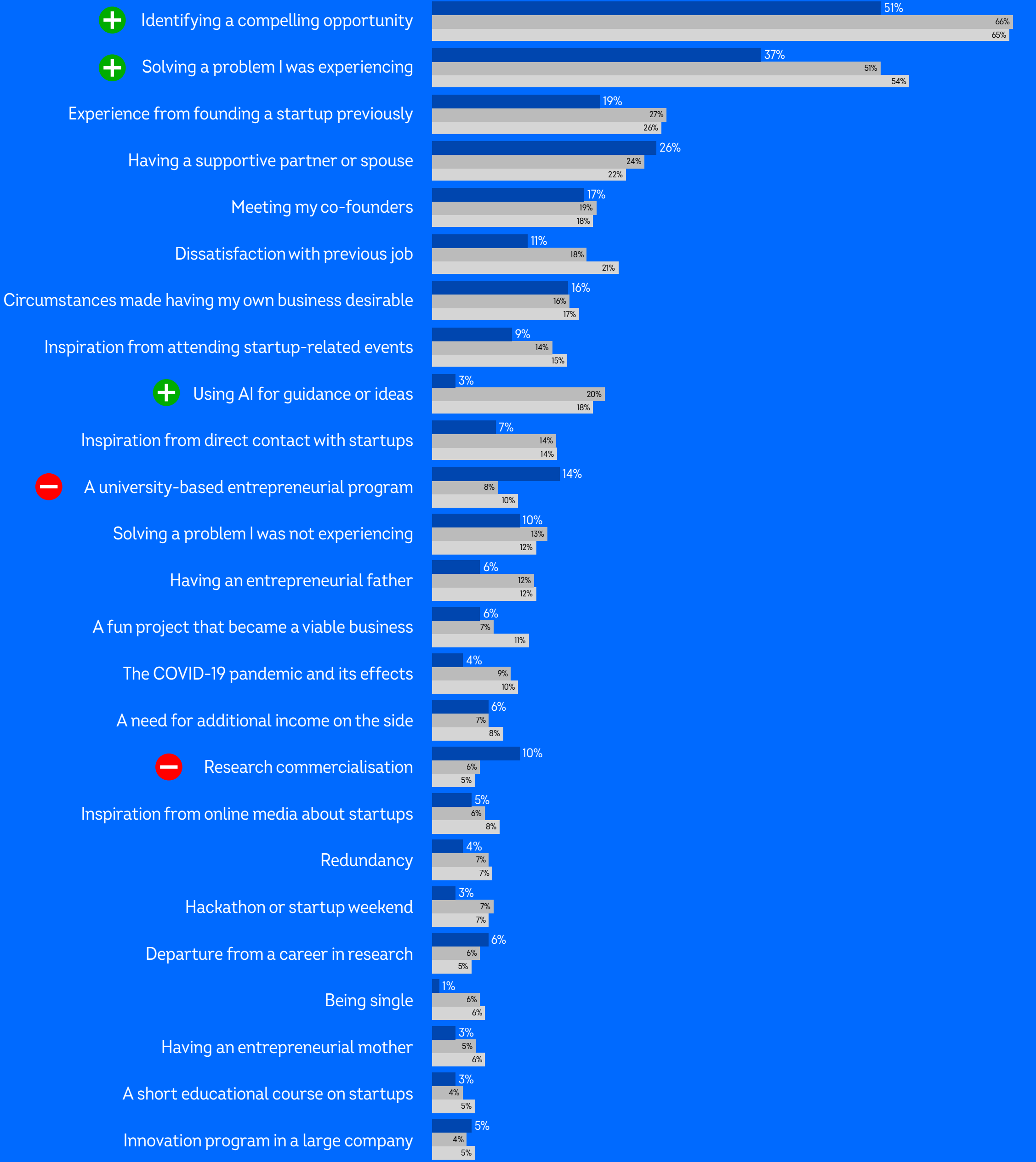
**CTO:**  
Muhammad Jafer

# WHY STARTUP?

## WHAT FOUNDERS ENJOY ABOUT RUNNING A STARTUP

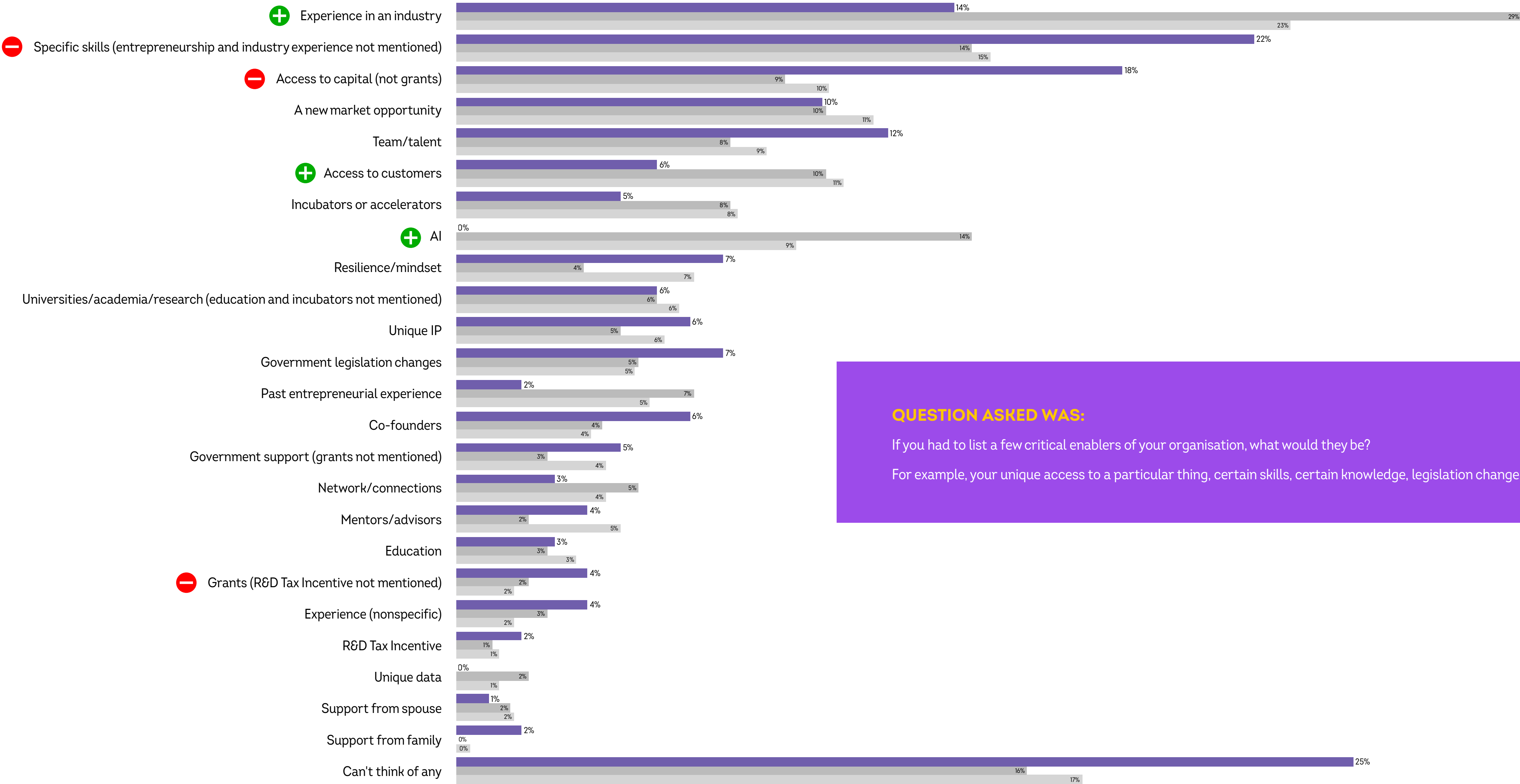


## CRITICAL EVENTS IN THE FOUNDING OF STARTUPS



# CRITICAL ENABLERS

## WHAT CRITICAL ENABLERS COULD FOUNDERS NAME?

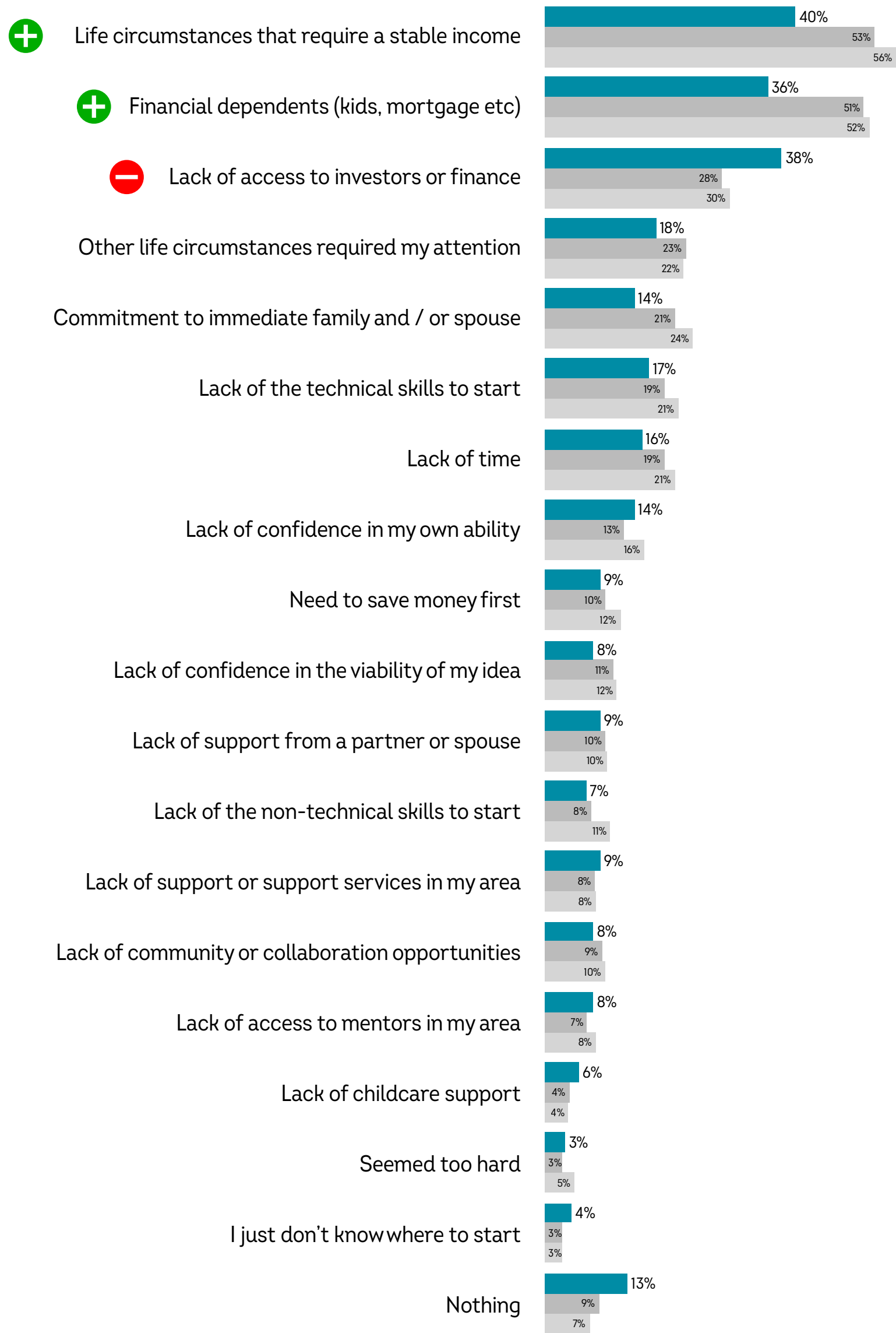


### QUESTION ASKED WAS:

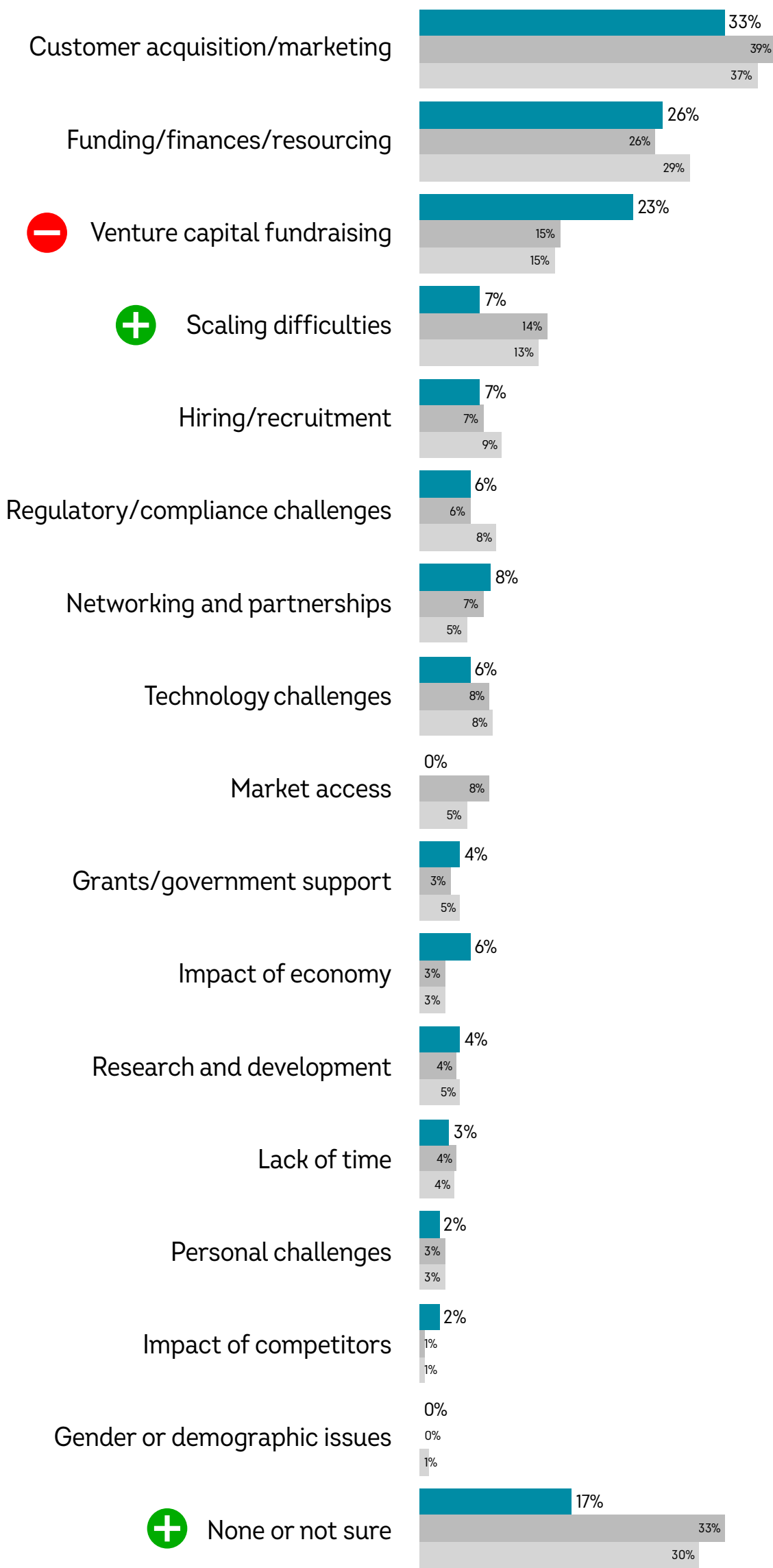
If you had to list a few critical enablers of your organisation, what would they be?  
For example, your unique access to a particular thing, certain skills, certain knowledge, legislation change, etc.

# CHALLENGES

## WHAT HINDERED FOUNDERS WHEN STARTING

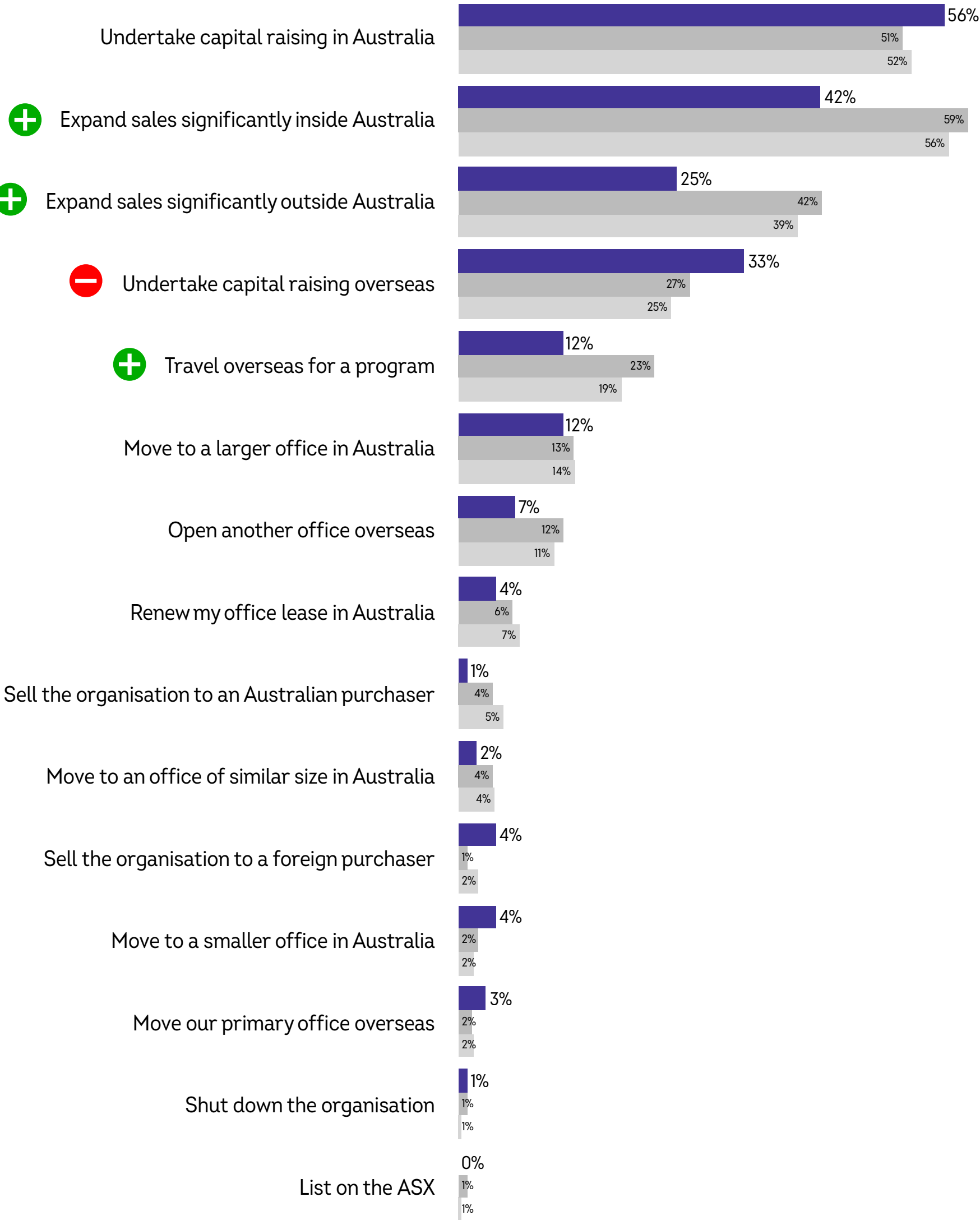


## PRIMARY CHALLENGE FACED BY FOUNDERS TODAY

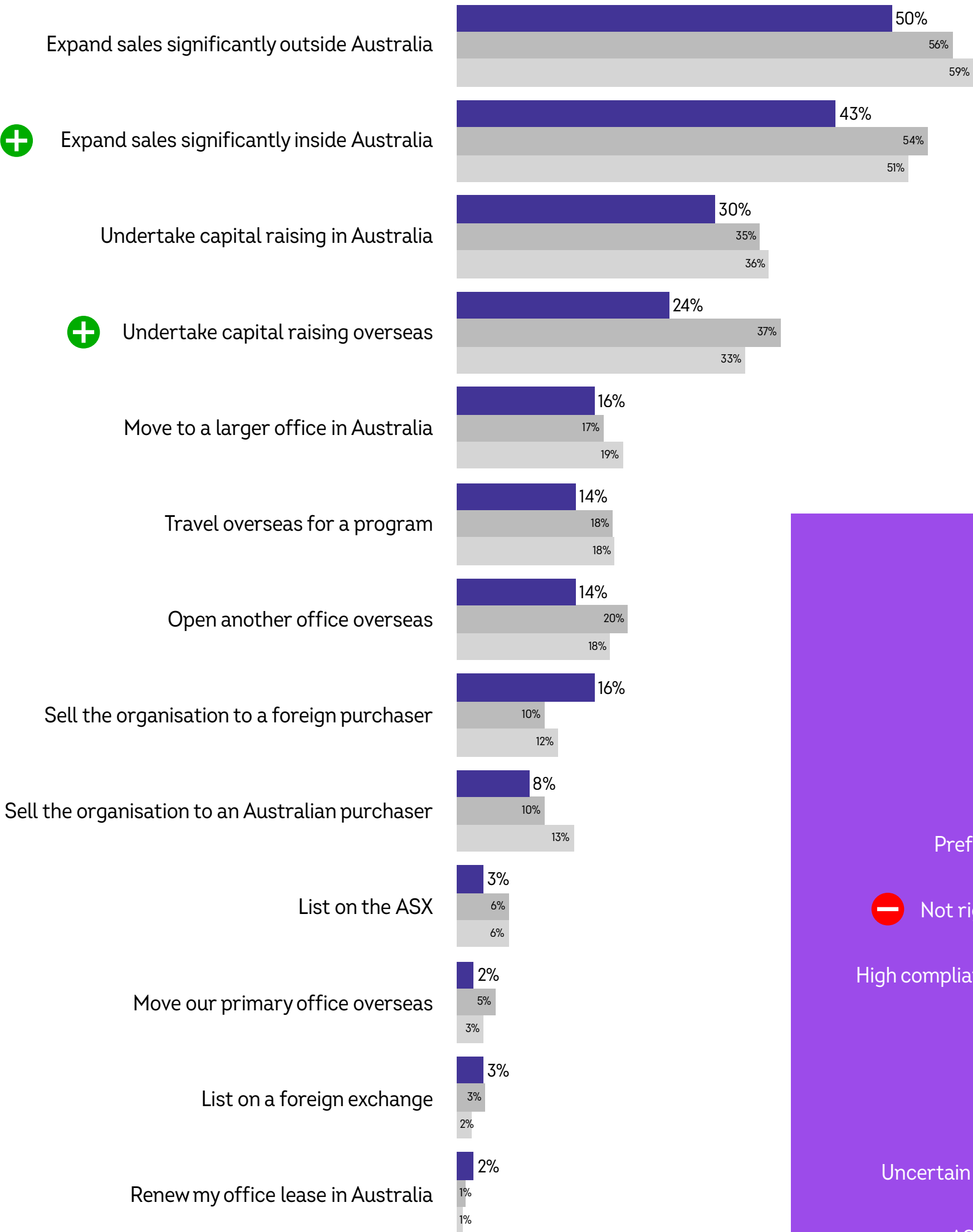


PLANS

NEXT 12 MONTHS



AFTER 12 MONTHS

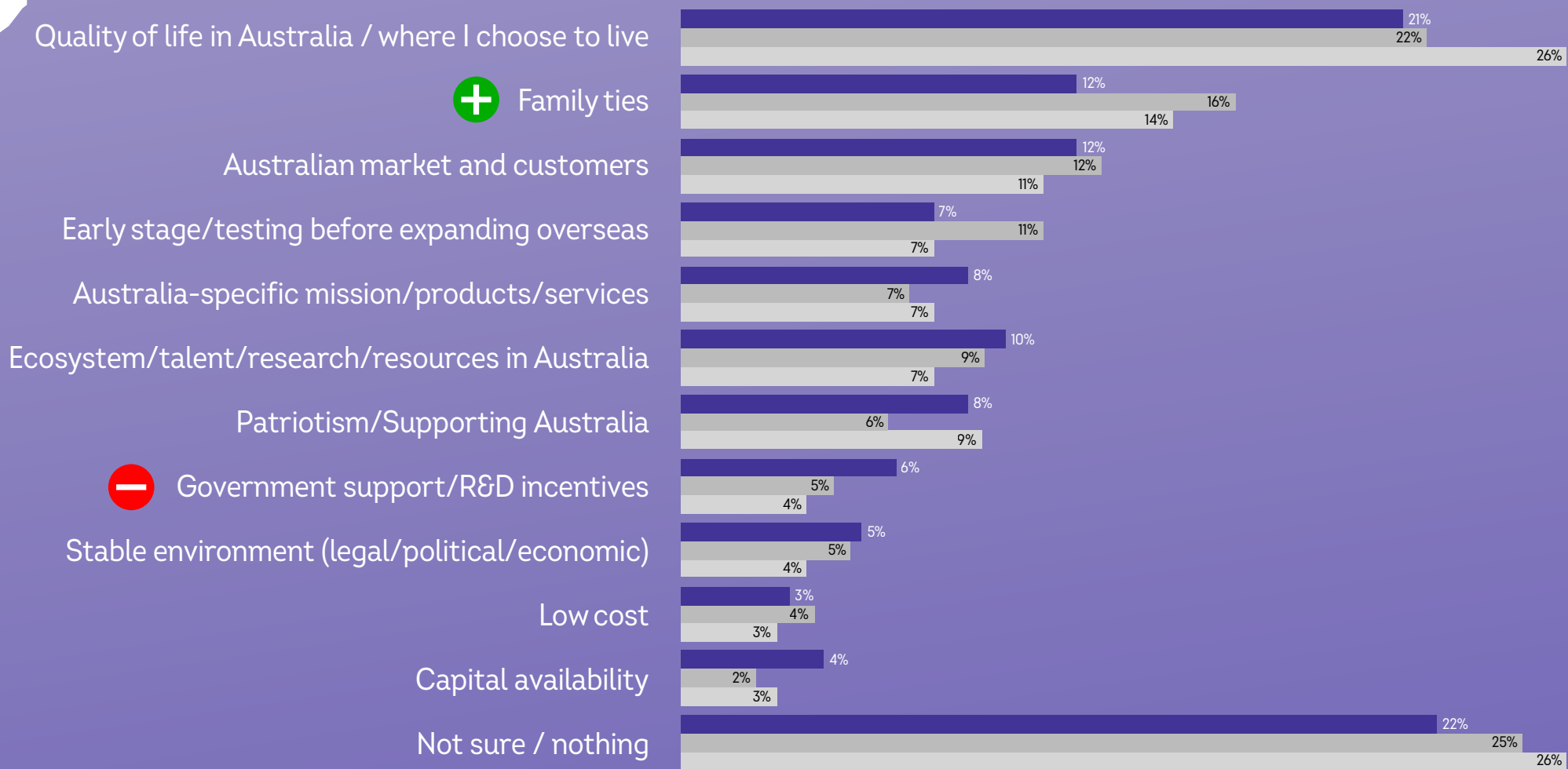


REASONS FOR NOT CONSIDERING A FUTURE IPO

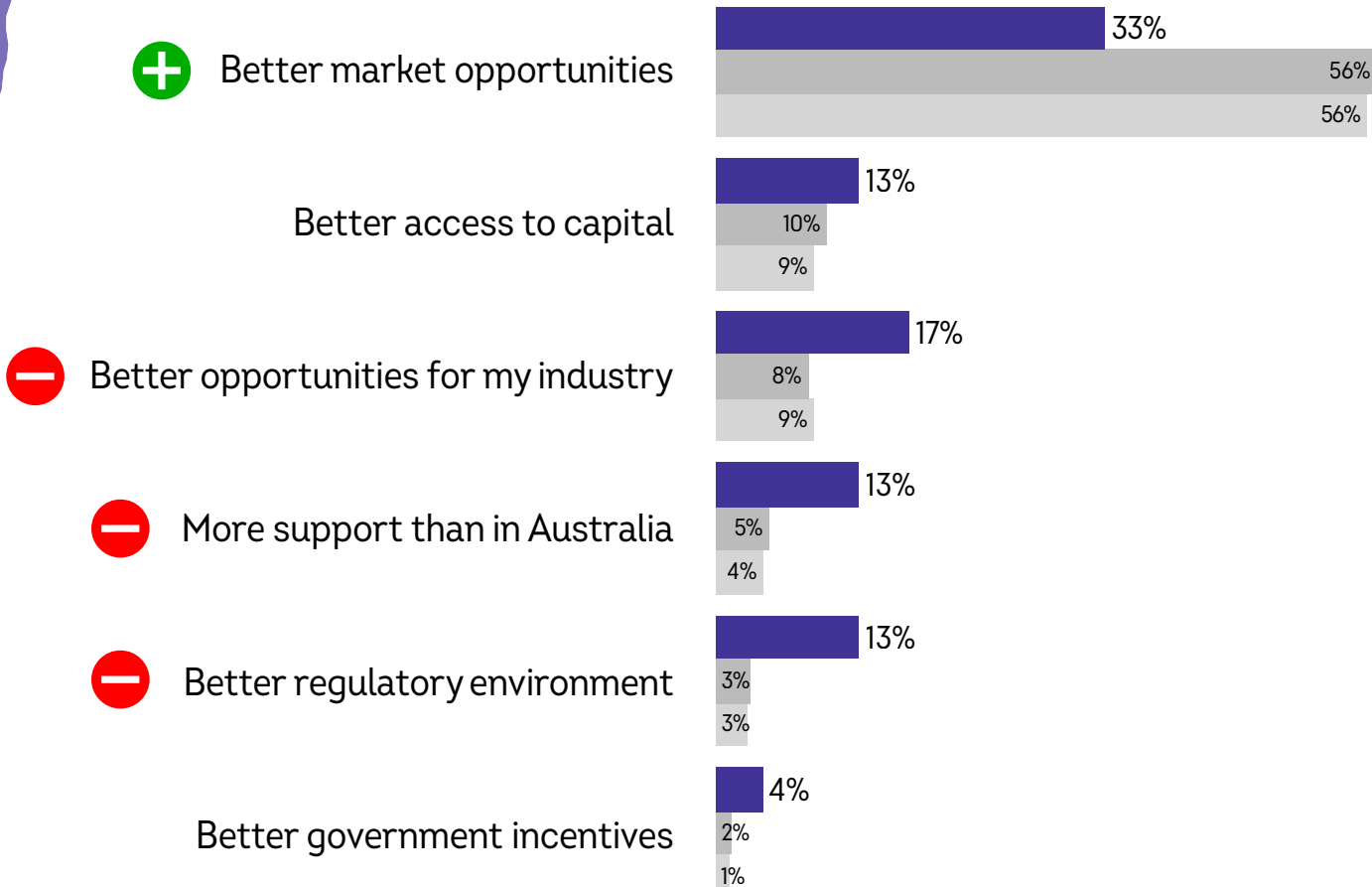


# WHY AUSTRALIA?

## WHY STARTUPS KEEP OPERATING IN AUSTRALIA



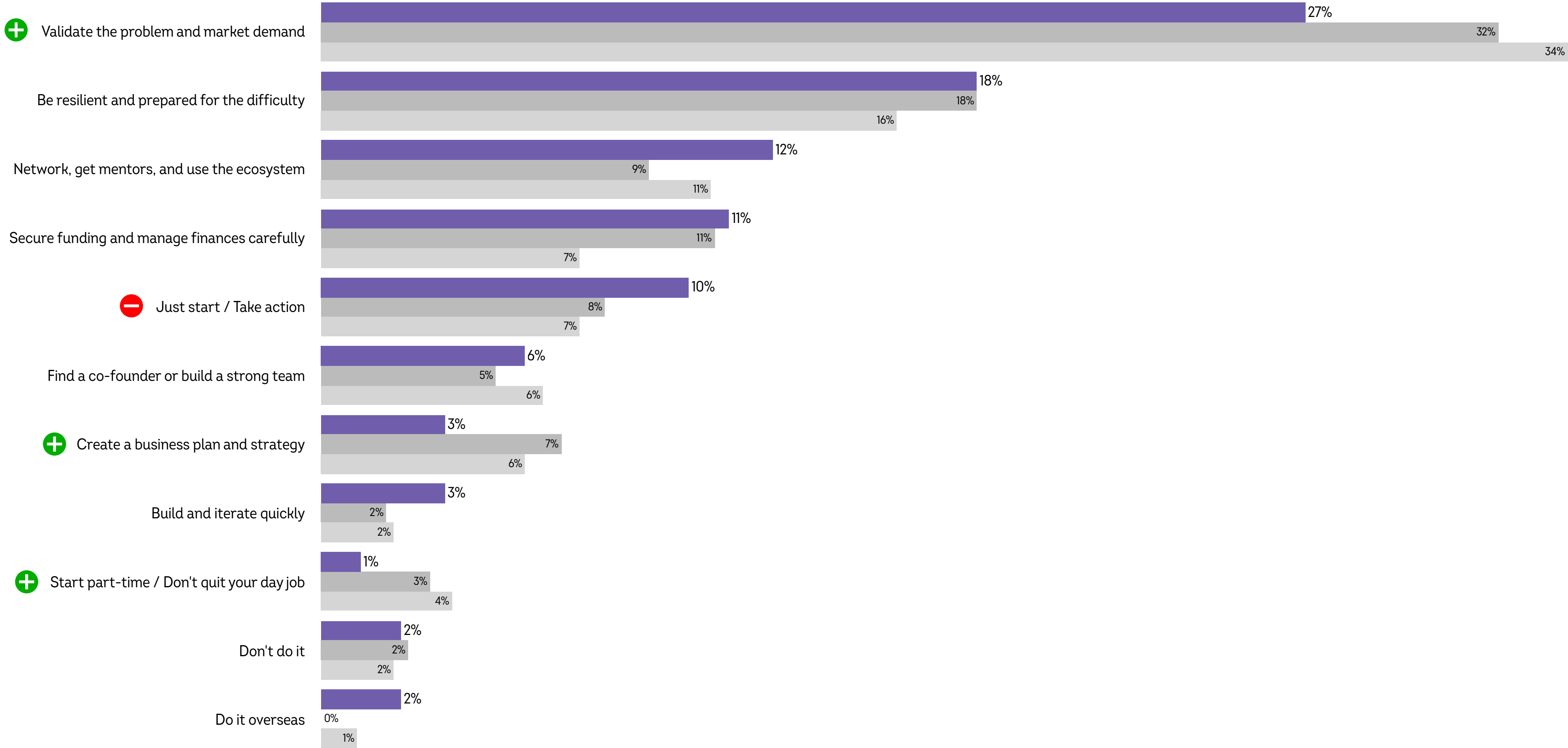
## WHY STARTUPS MOVE OVERSEAS



# ADVICE

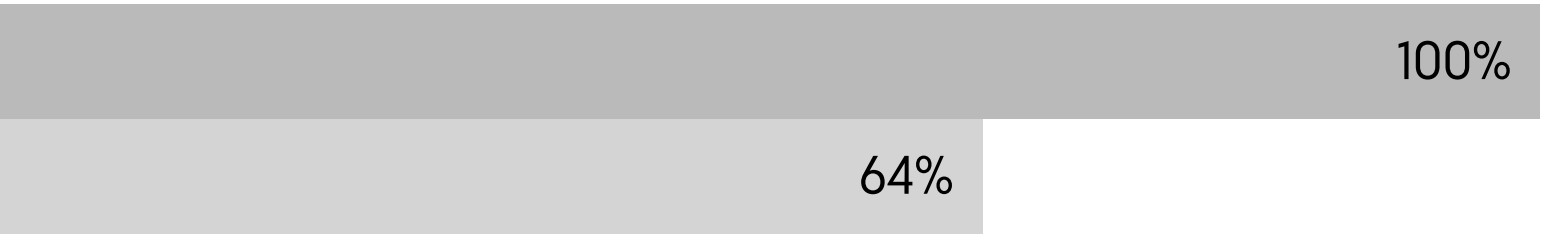
FROM FOUNDERS, FOR FOUNDERS

## IF A FRIEND WANTED TO START A COMPANY, WHAT WOULD YOU TELL THEM TO DO?

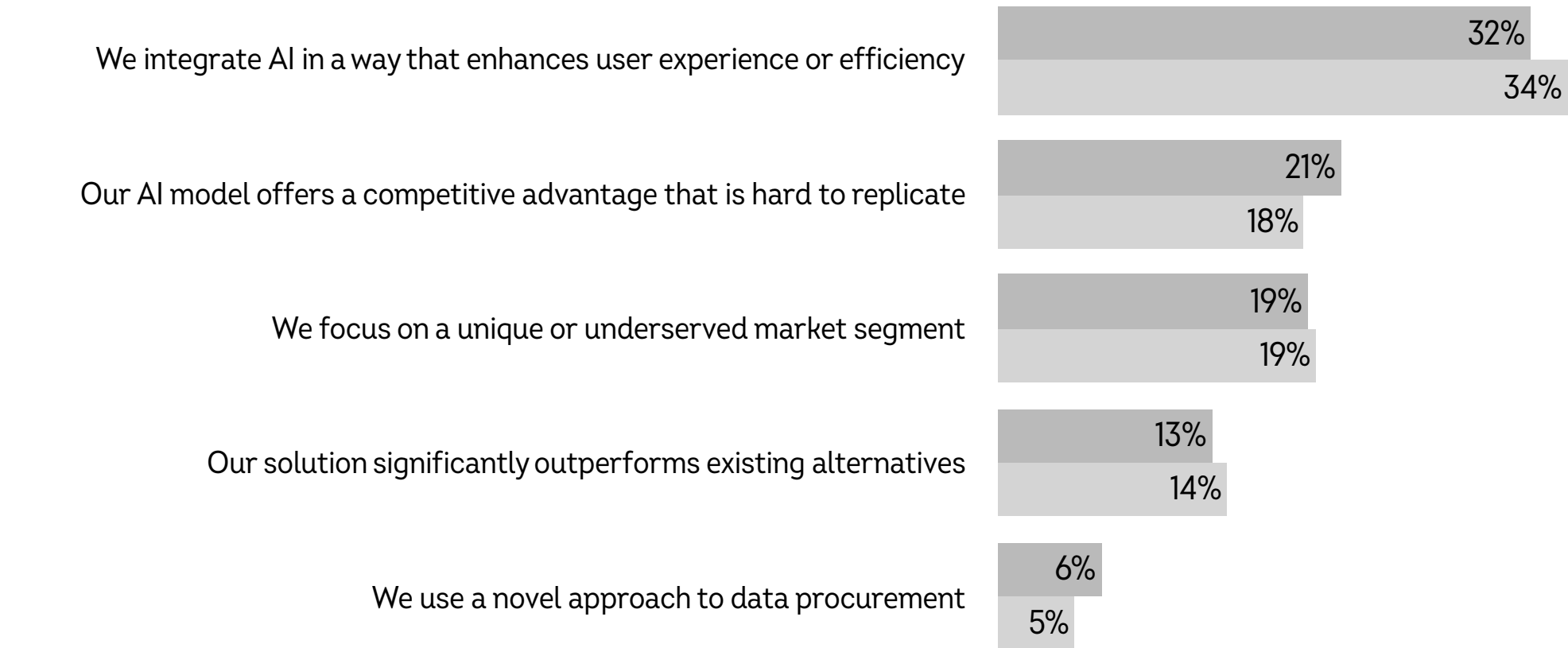




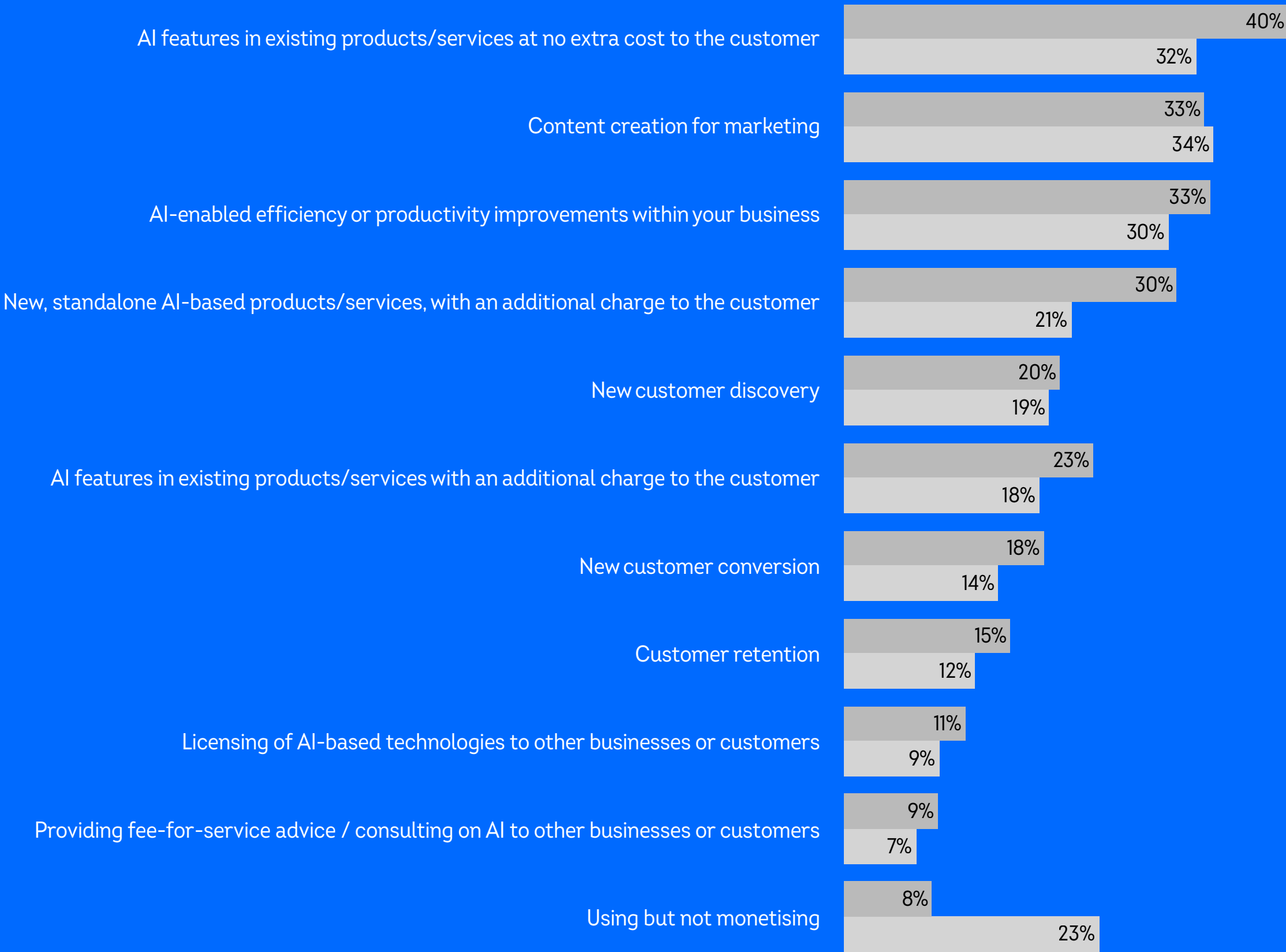
ARE YOU BUILDING AN AI PRODUCT OR SERVICE?



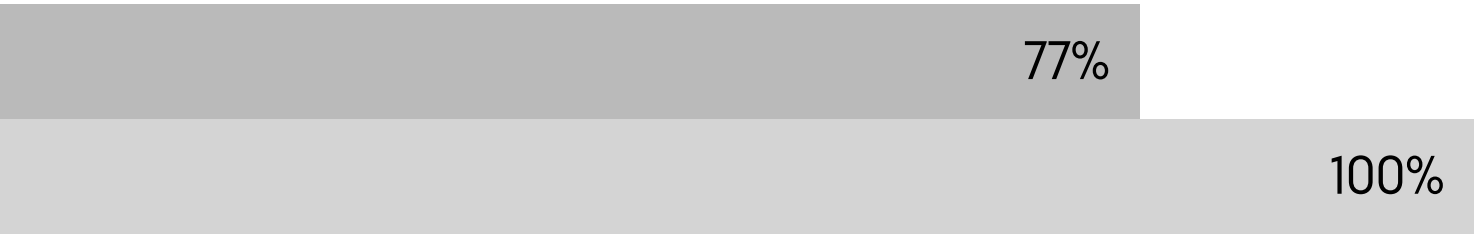
HOW AI SOLUTIONS ARE DIFFERENTIATING STARTUPS



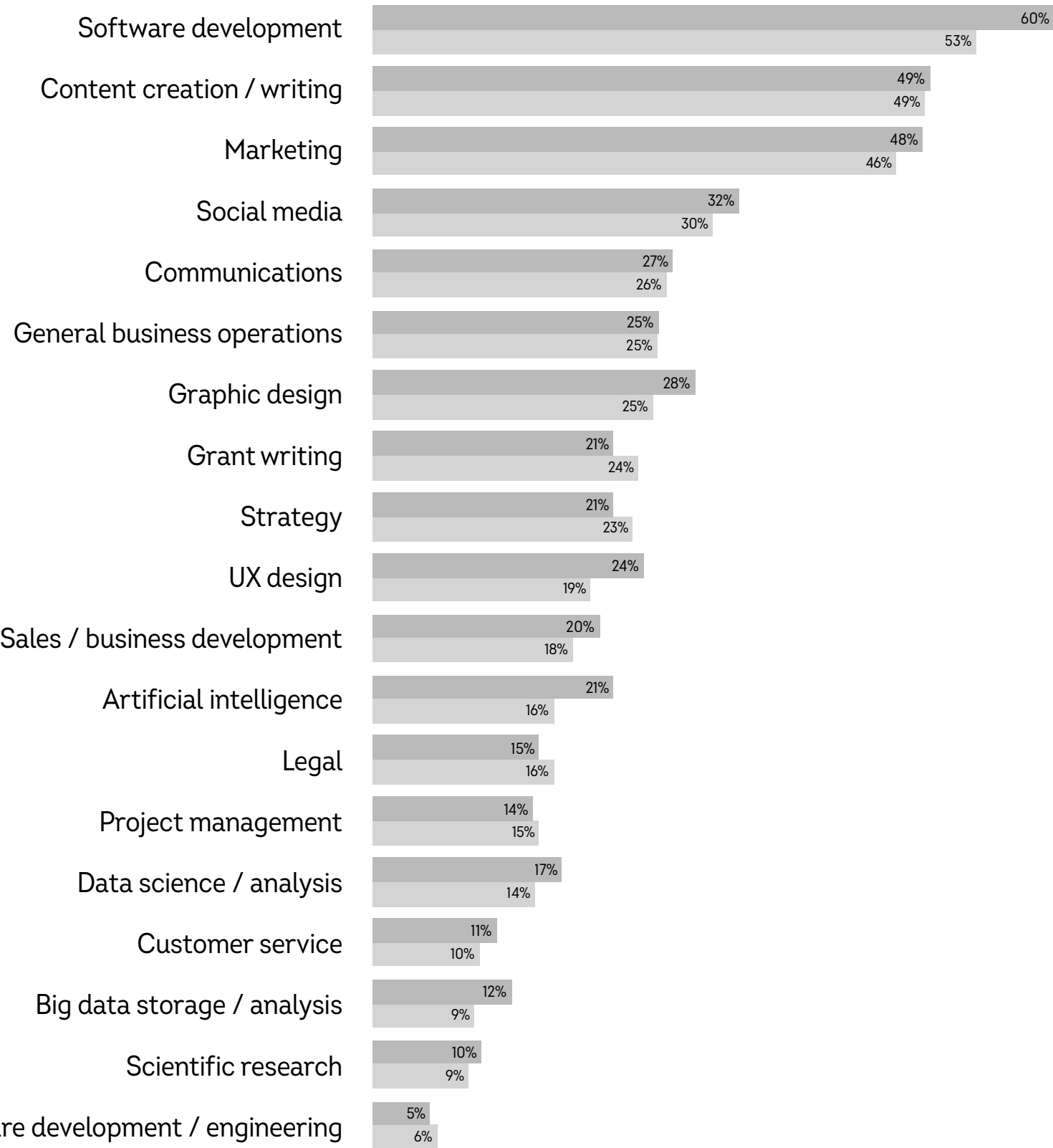
HOW ARE STARTUPS MONETISING AI



STARTUPS USING AI FOR KEY FUNCTIONS



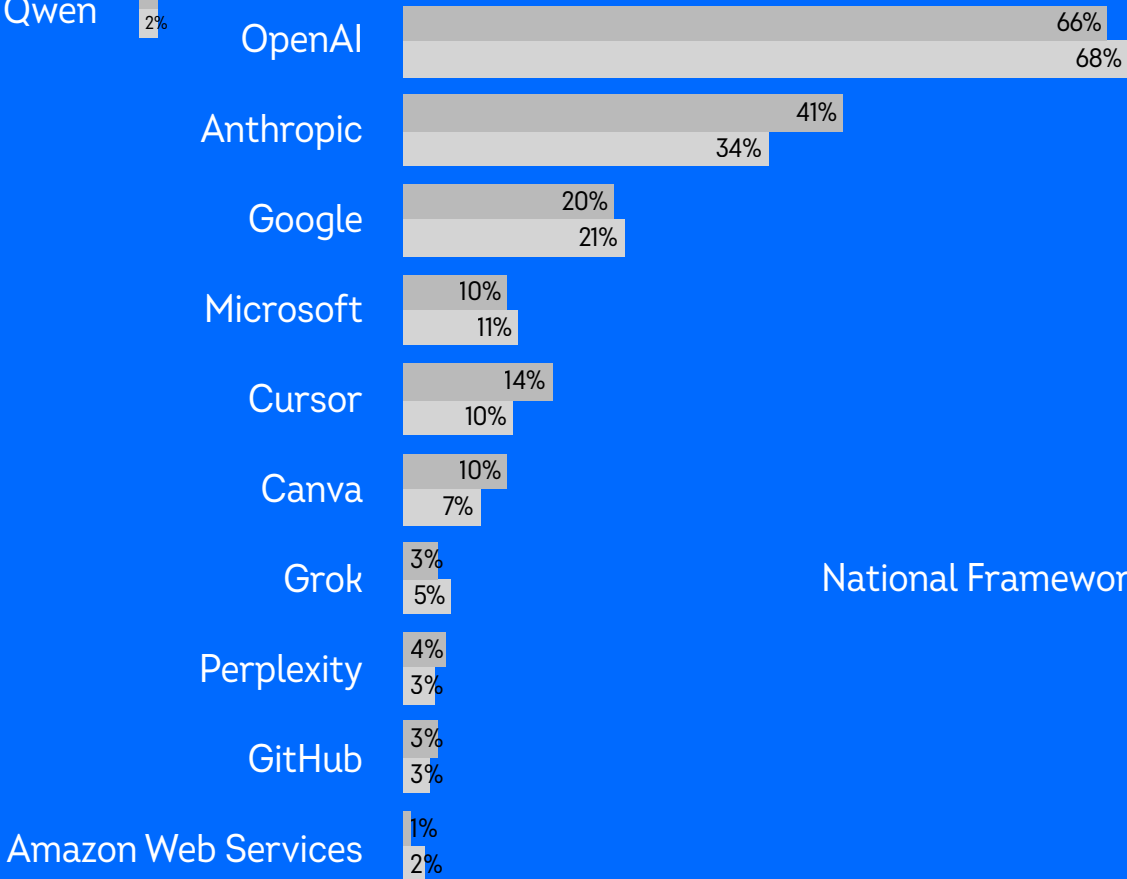
JOB FUNCTIONS PERFORMED OR SUBSTANTIALLY ASSISTED BY AI



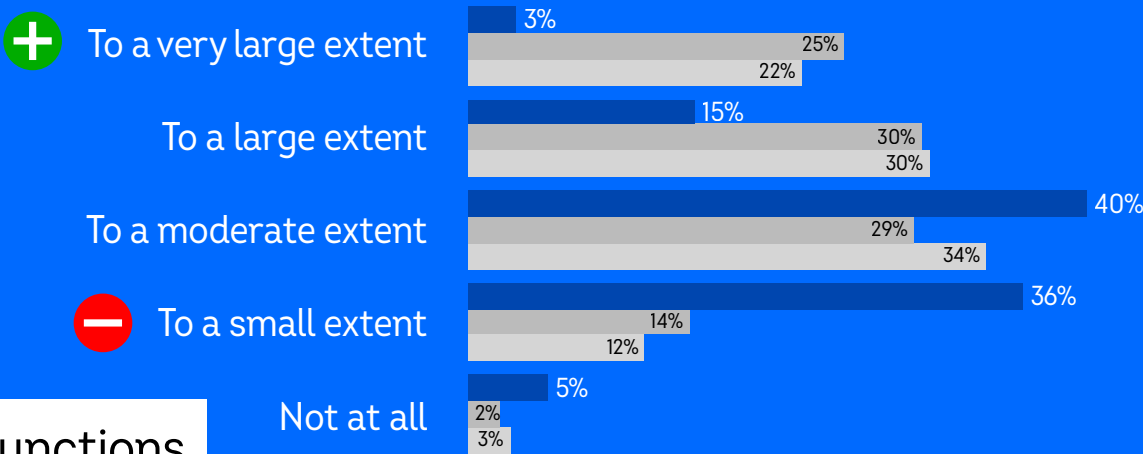
LARGE LANGUAGE MODEL FAMILIES CRITICAL FOR THE DELIVERY OF YOUR PRODUCT OR SERVICE



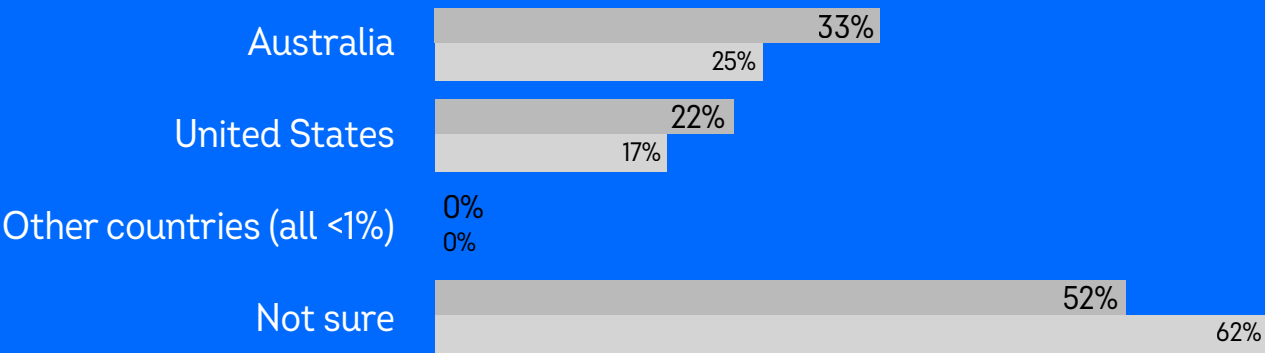
AI SERVICE SUPPLIERS NAMED AS ESSENTIAL



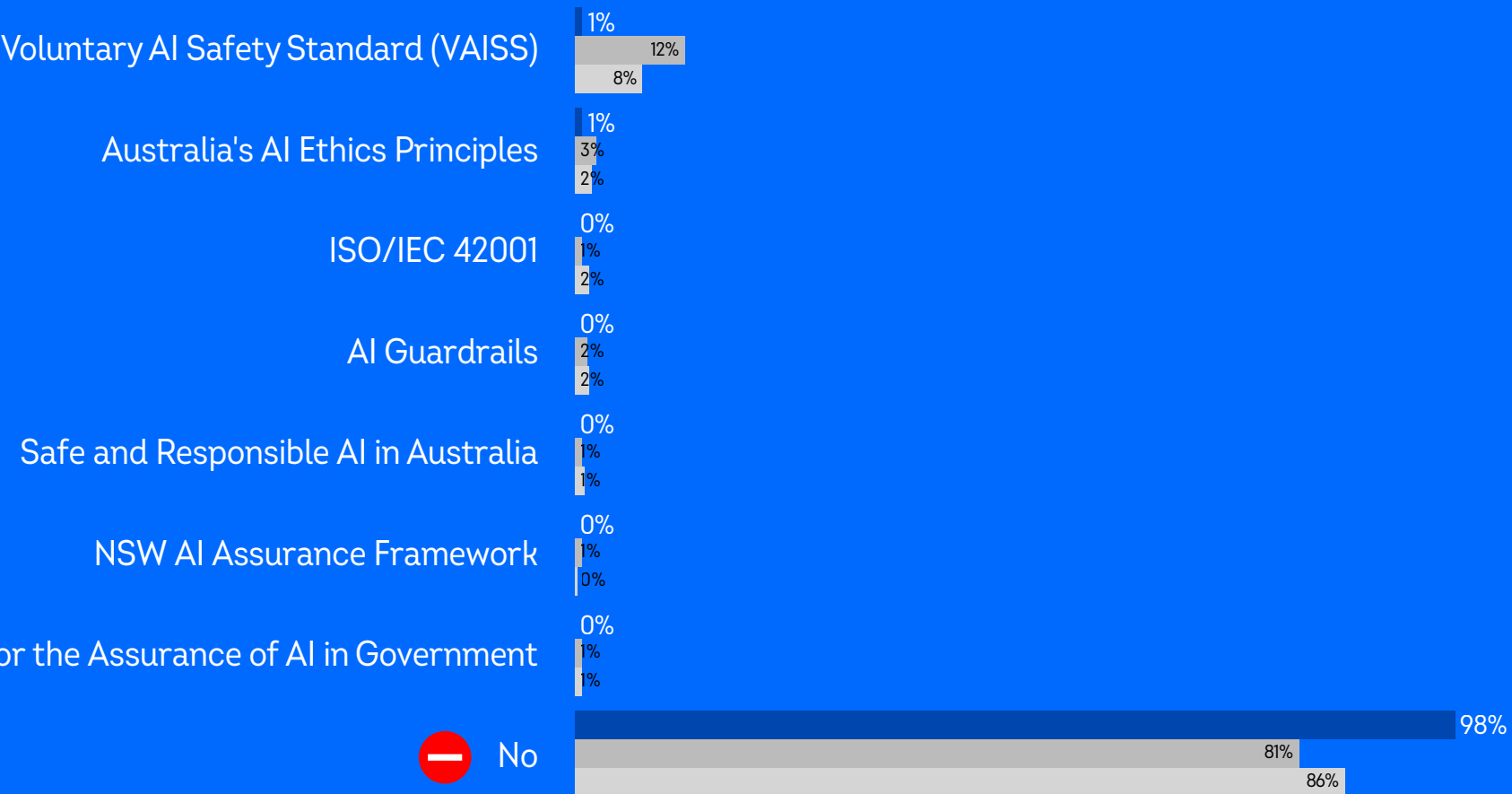
EXTENT TO WHICH FOUNDERS CONSIDER THEY HAVE THE SKILLS AND KNOWLEDGE TO USE AI TOOLS APPROPRIATELY



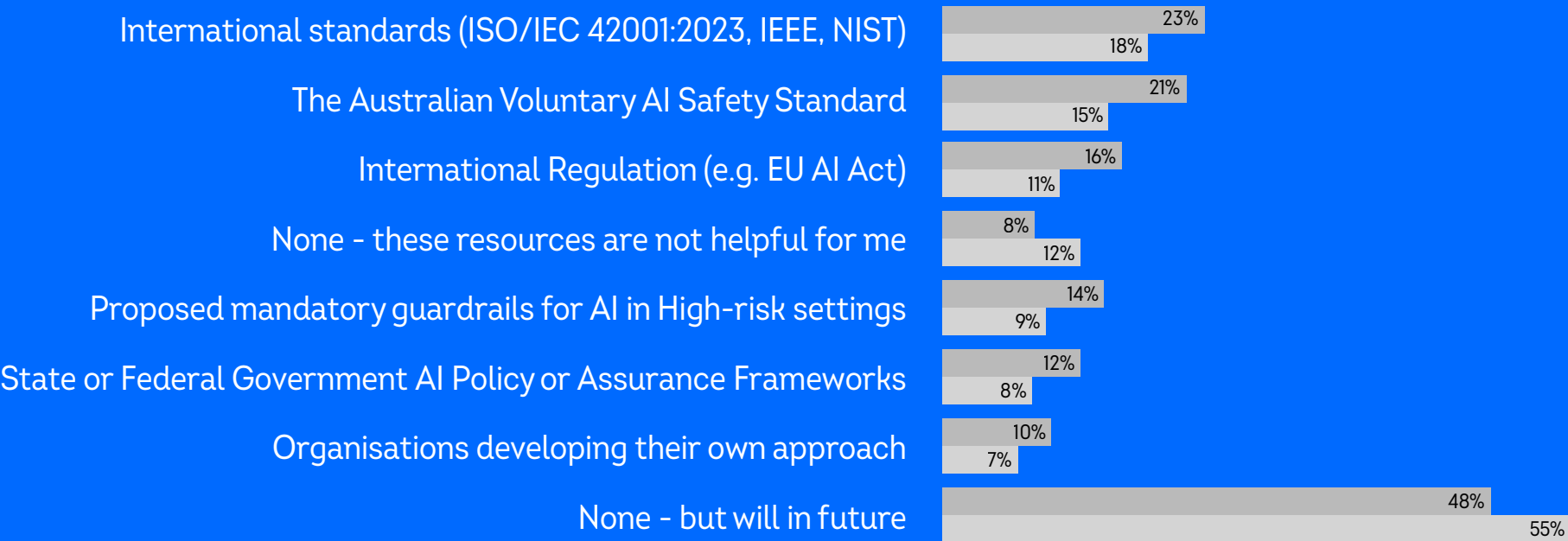
WHERE ARE YOUR LLMS HOSTED



CAN YOU NAME ANY VOLUNTARY AI SAFETY STANDARDS PUBLISHED BY AUSTRALIAN GOVERNMENT



AI GOVERNANCE AND RISK FRAMEWORKS CONSIDERED

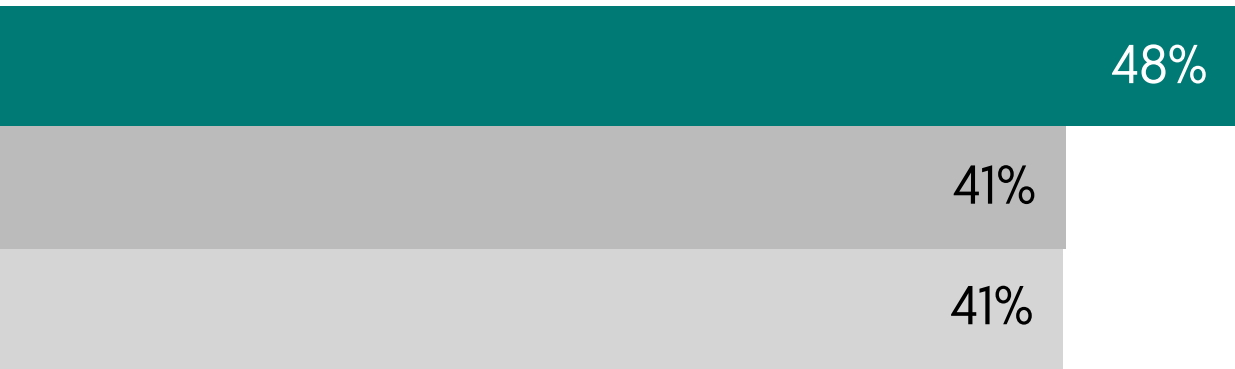


# WHO IS LAUNCHING?

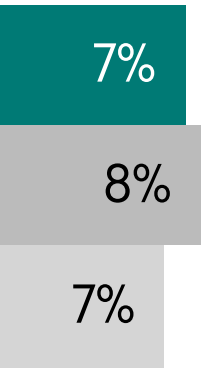
## FOUNDERS WITH PAST STARTUP FOUNDING EXPERIENCE



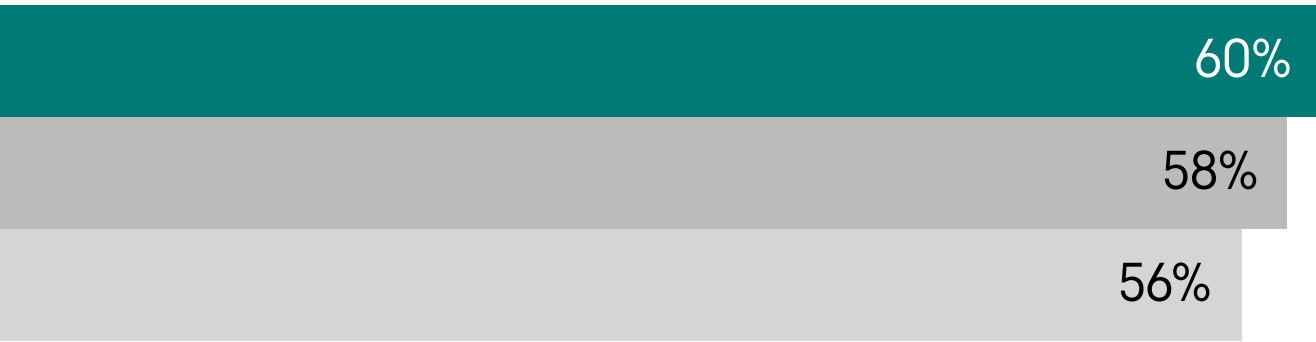
## FOUNDERS WORKING A JOB OUTSIDE THEIR STARTUP



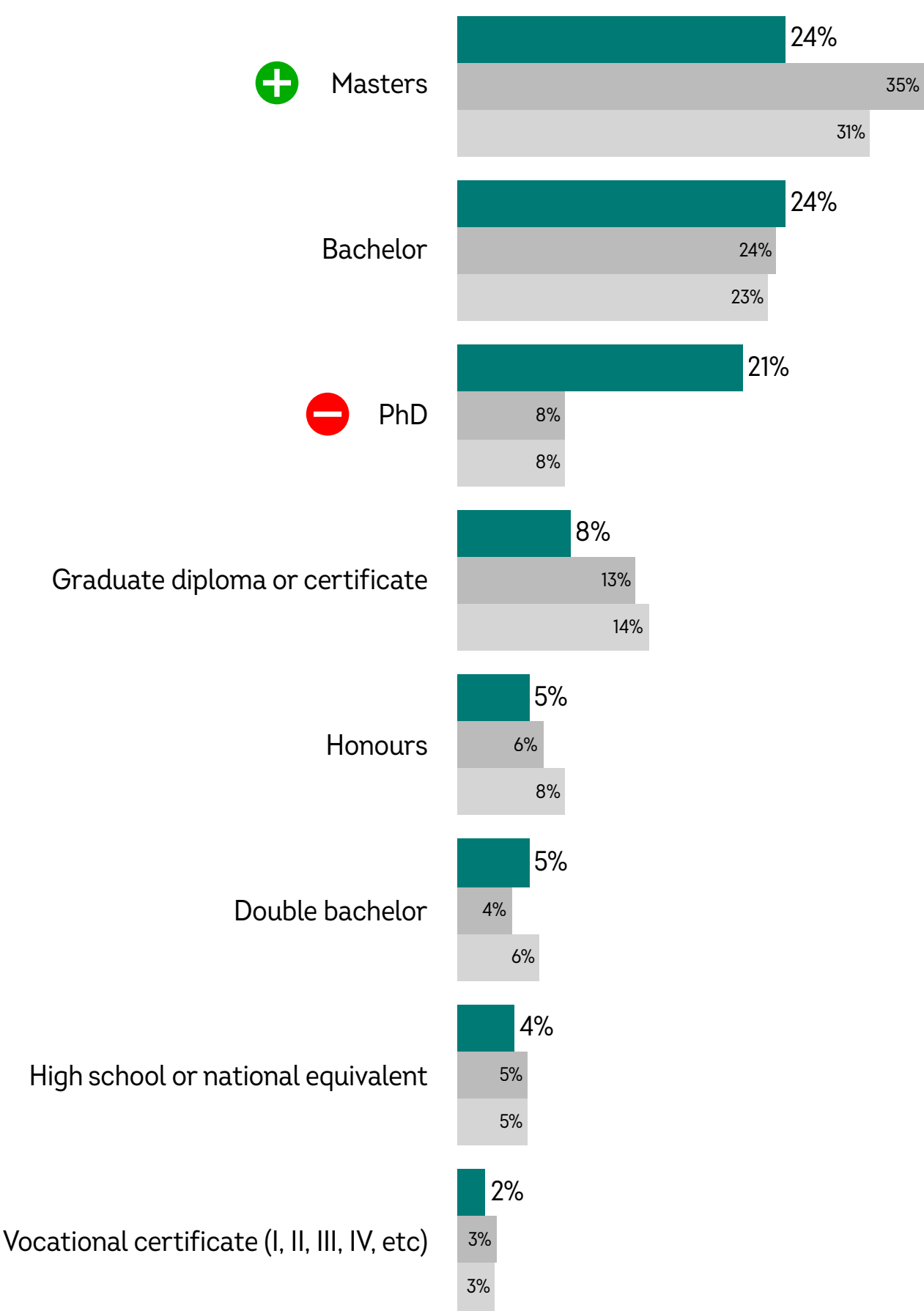
## FOUNDERS CURRENTLY STUDYING



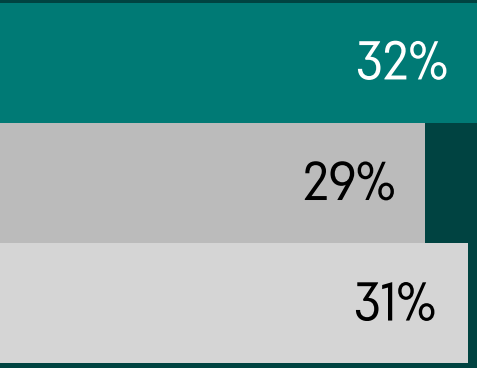
## FOUNDERS WHOSE STARTUP IS RELATED TO THEIR CURRENT OR PAST AREA OF STUDY



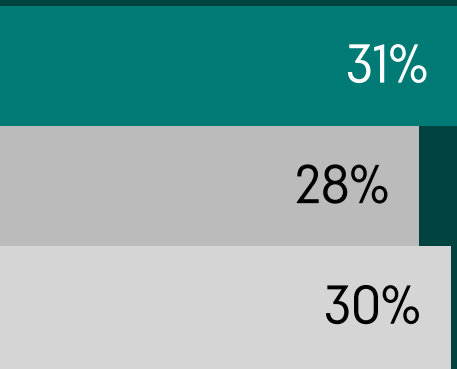
## LEVEL OF EDUCATION



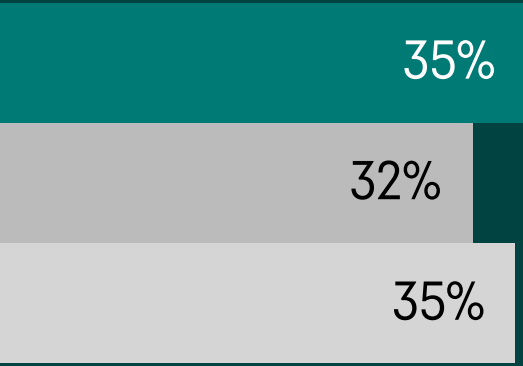
## PROPORTION OF FOUNDERS IN STARTUP MUSTER WHO WERE WOMEN



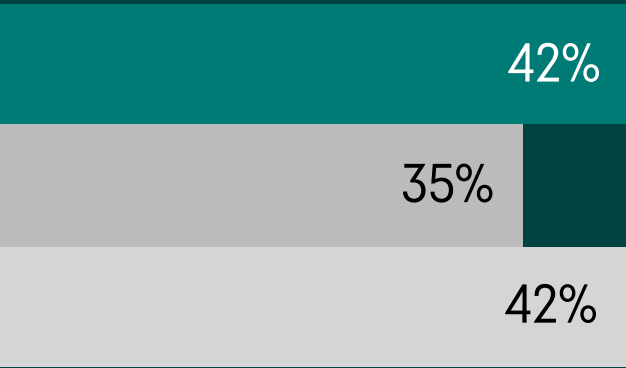
## PROPORTION OF FOUNDING TEAMS WHO WERE WOMEN



## PROPORTION OF FULL TIME EMPLOYEES WHO WERE WOMEN

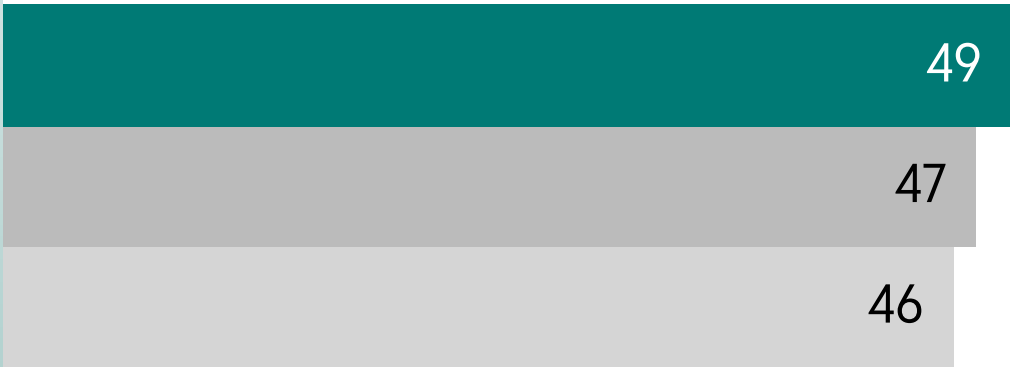


## PROPORTION OF PART TIME EMPLOYEES WHO WERE WOMEN

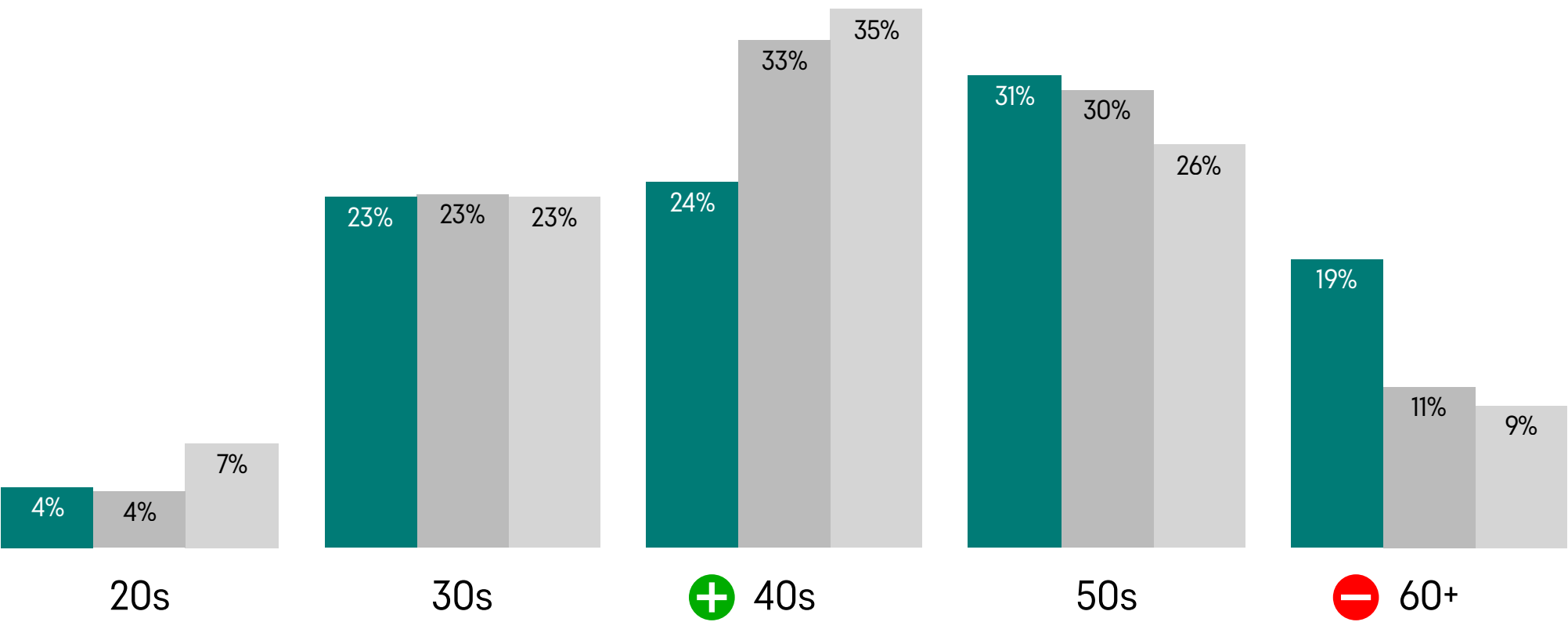


# WHO IS LAUNCHING? *(cont'd)*

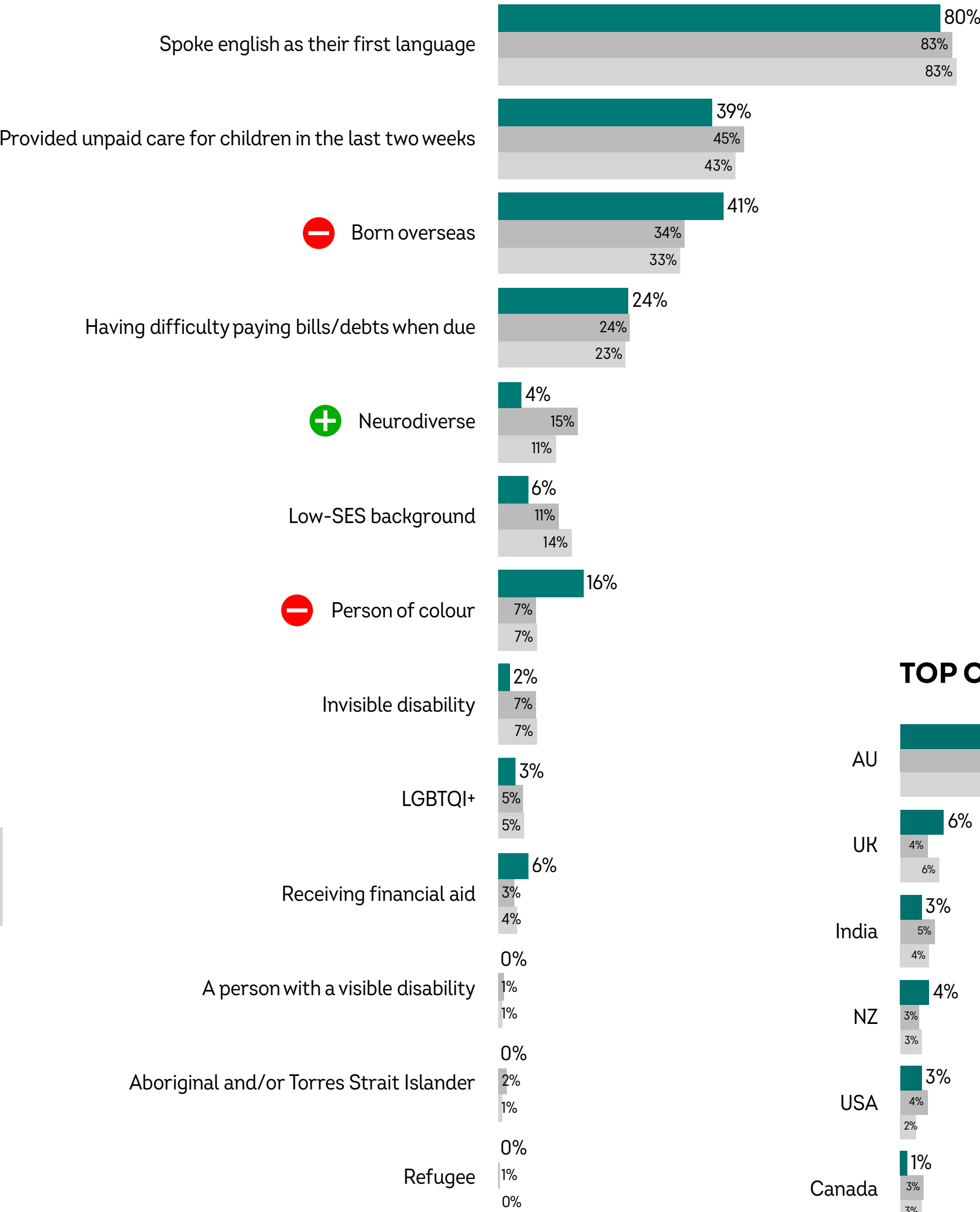
## AVERAGE FOUNDER AGE



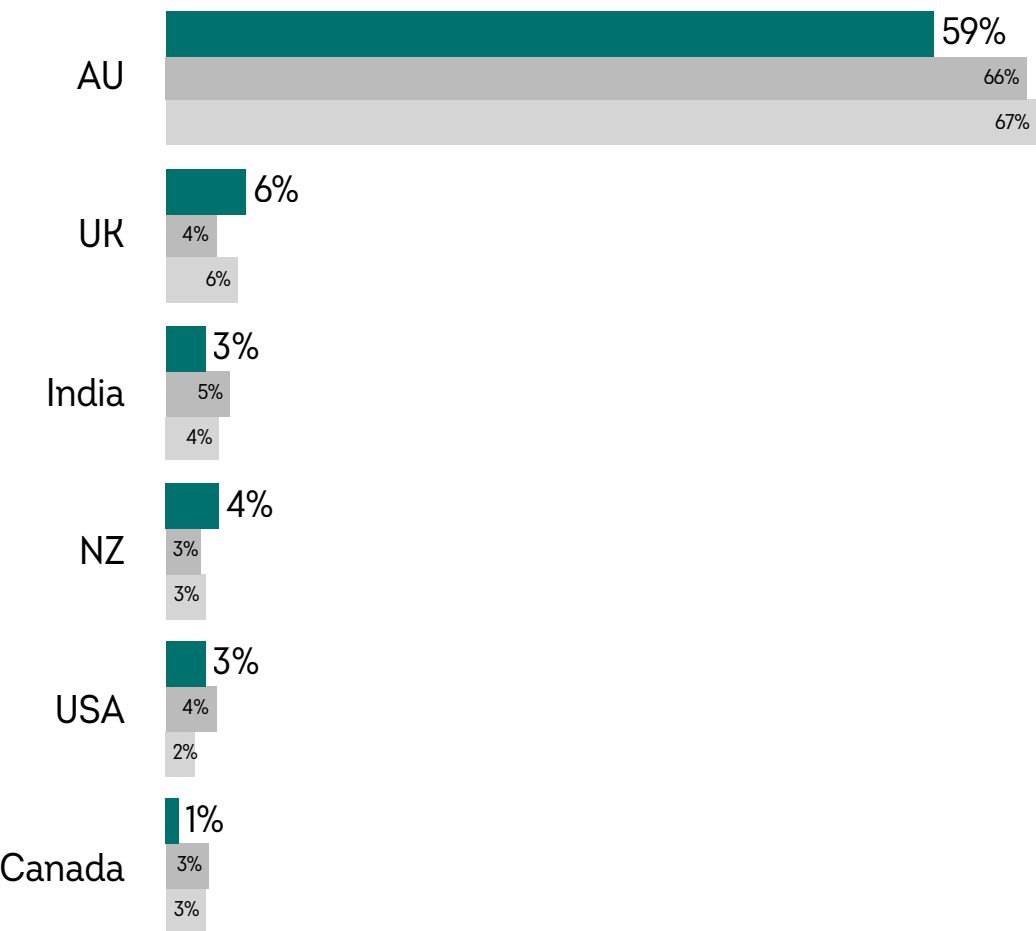
## AGE DISTRIBUTION



## FOUNDER DEMOGRAPHICS

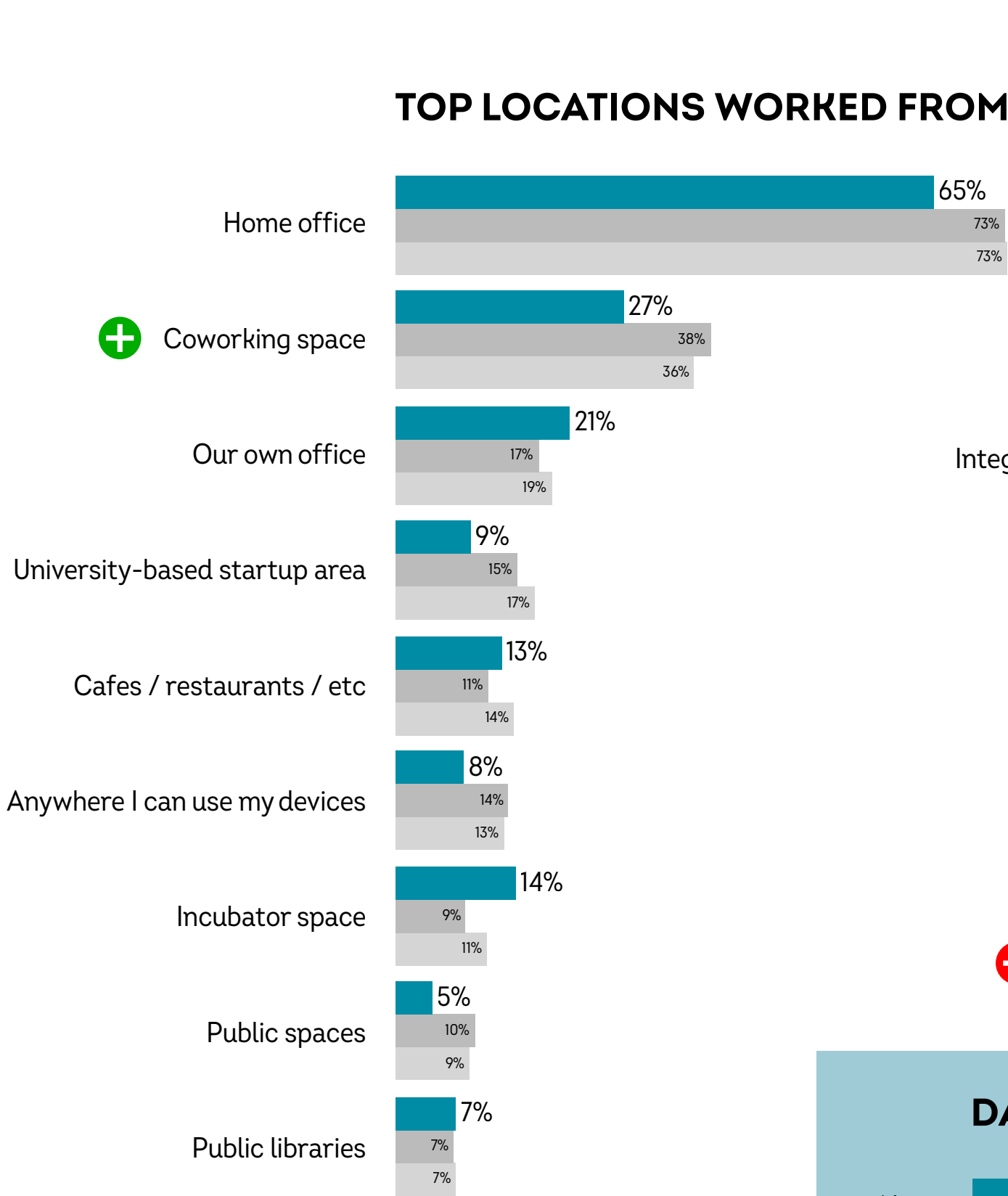


## TOP COUNTRIES OF BIRTH

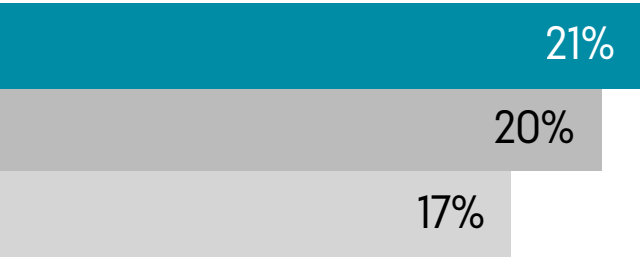


# WHERE ARE THEY?

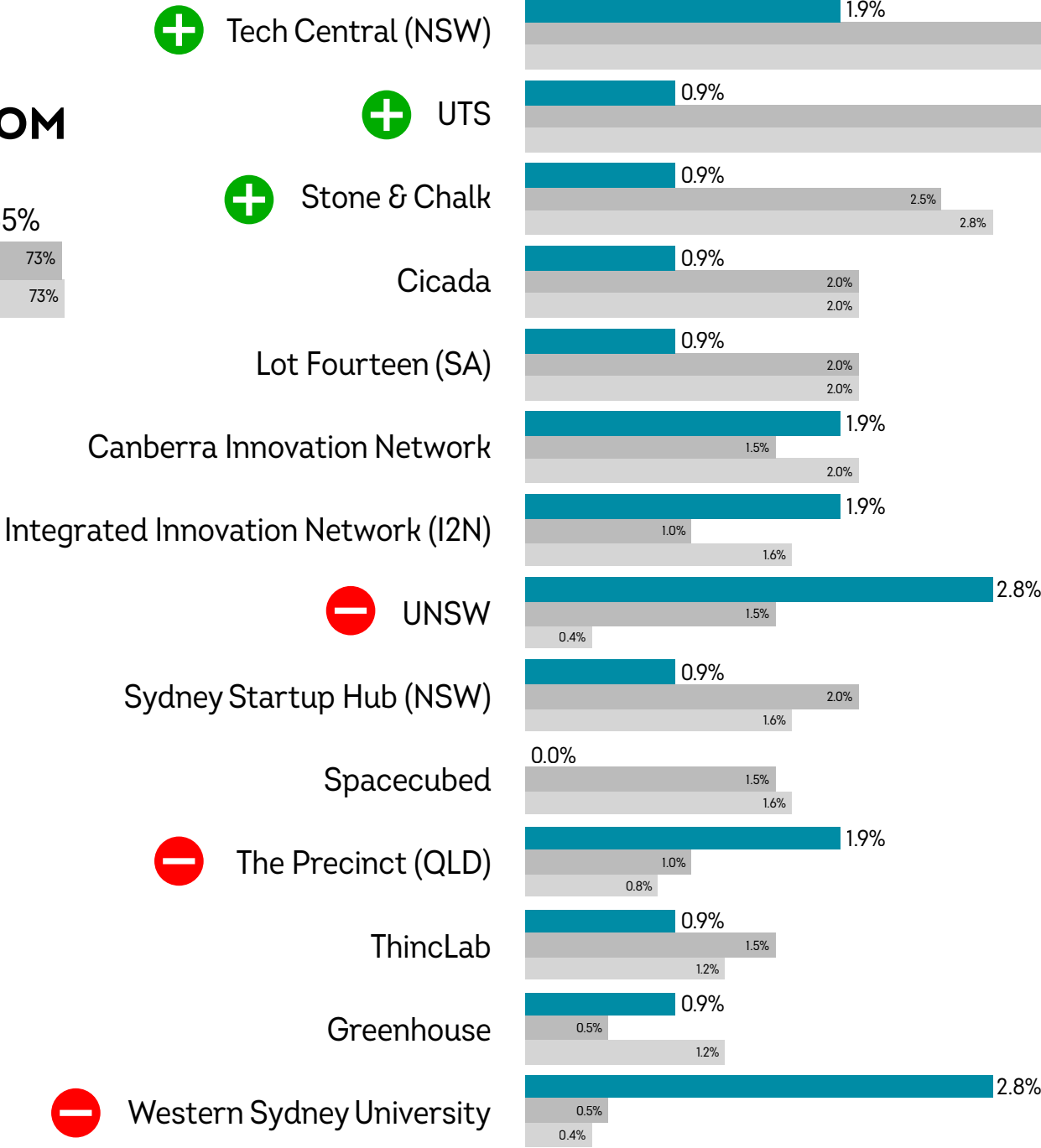
## TOP LOCATIONS WORKED FROM



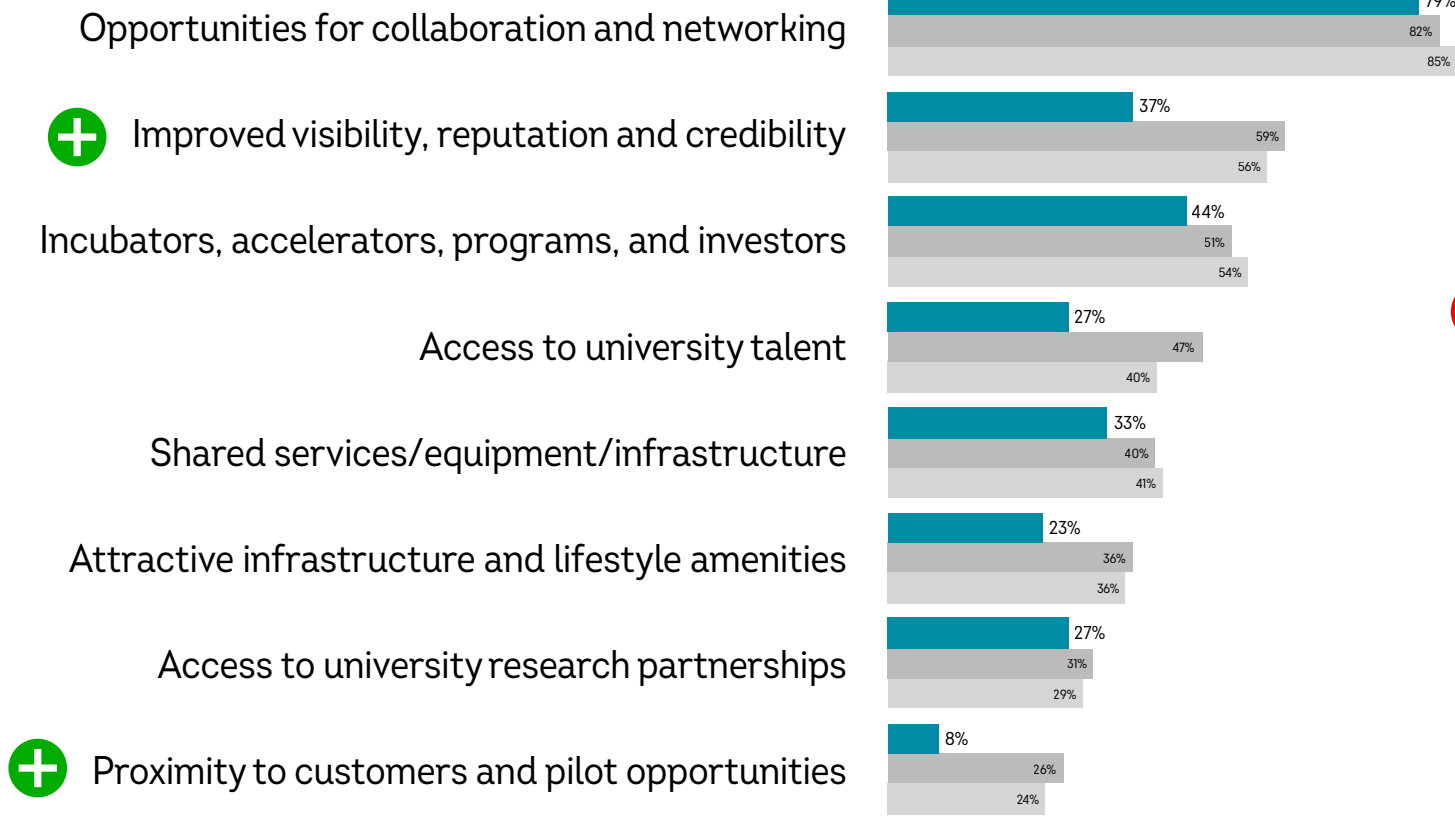
## FOUNDERS WORKING FULL TIME FROM AN OFFICE OUTSIDE THEIR HOME



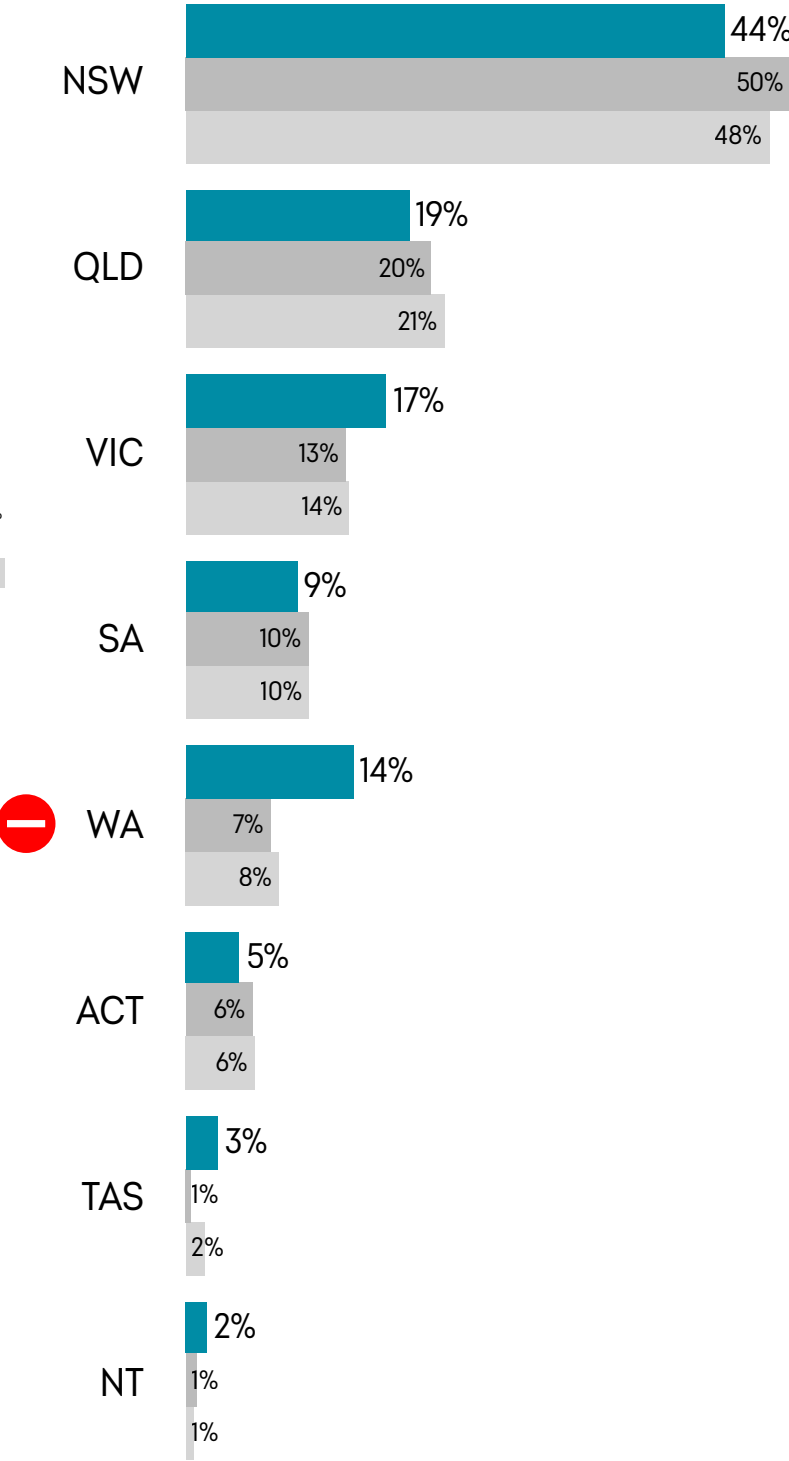
## MOST NAMED INNOVATION PRECINCTS/CLUSTERS



## TOP PRECINCT/CLUSTER BENEFITS



## STATE

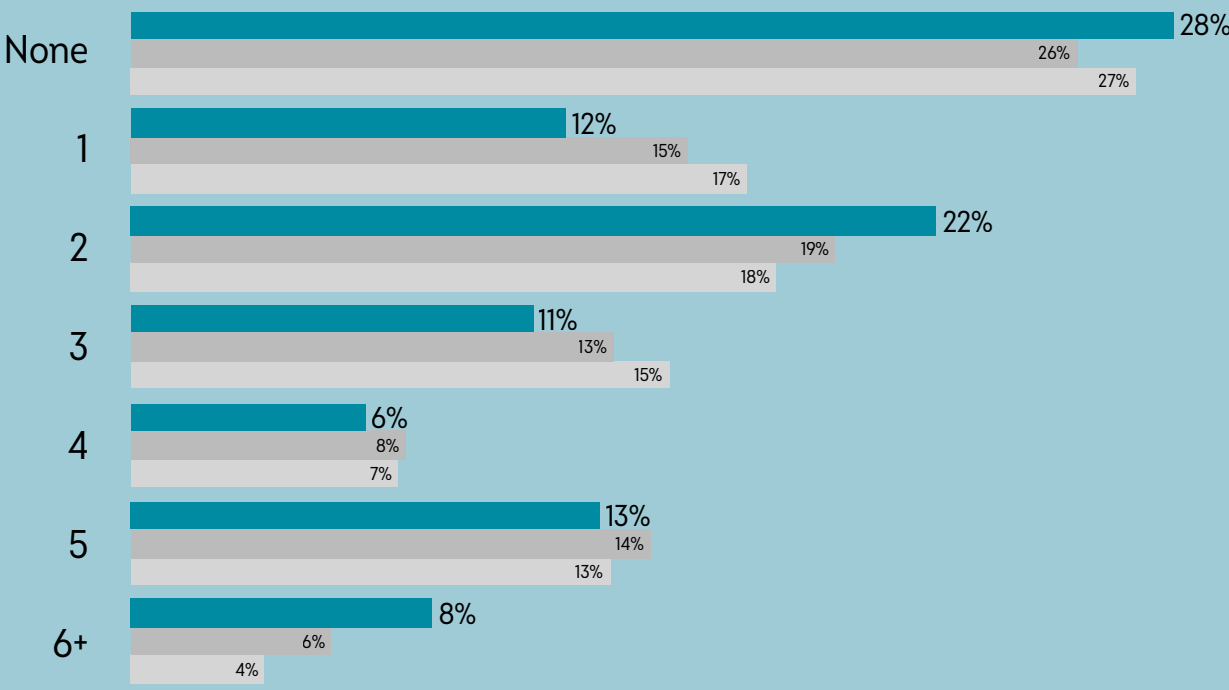


Note this location data reflects who participated in Startup Muster and provided addresses. This is not a population estimate.

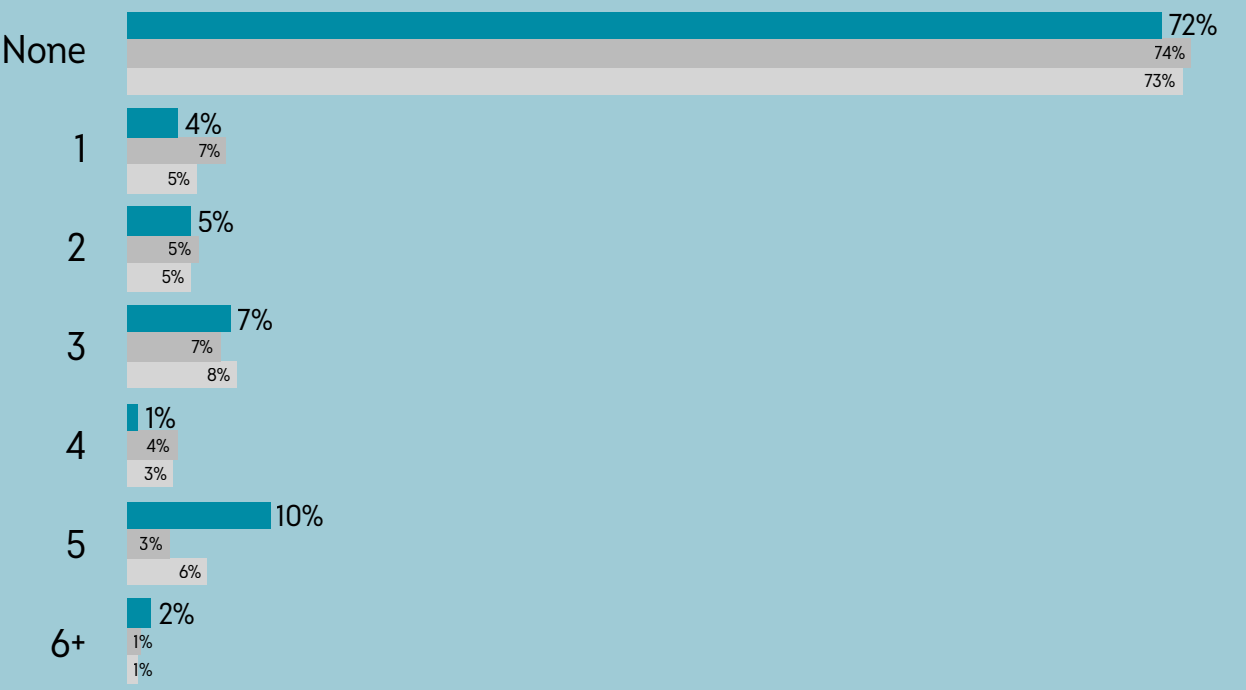
Some startups had offices and home addresses in multiple states.

In 2025, Startup Muster employed survey coordinators in every state and territory with the same budget allocated to each.

## DAYS PER WEEK IN AN OFFICE: FOUNDERS



## DAYS PER WEEK IN AN OFFICE: EMPLOYEES



# WHERE ARE THEY? *(cont'd)*

## FOUNDERS IDENTIFYING AS BEING PART OF AN INNOVATION PRECINCT OR CLUSTER



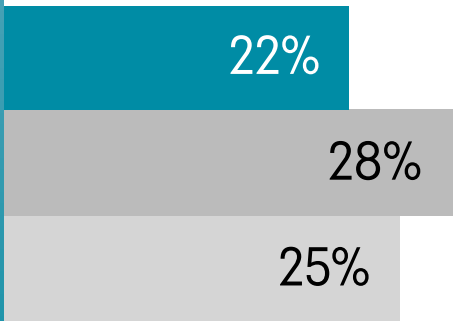
## FOUNDERS THAT FELT ENGAGED IN THEIR LOCAL STARTUP ECOSYSTEM



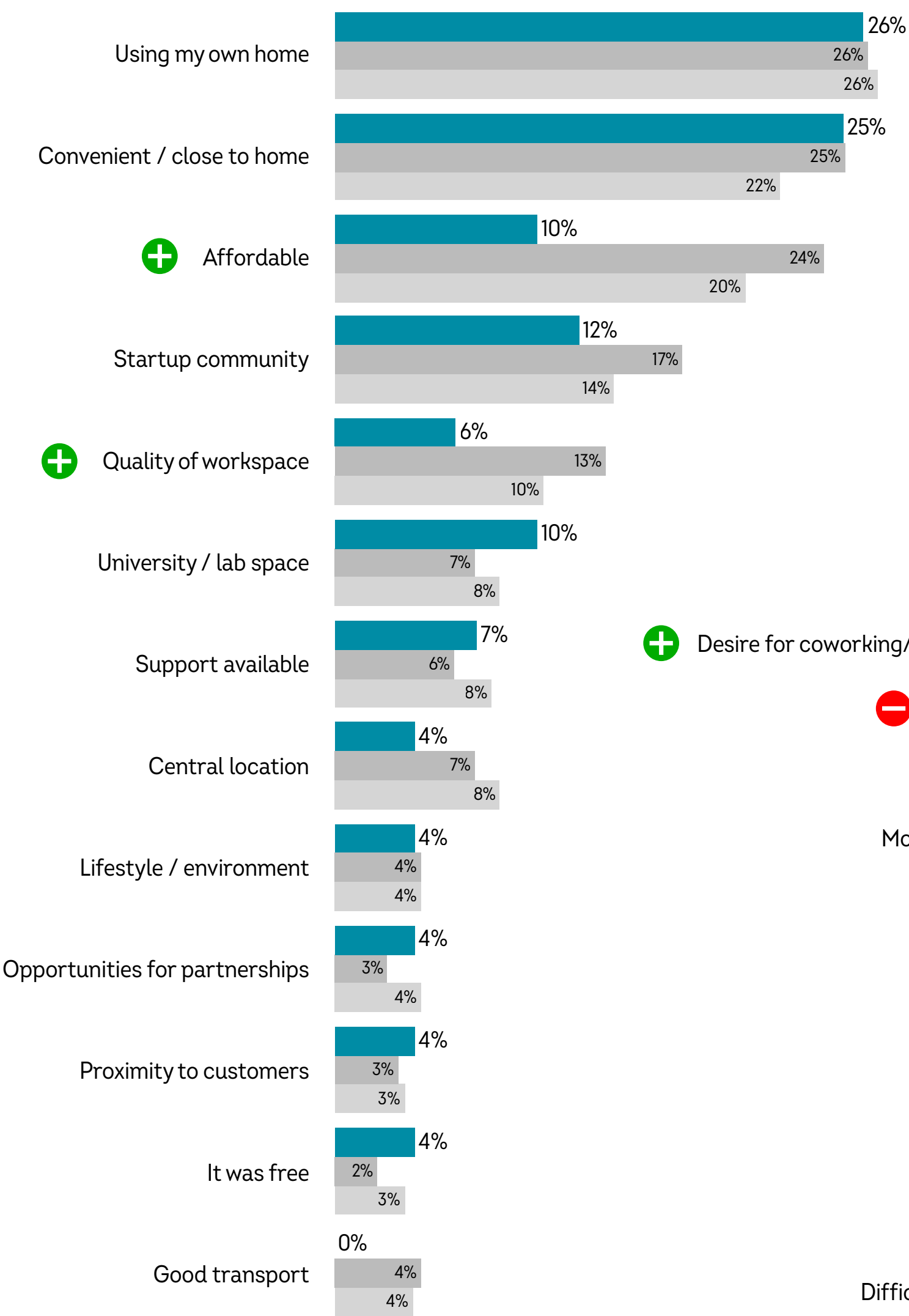
## STARTUPS CONSIDERING MOVING FROM THEIR CURRENT LOCATION



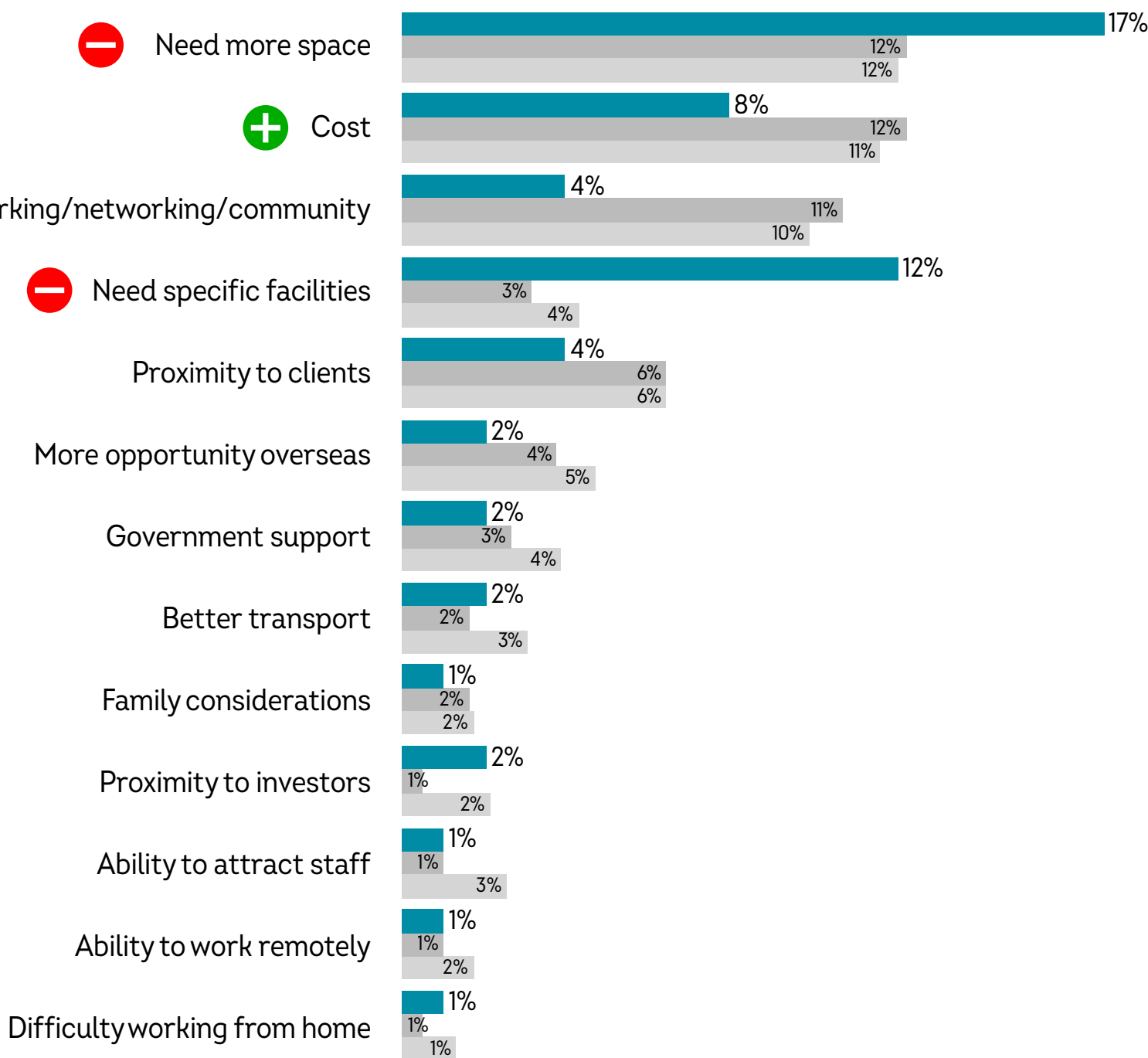
## FOUNDERS WHO SAID THEIR HOME INTERNET QUALITY NEGATIVELY IMPACTED THEIR WORK SIGNIFICANTLY



## TOP REASONS FOR CHOOSING YOUR OFFICE LOCATION

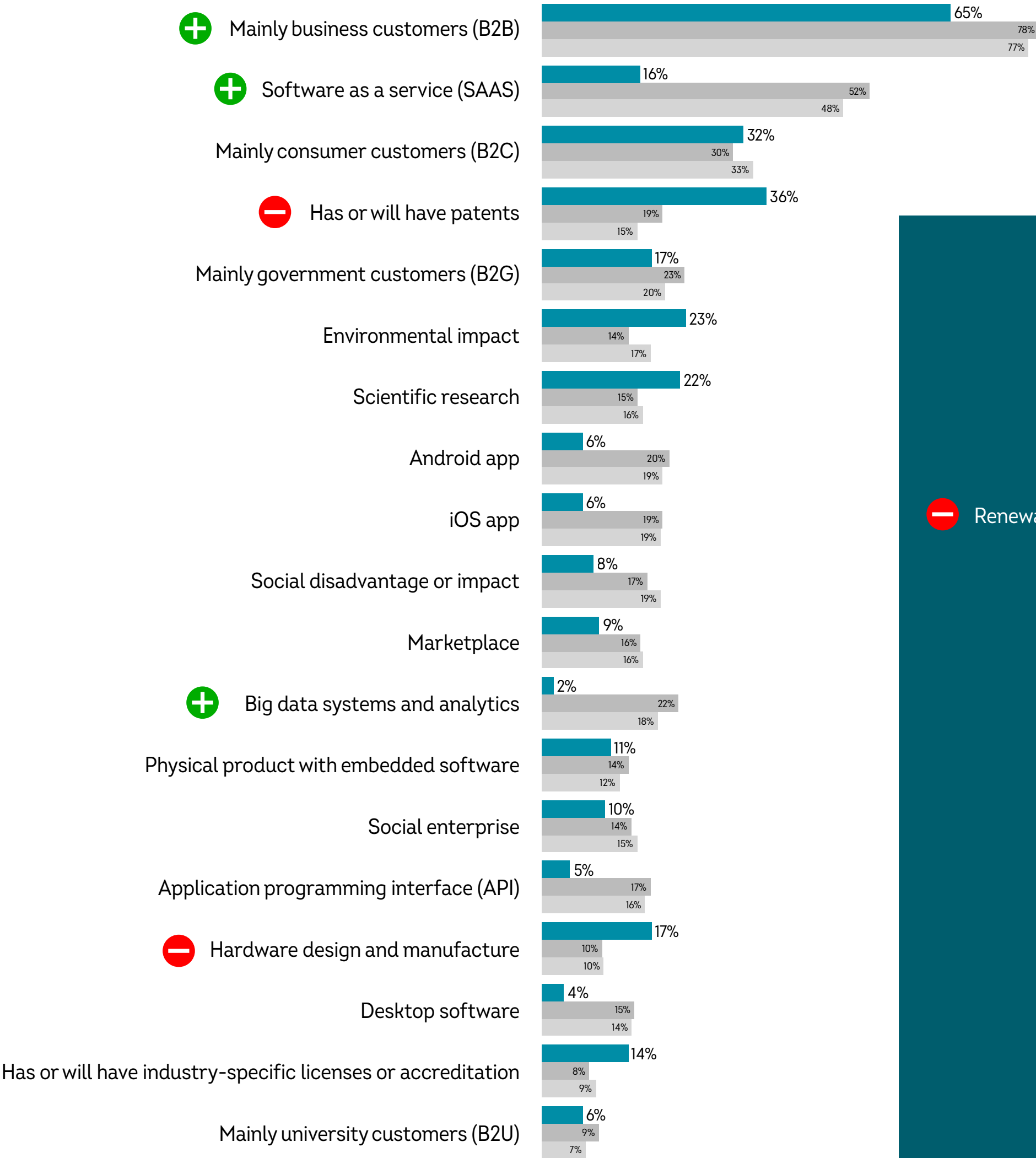


## TOP REASONS FOR PLANNING TO CHANGE LOCATION

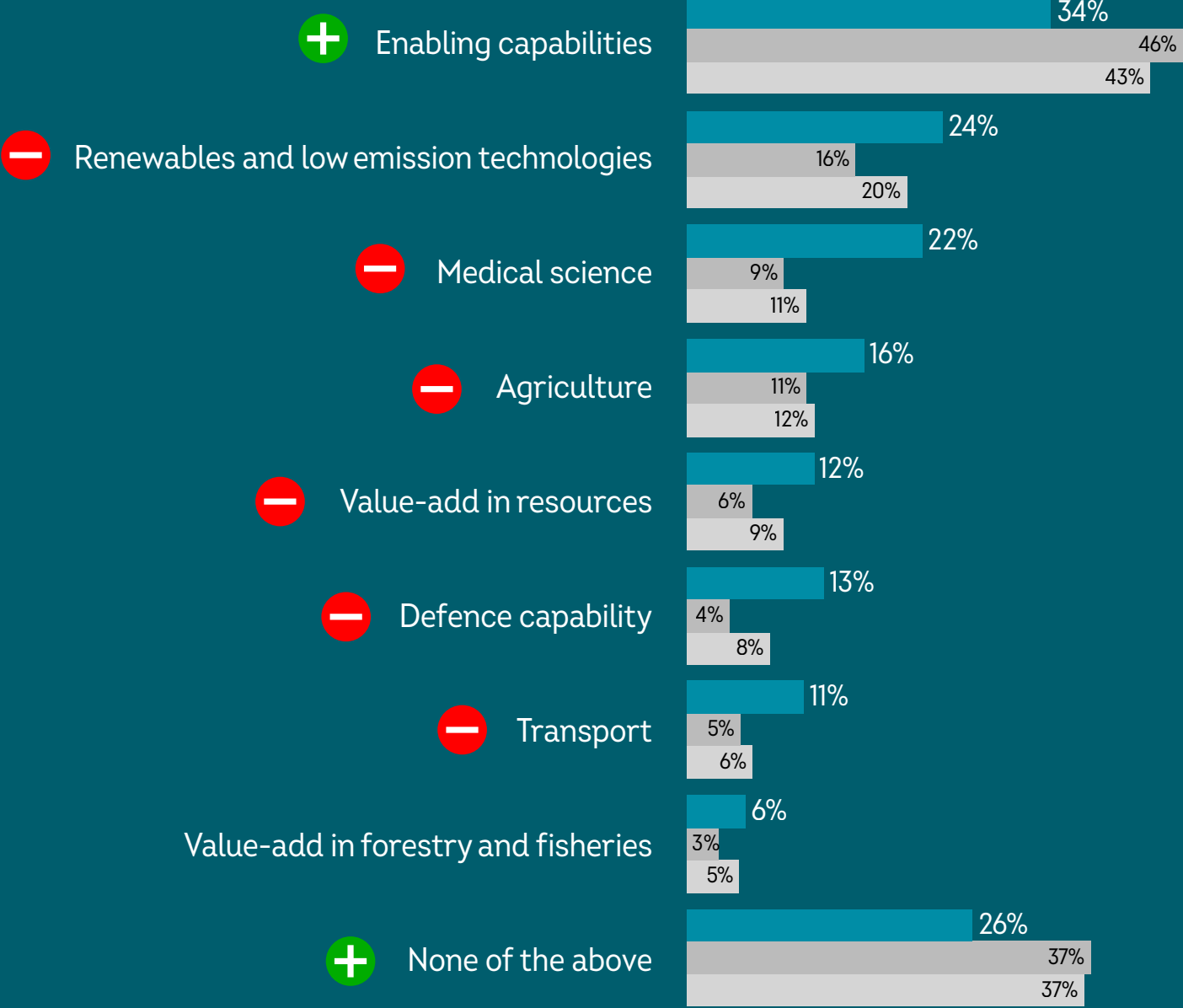


# WHAT ARE THEY DOING?

## THEMES THAT APPLY STRONGLY TO STARTUP PRODUCTS/SERVICES

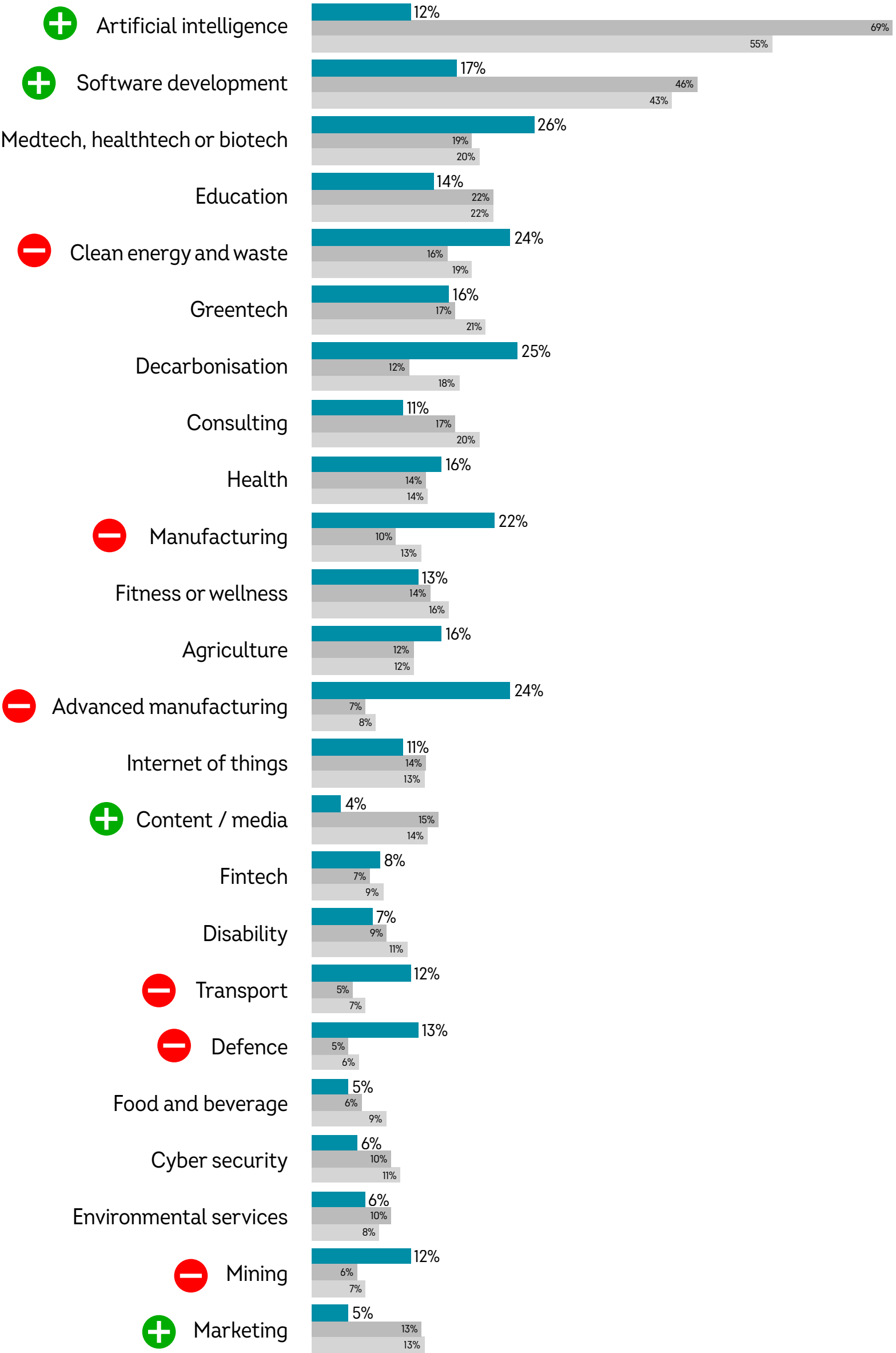


## NATIONAL RECONSTRUCTION FUND ALIGNMENT



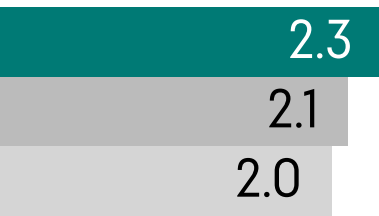
AS CHOSEN BY THE STARTUPS

## INDUSTRIES THAT APPLY STRONGLY TO STARTUP PRODUCTS/SERVICES



# TEAMS

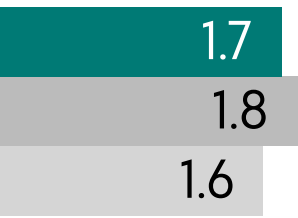
## AVERAGE SIZE OF FOUNDING TEAM



## AVERAGE FULL-TIME EMPLOYEES TODAY



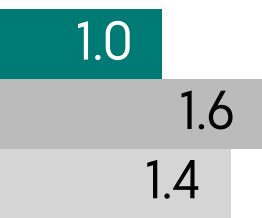
## AVERAGE PART-TIME EMPLOYEES TODAY



## AVERAGE NUMBER OF OUTSOURCED WORKERS IN PAST 12 MONTHS



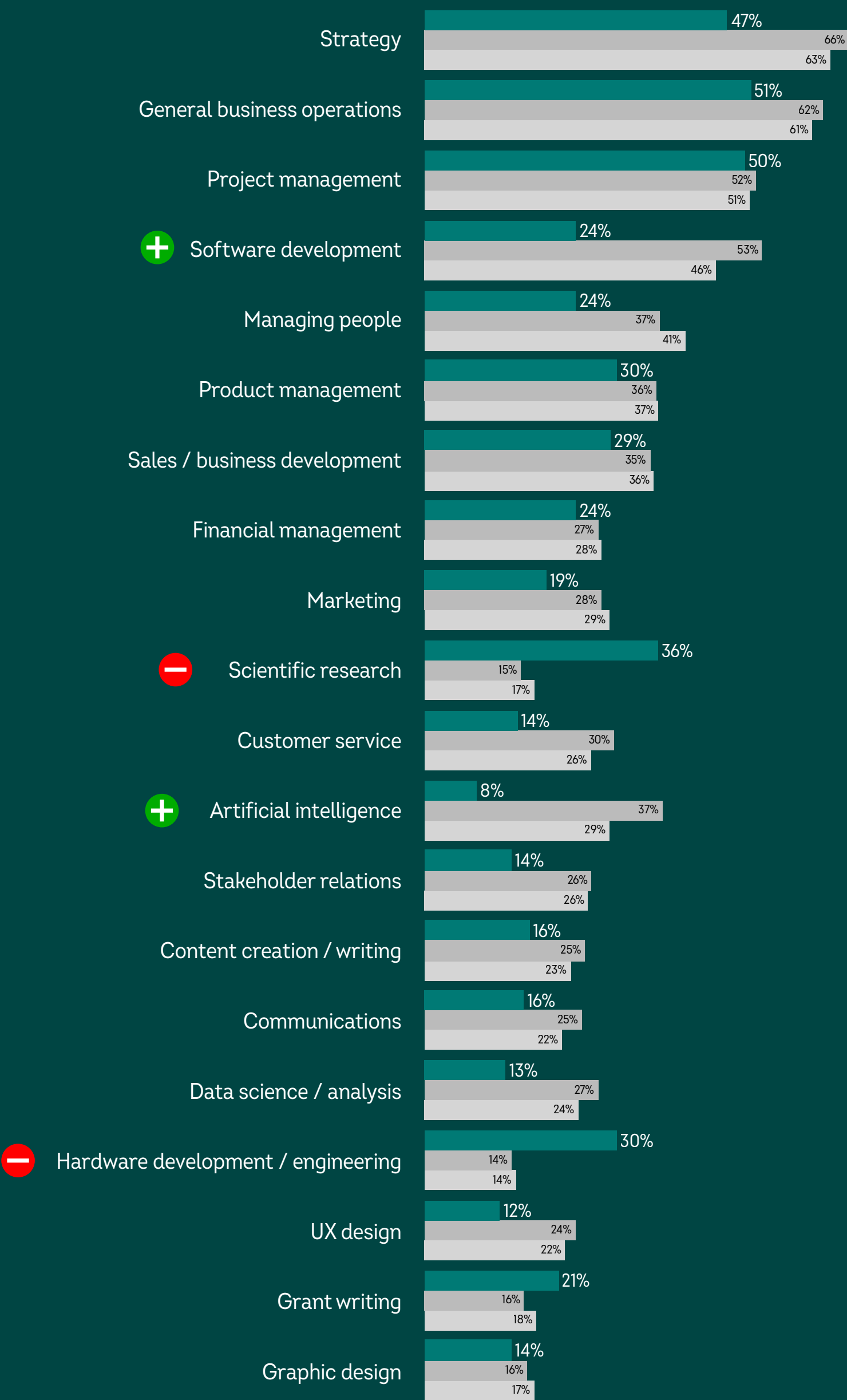
## AVERAGE NUMBER OF INTERNS IN PAST 12 MONTHS



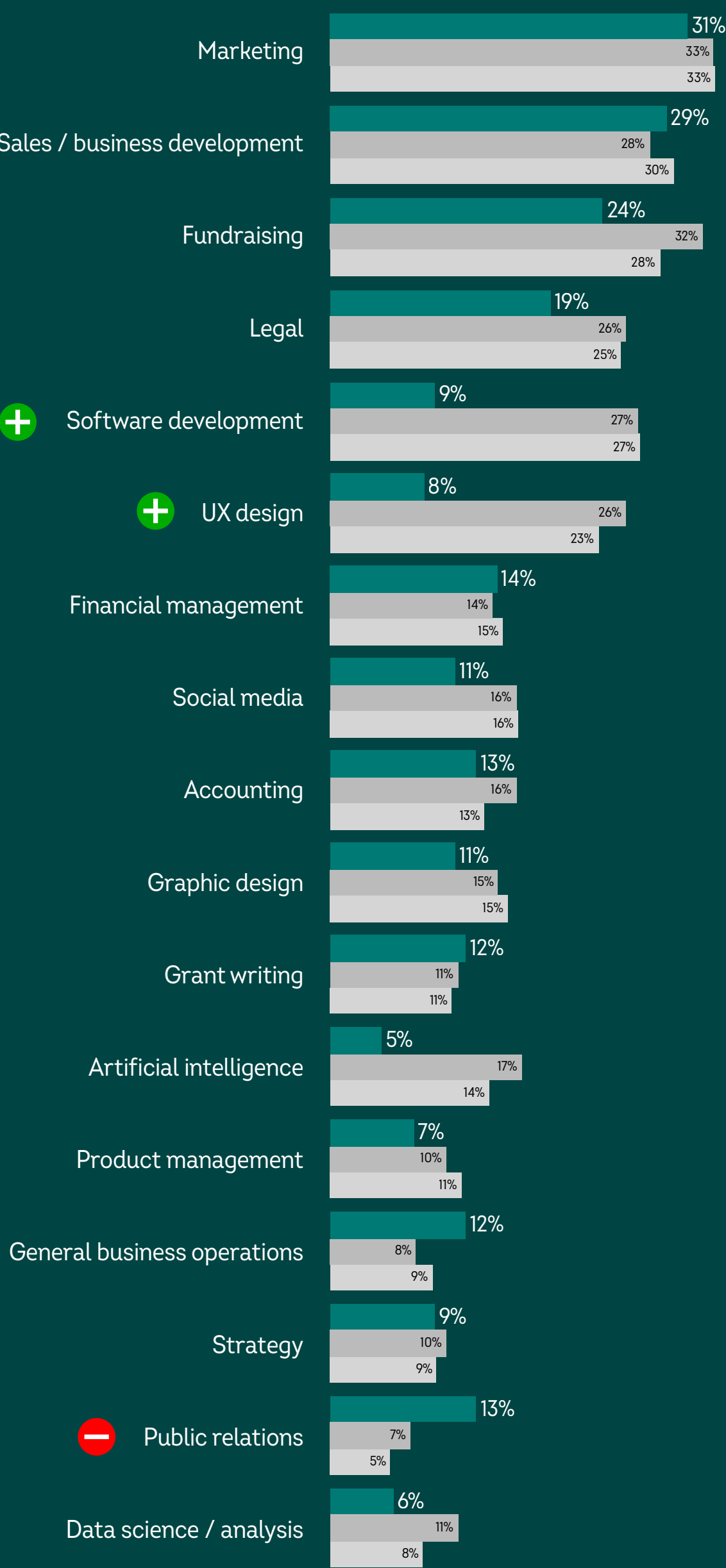
## NUMBER OF PLANNED HIRES IN NEXT 12 MONTHS +



## SKILLS IN FOUNDING TEAM

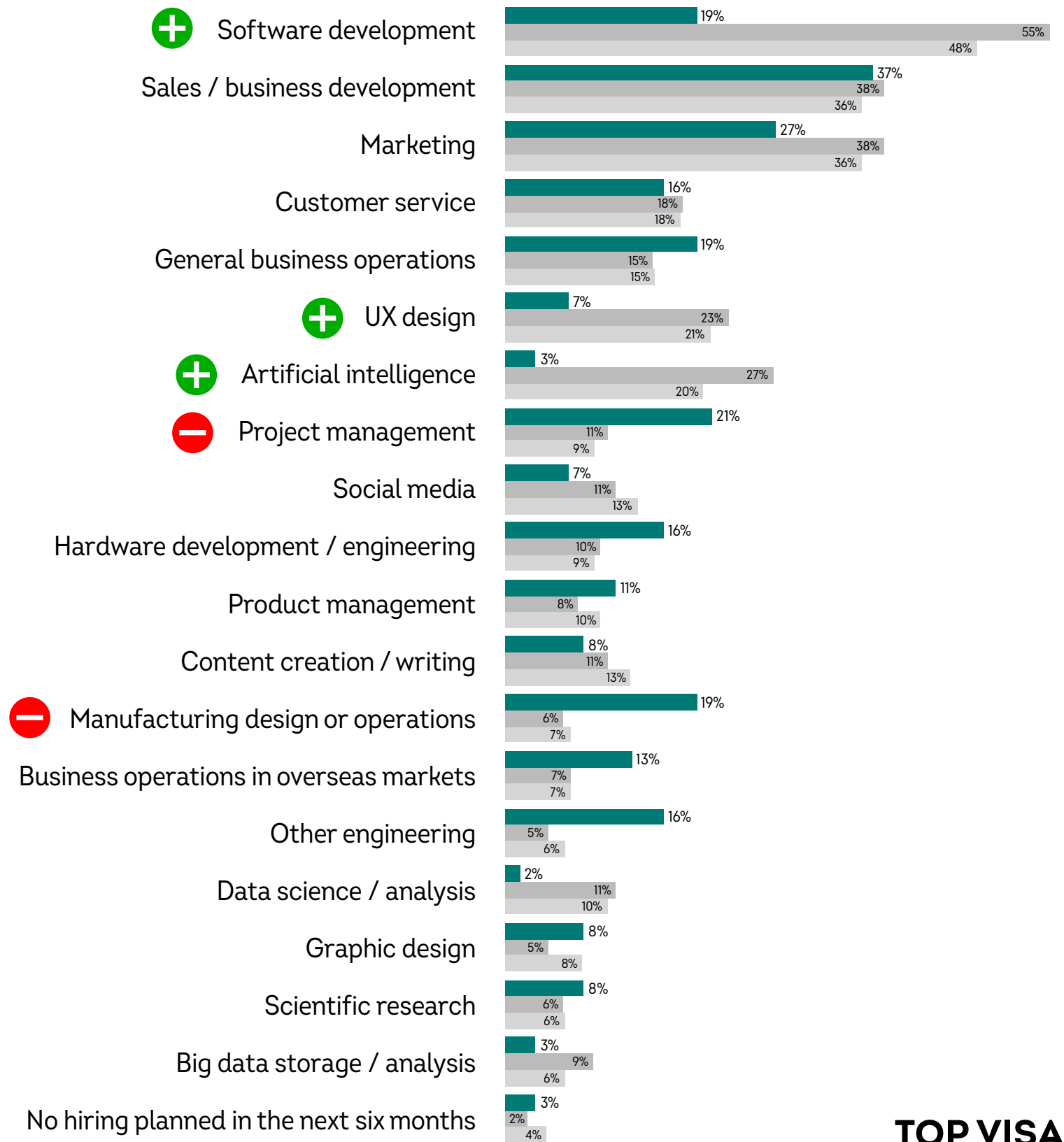


## SKILLS THEY WISH WERE IN FOUNDING TEAM



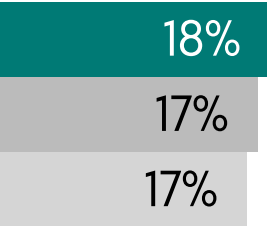
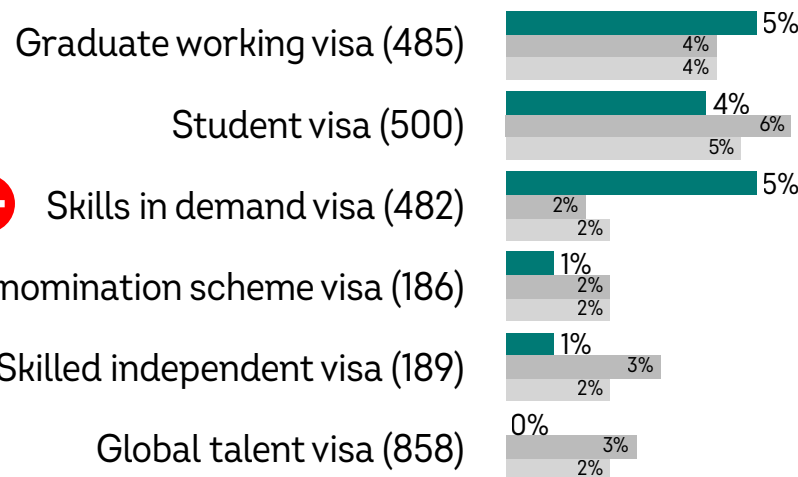
TEAMS (cont'd)

SKILLS FOUNDERS PLAN TO HIRE IN THE NEXT SIX MONTHS



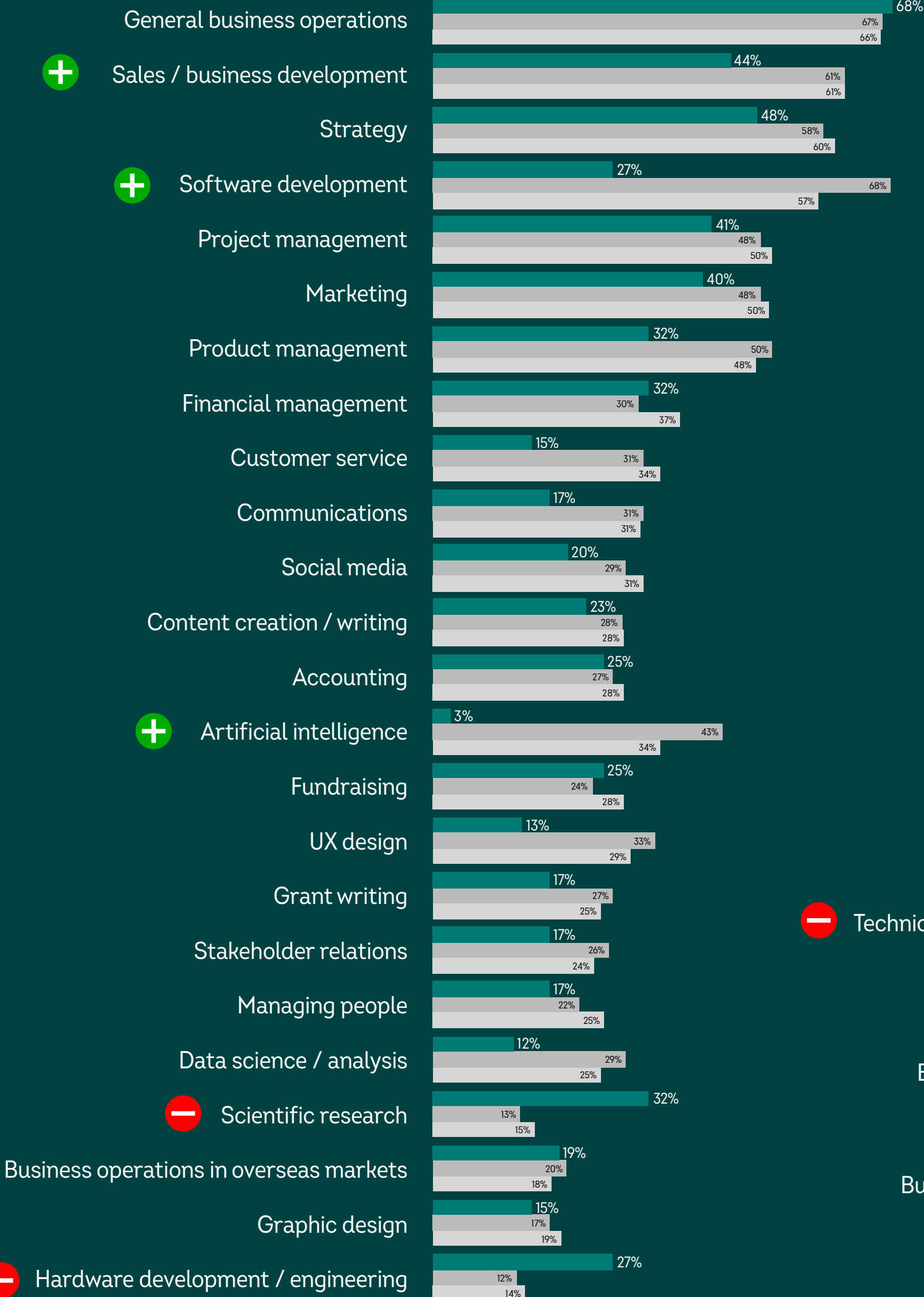
STARTUPS WITH AN EMPLOYEE ON A VISA

TOP VISAS

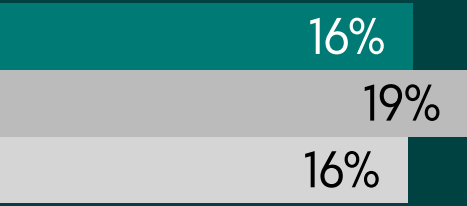


2025 non-AI 2025 building an AI product or service 2025 using AI for key team functions

CURRENT TEAM SKILLS



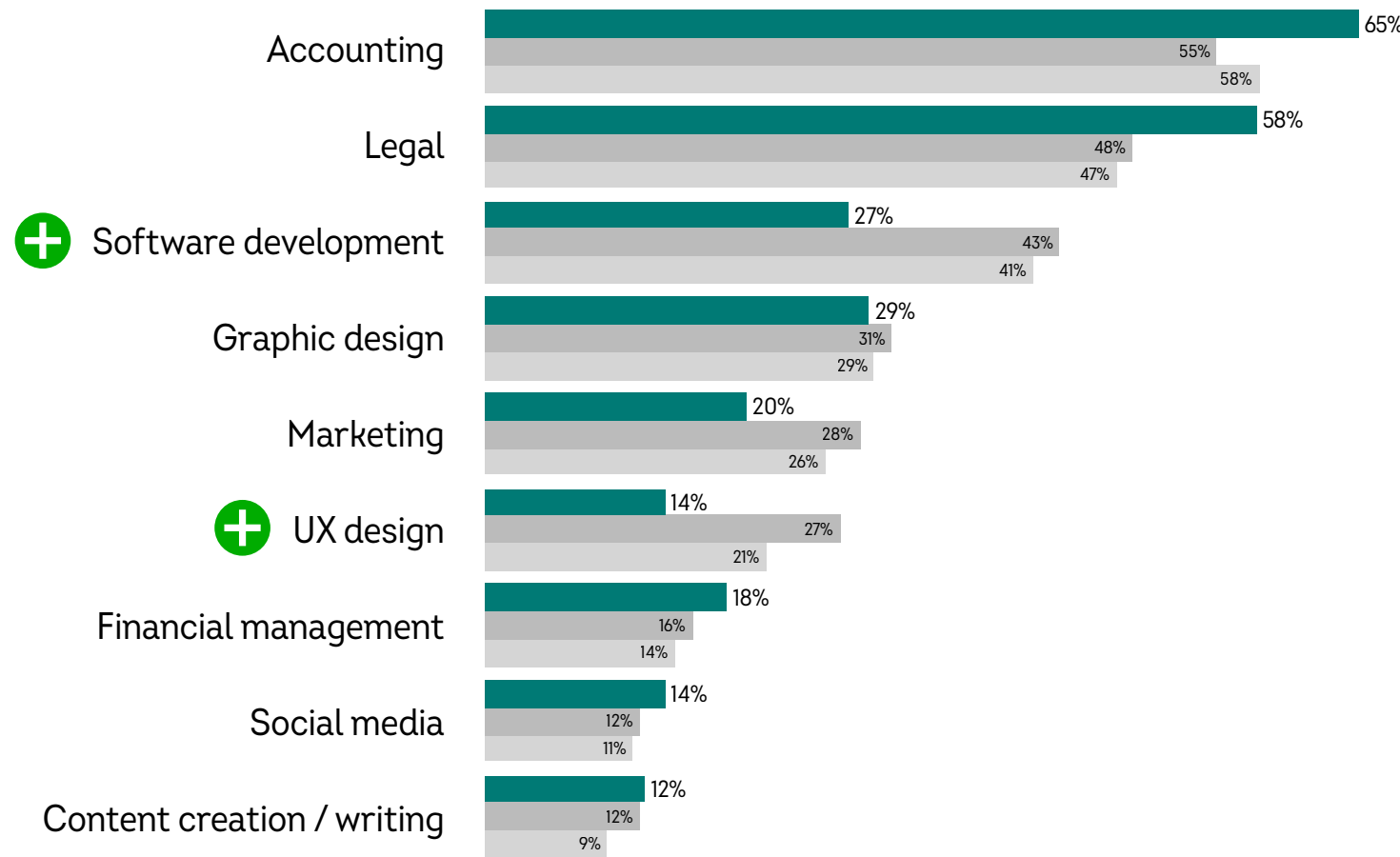
STARTUPS THAT HAD DIFFICULTY HIRING IN THE LAST YEAR



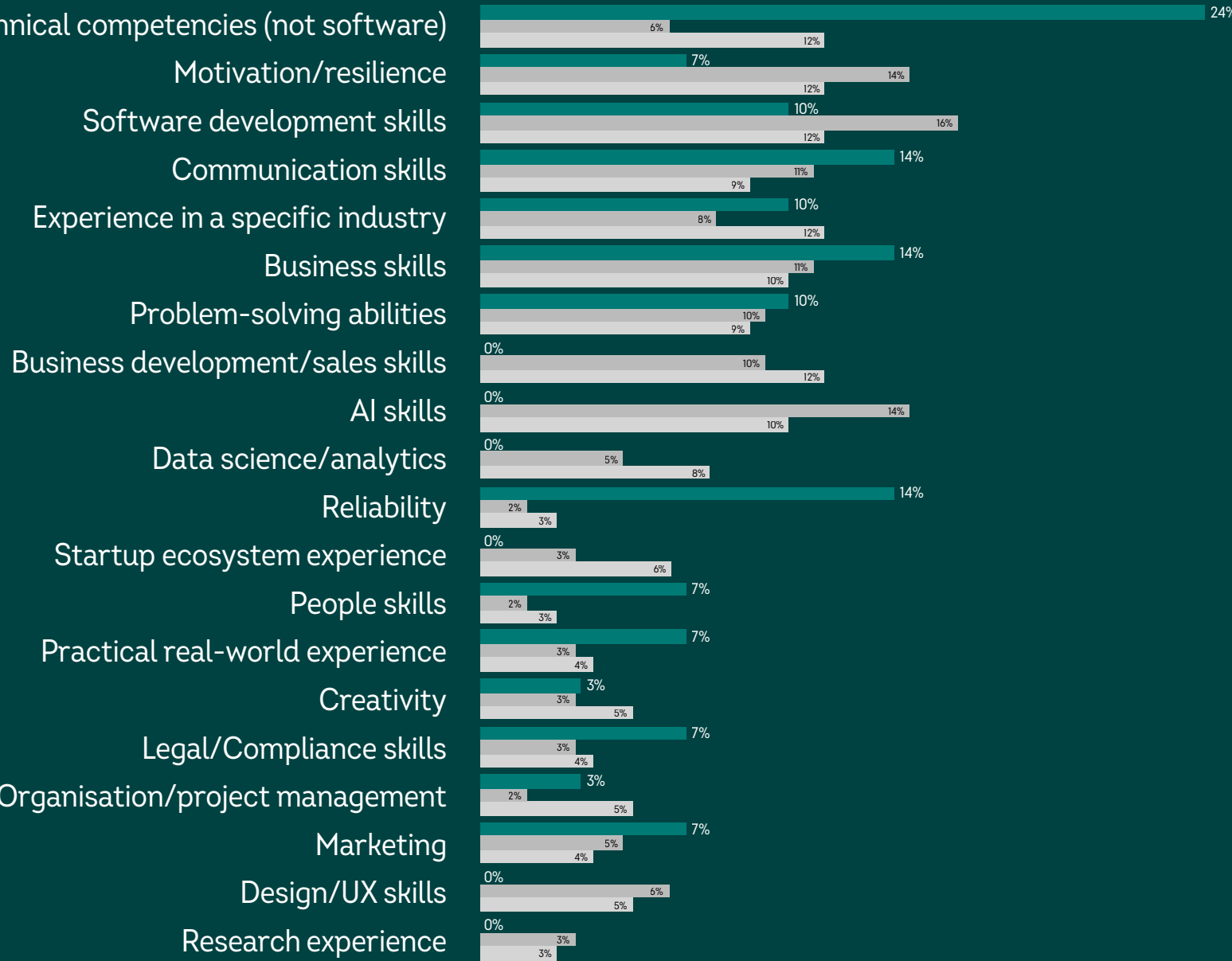
STARTUPS OUTSOURCING WORK IN LAST 12 MO



TASKS BEING OUTSOURCED

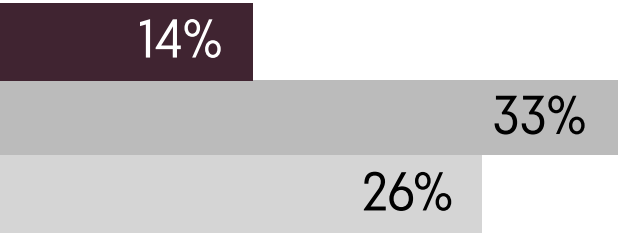


SKILLS JOB CANDIDATES WERE MISSING

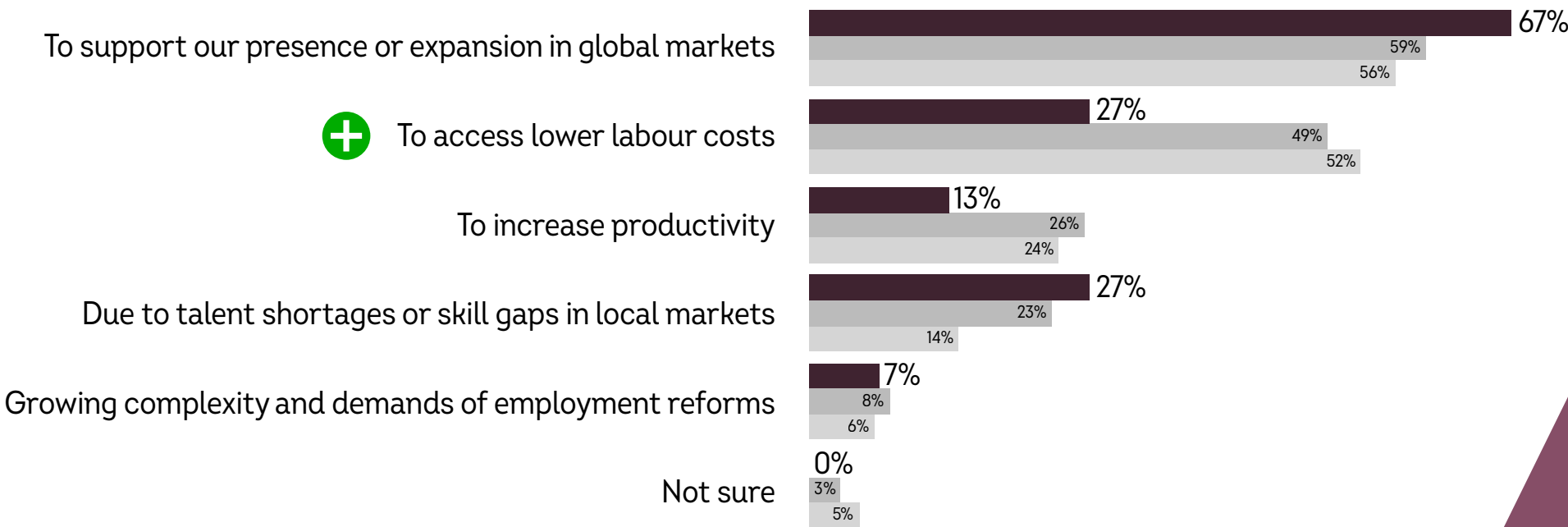


# GLOBAL EXPANSION

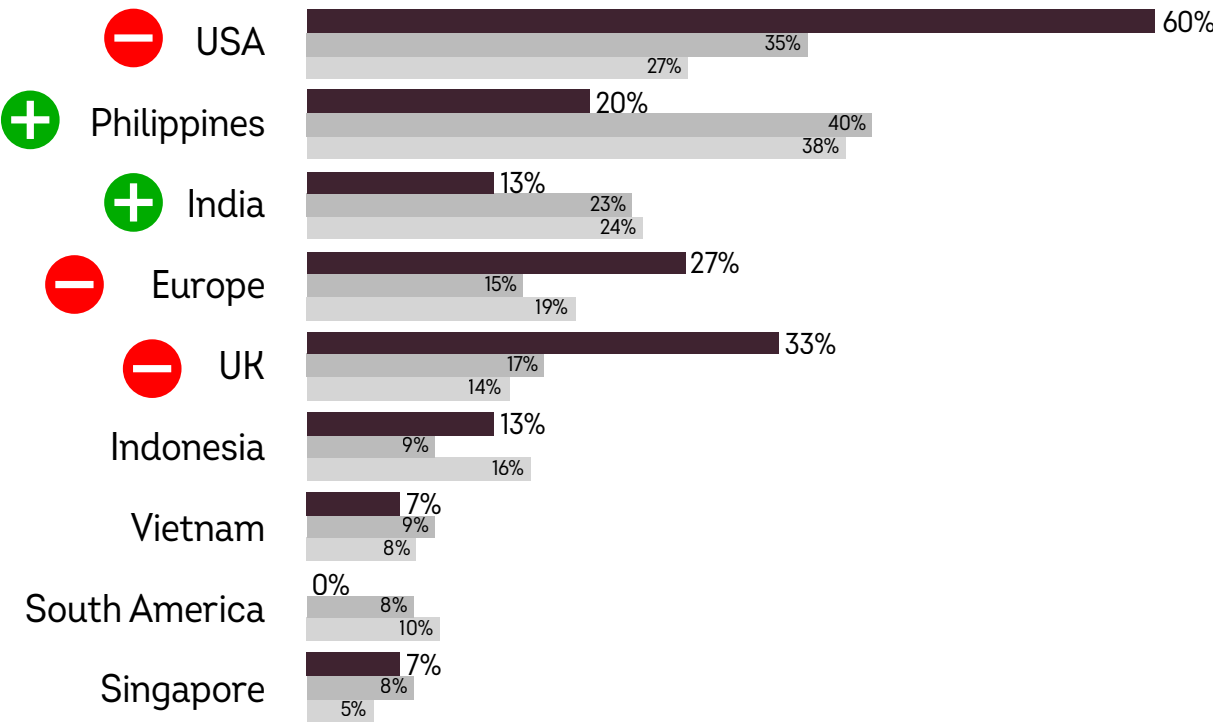
## STARTUPS PLANNING TO HIRE OVERSEAS IN THE NEXT 12 MONTHS +



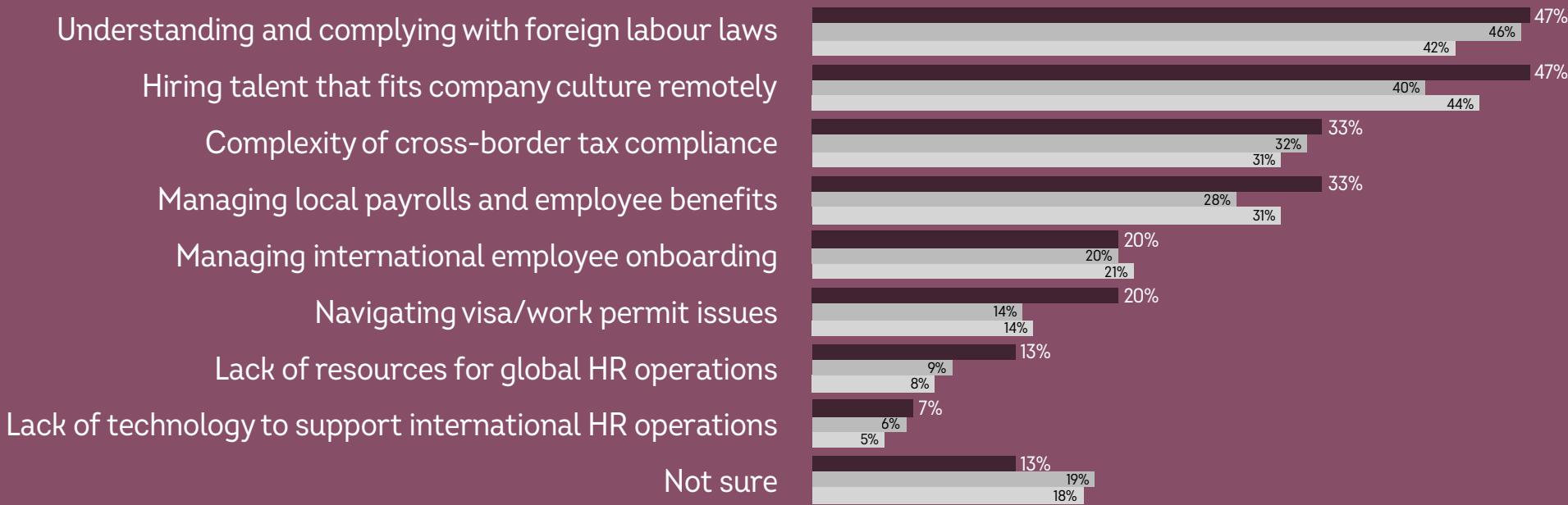
## REASONS FOR HIRING OVERSEAS



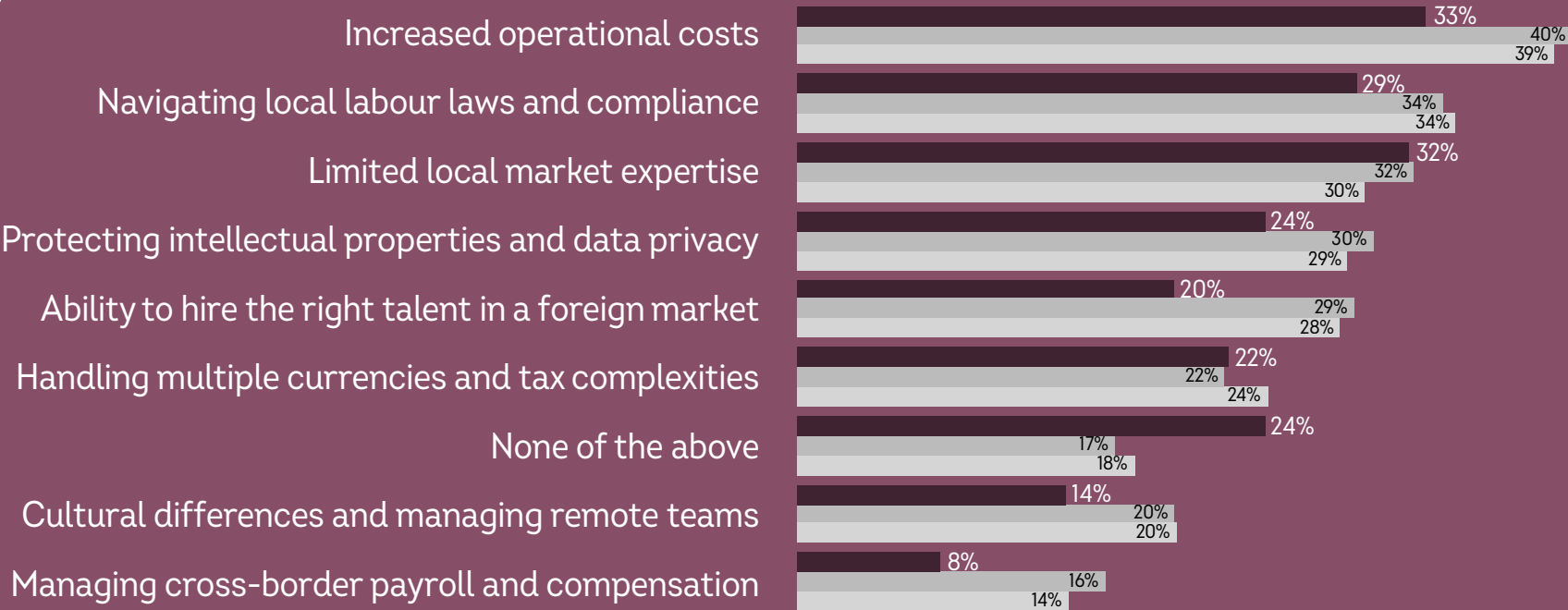
## TOP LOCATIONS TO HIRE FROM



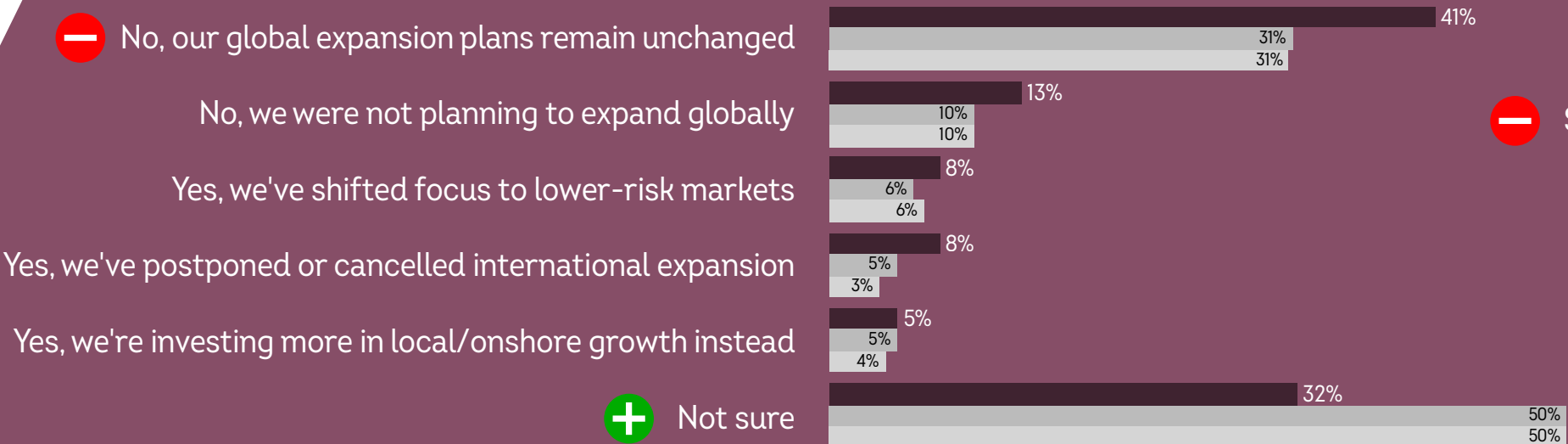
## TOP CONCERNS ABOUT GLOBAL HIRING AND COMPLIANCE



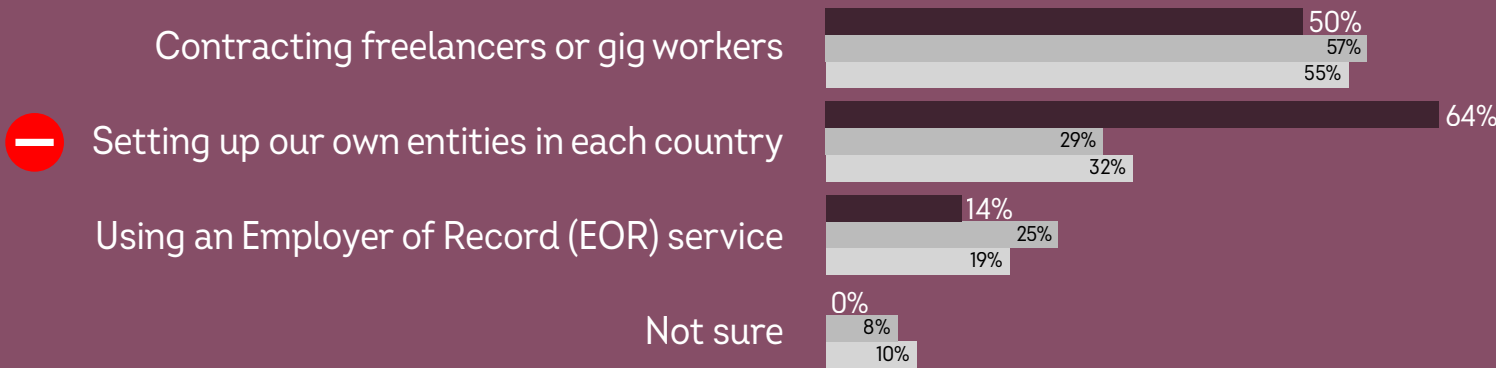
## KEY CHALLENGES WHEN EXPANDING INTO INTERNATIONAL MARKETS



## HAVE RECENT TARIFF WARS/TENSIONS AFFECTED YOUR EXPANSION PLANS COMPARED TO LAST YEAR?

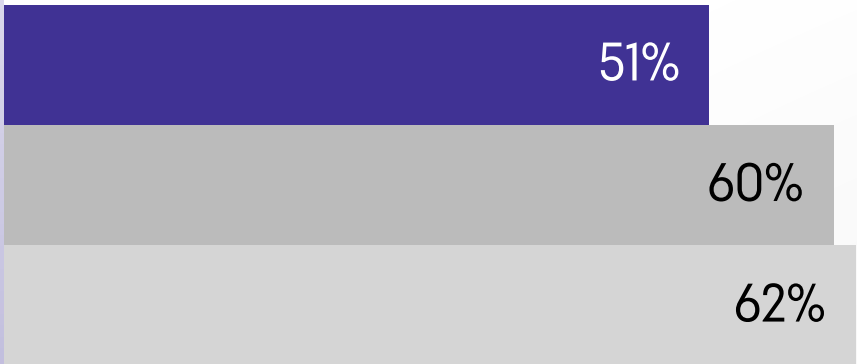


## CURRENT OR PLANNED METHOD OF EMPLOYING OVERSEAS



# CUSTOMERS

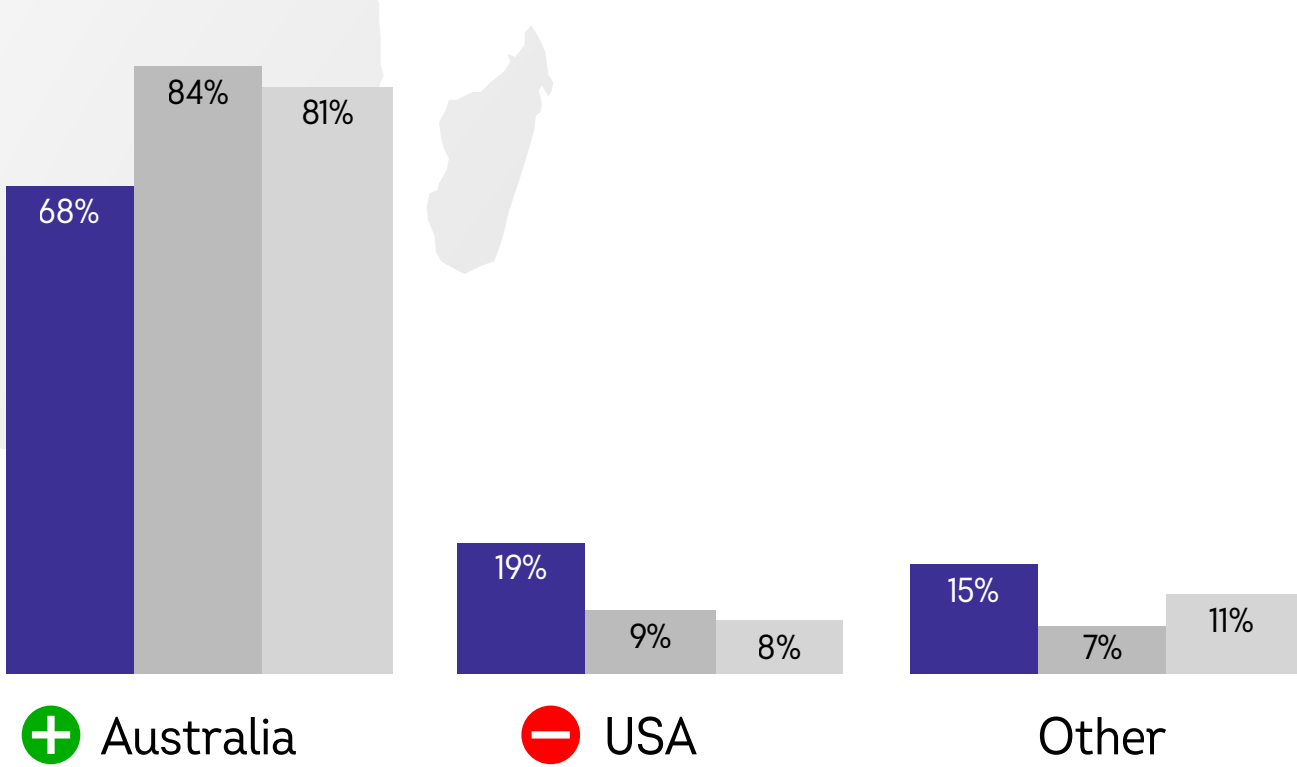
## STARTUPS WITH REVENUE



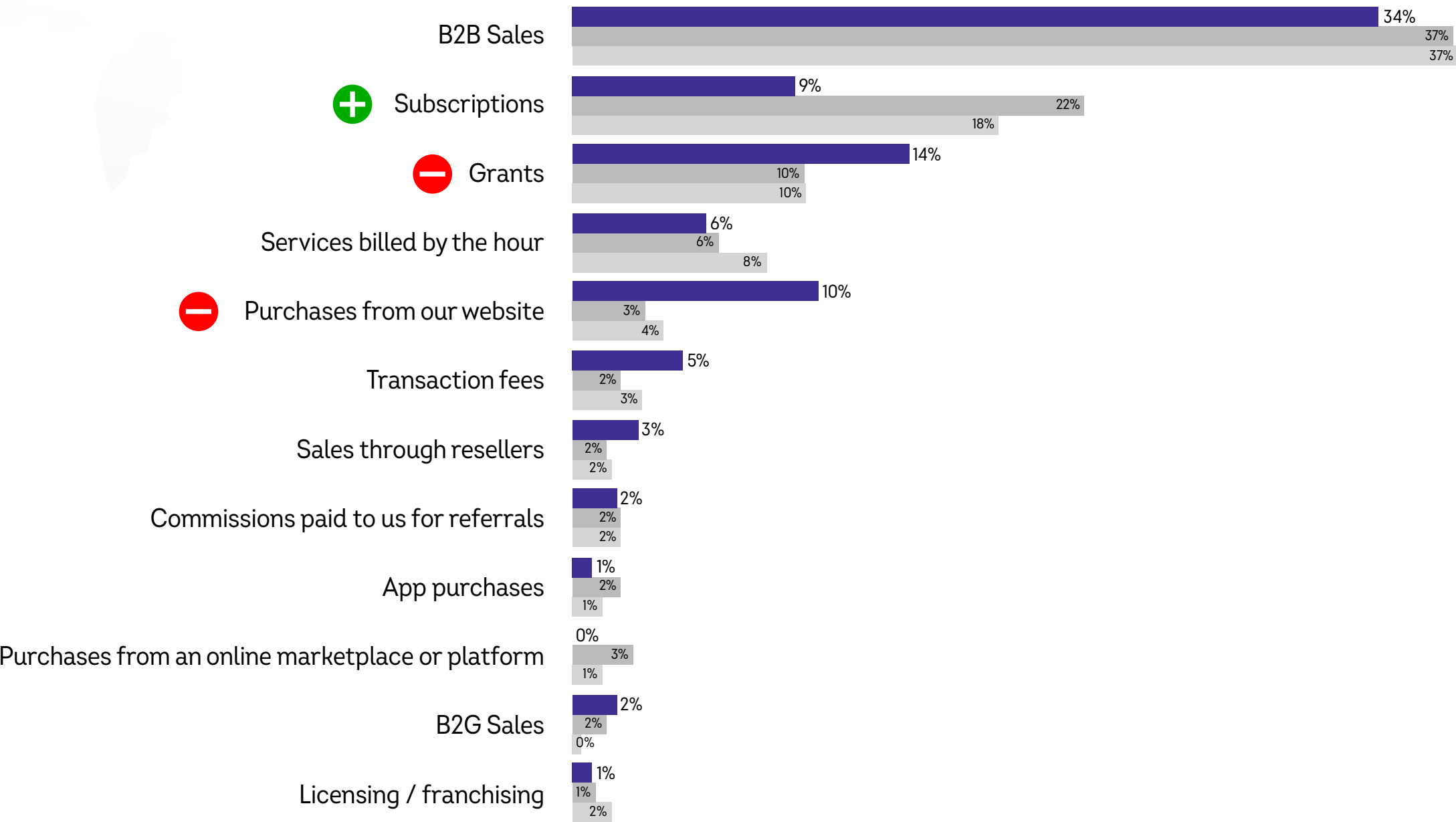
## YEARS TO ADD \$10M IN ANNUAL REVENUE



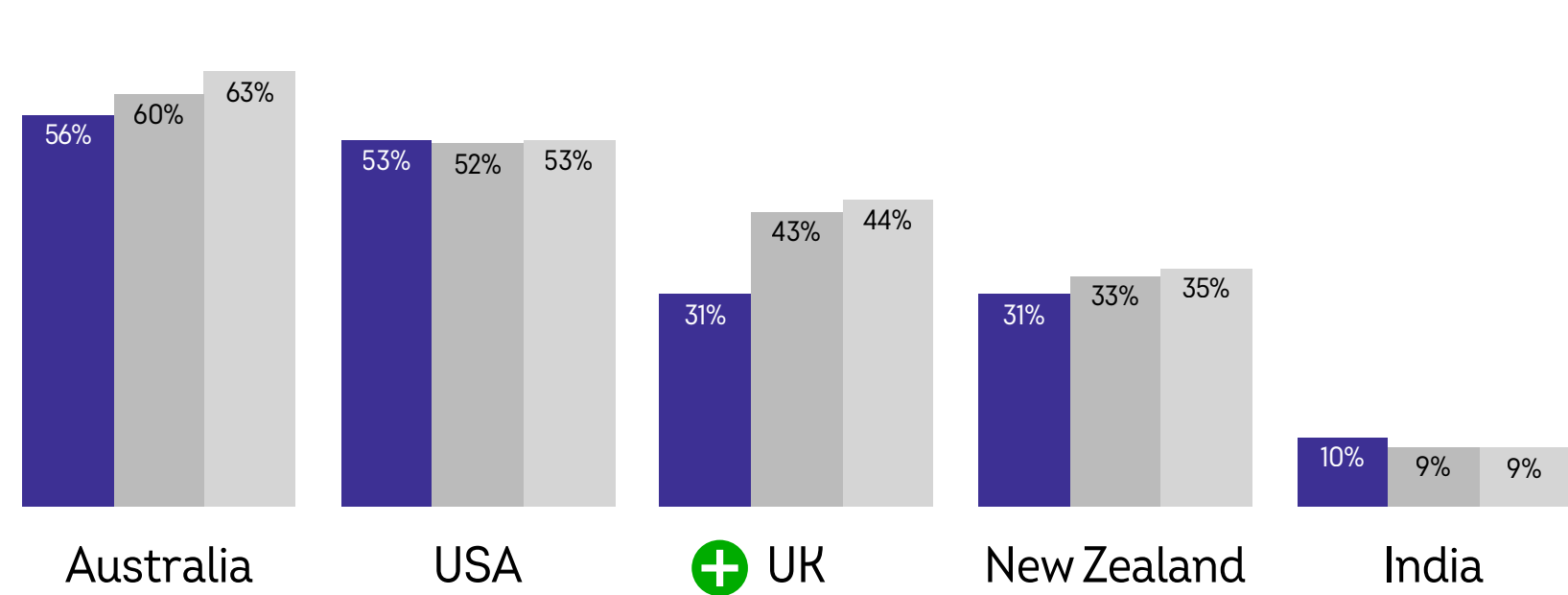
## COUNTRIES WITH THE MAJORITY OF CUSTOMERS



## LARGEST CURRENT OR EXPECTED REVENUE SOURCES

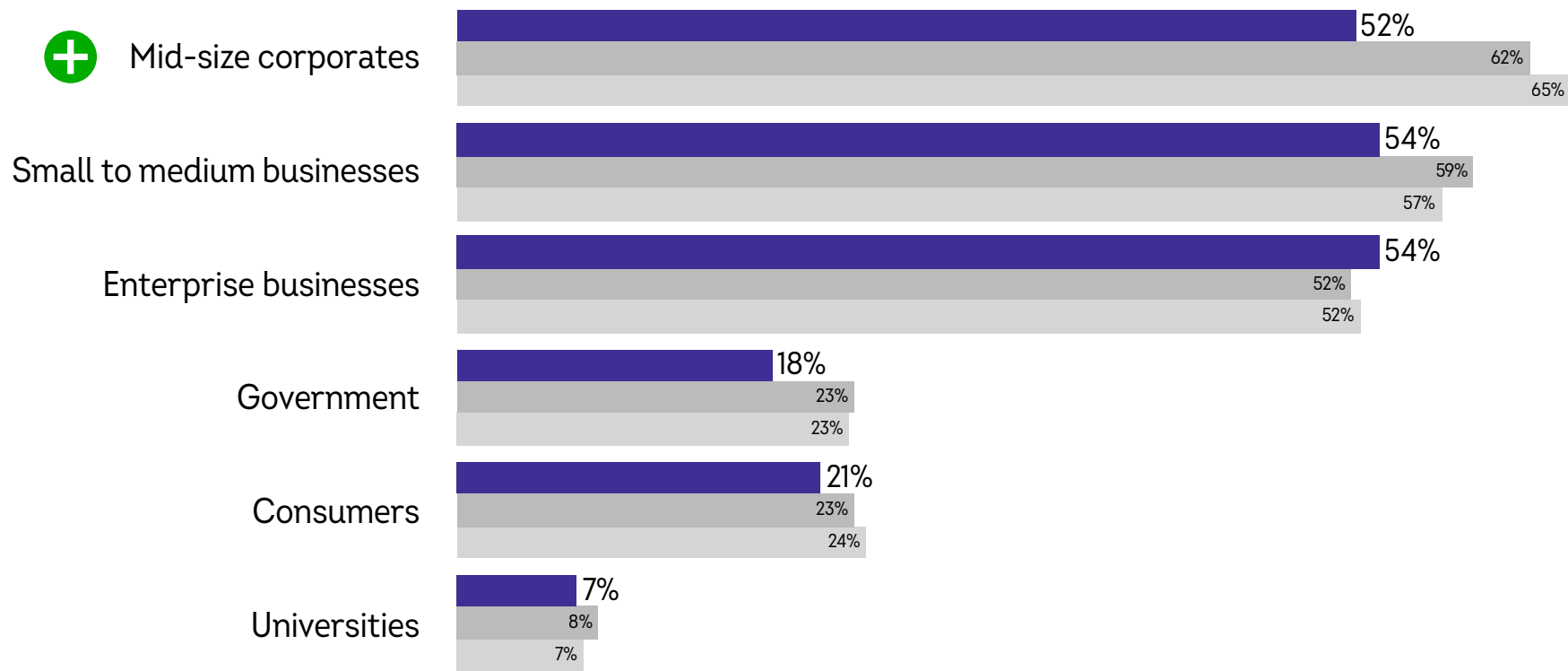


## PLANNED GEOGRAPHIES FOR EXPANSION

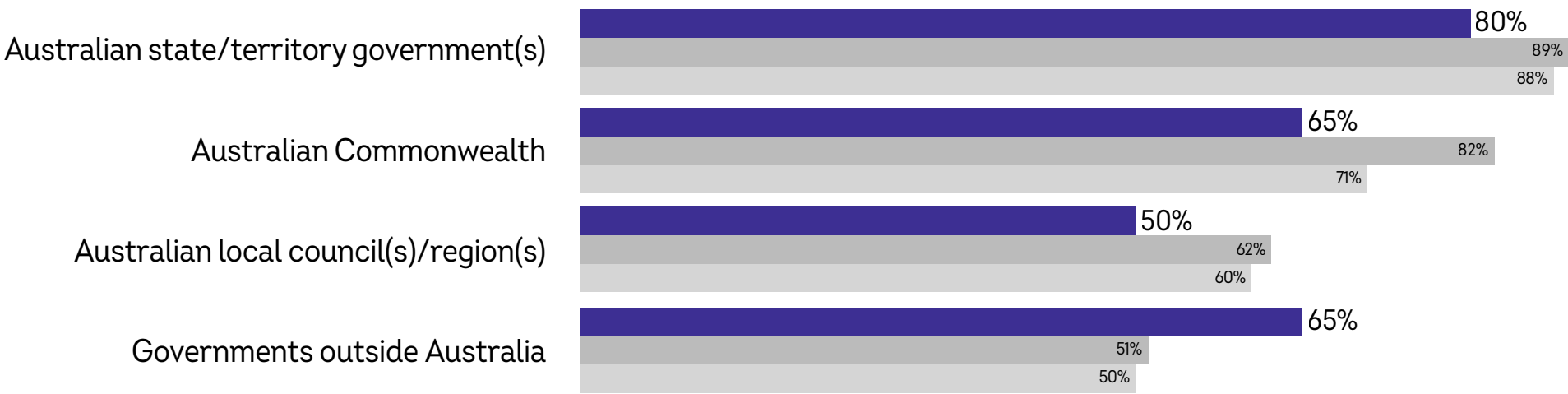


# CUSTOMERS *(cont'd)*

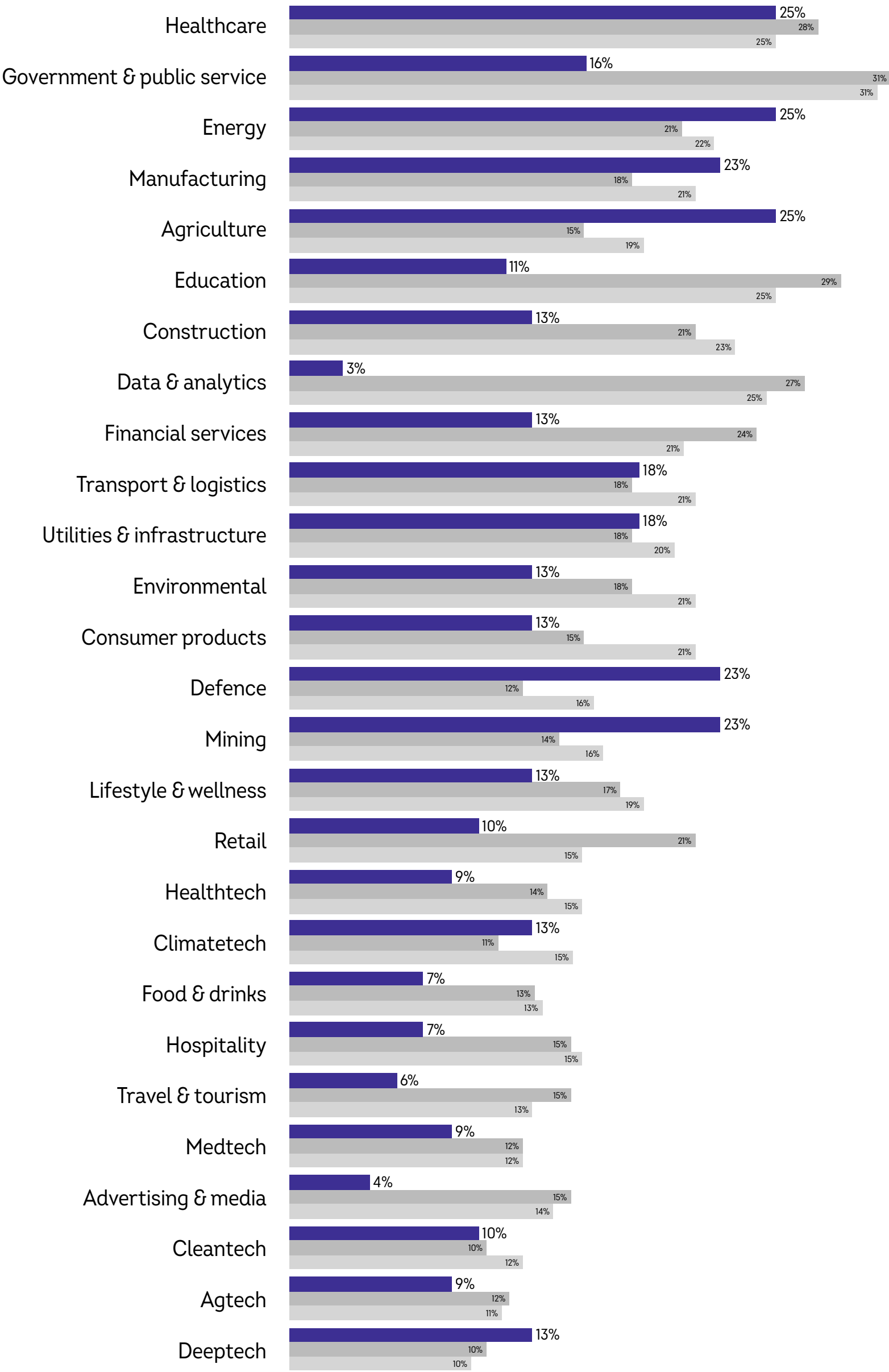
TARGET CUSTOMER TYPES FOR STARTUPS WITH BUSINESS CUSTOMERS



TARGET LEVELS OF GOVERNMENT FOR STARTUPS WITH GOVERNMENT CUSTOMERS



TARGET CUSTOMER INDUSTRIES FOR STARTUPS WITH BUSINESS CUSTOMERS

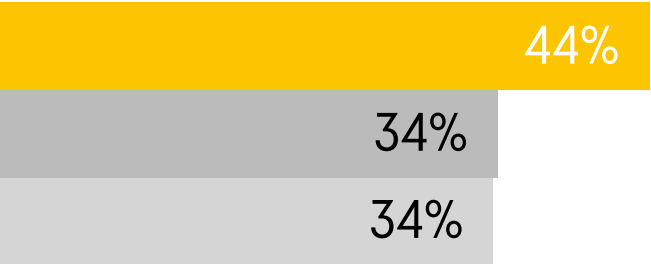


# RESEARCH COLLABORATION

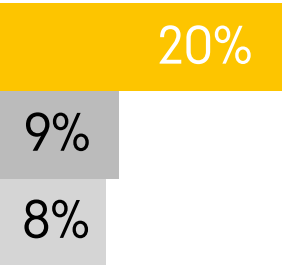
## STARTUPS ENGAGED IN R&D IN THE LAST YEAR



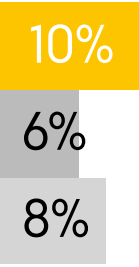
## STARTUPS THAT HAVE COLLABORATED WITH UNIVERSITIES OR RESEARCH ORGANISATIONS



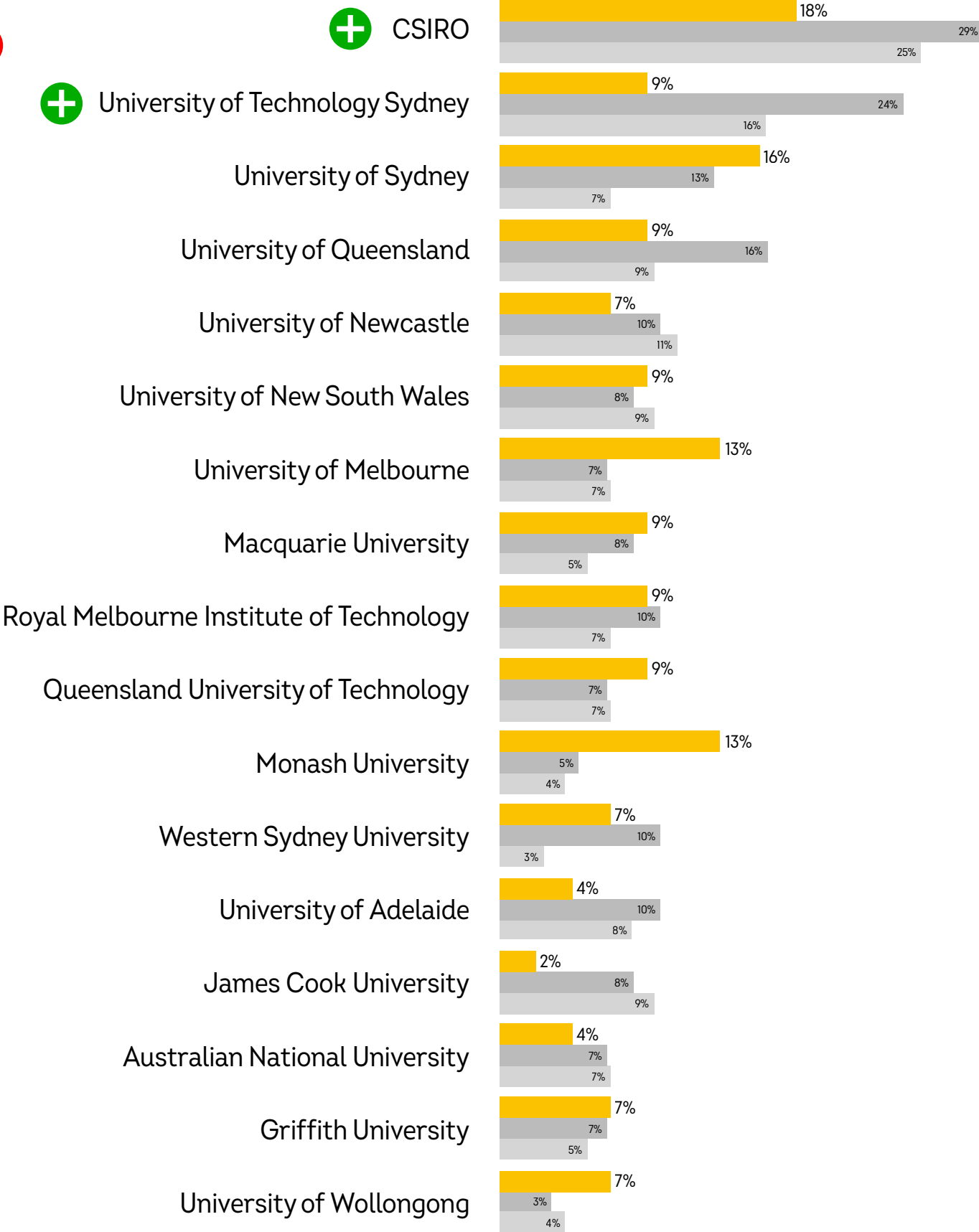
## STARTUPS FORMED TO COMMERCIALISE RESEARCH



## STARTUPS FORMED TO COMMERCIALISE RESEARCH FROM A PRIVATE ORGANISATION



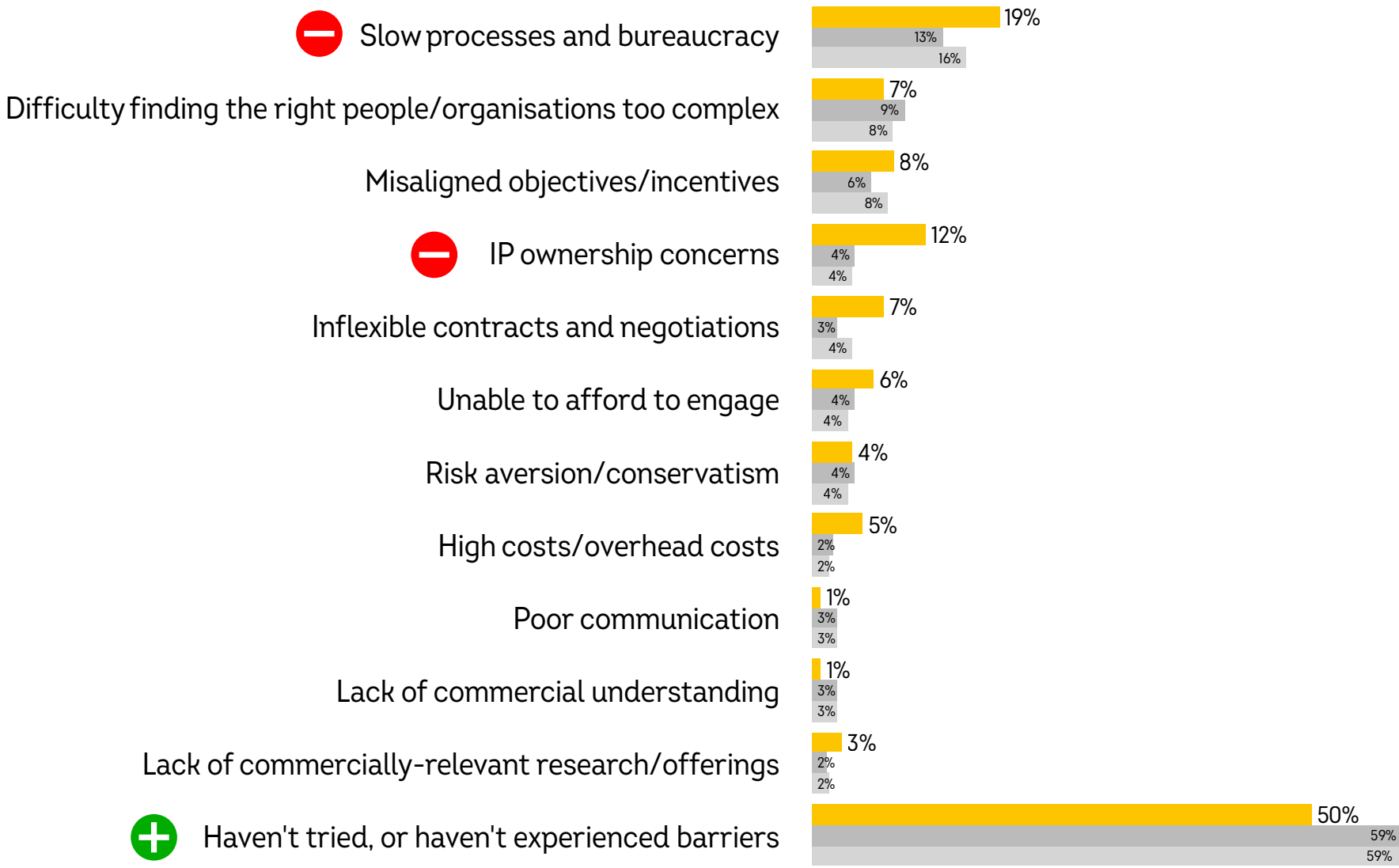
## TOP ORGS INVOLVED IN COLLABORATIONS



## TOP FORMS OF COLLABORATION



## TOP BARRIERS TO COLLABORATION

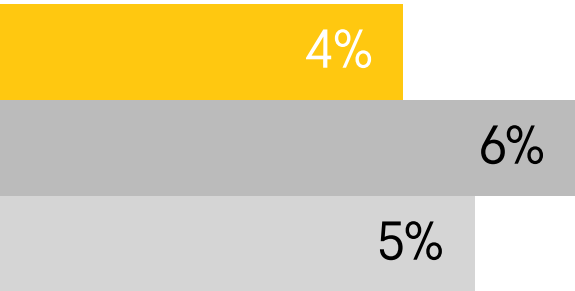


# INTERNATIONAL STUDENTS

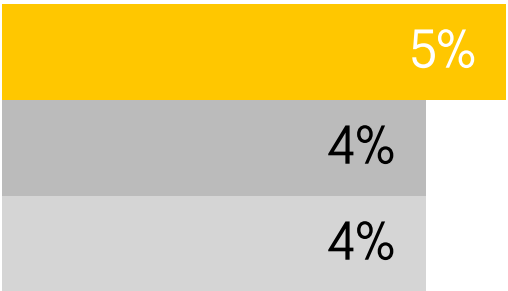
FOUNDERS OF AUSTRALIAN STARTUPS THAT ARRIVED AS ADULTS AND GRADUATED FROM A REGISTERED INSTITUTION FOR OVERSEAS STUDENTS (CRICOS)



STARTUPS WITH EMPLOYEES ON INTERNATIONAL STUDENT VISAS (500)



STARTUPS WITH EMPLOYEES ON GRADUATE WORKING VISAS (485)

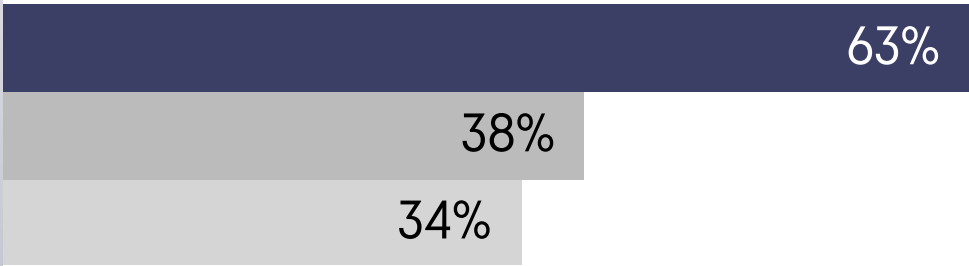


STARTUPS WITH EMPLOYEES ON EITHER/BOTH STUDENT VISAS (500/485) 

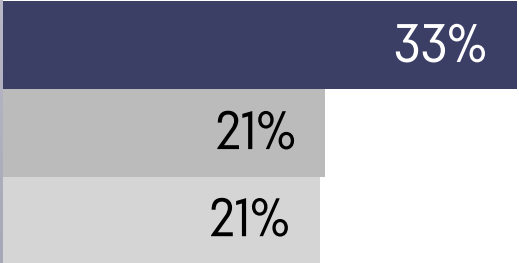


# INTELLECTUAL PROPERTY

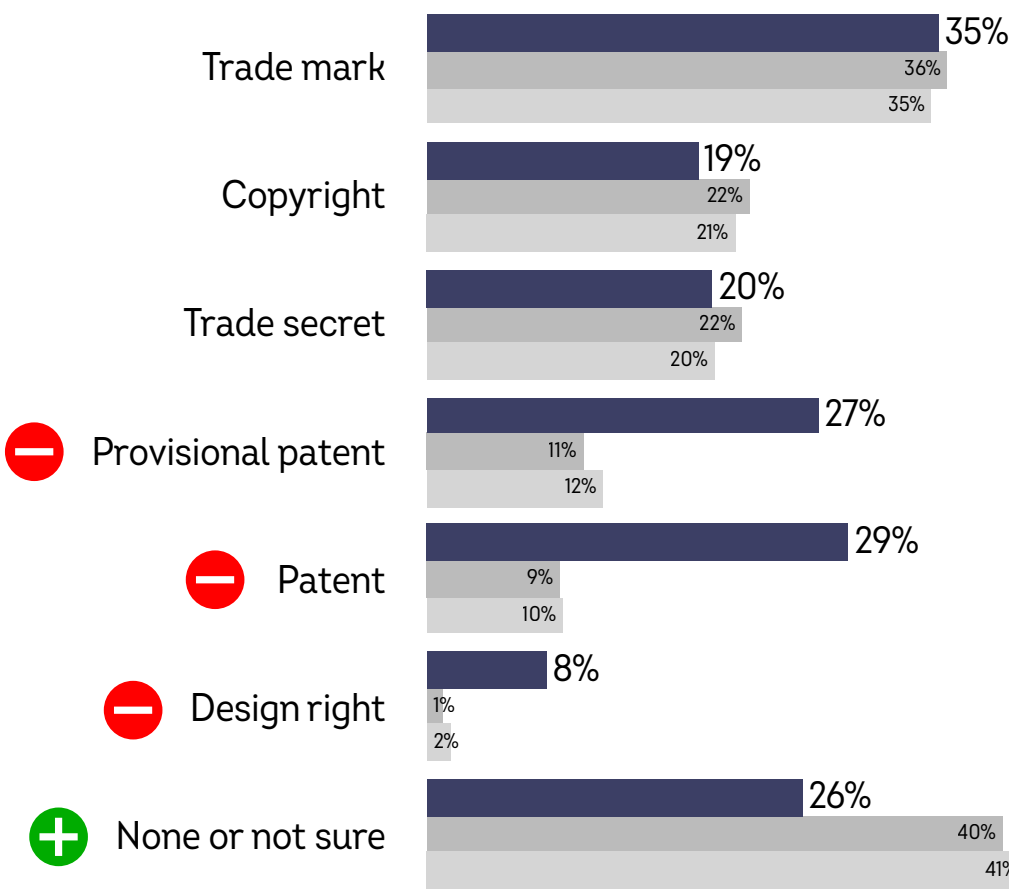
## STARTUPS COMMERCIALISING SOMETHING PATENTABLE ⊖



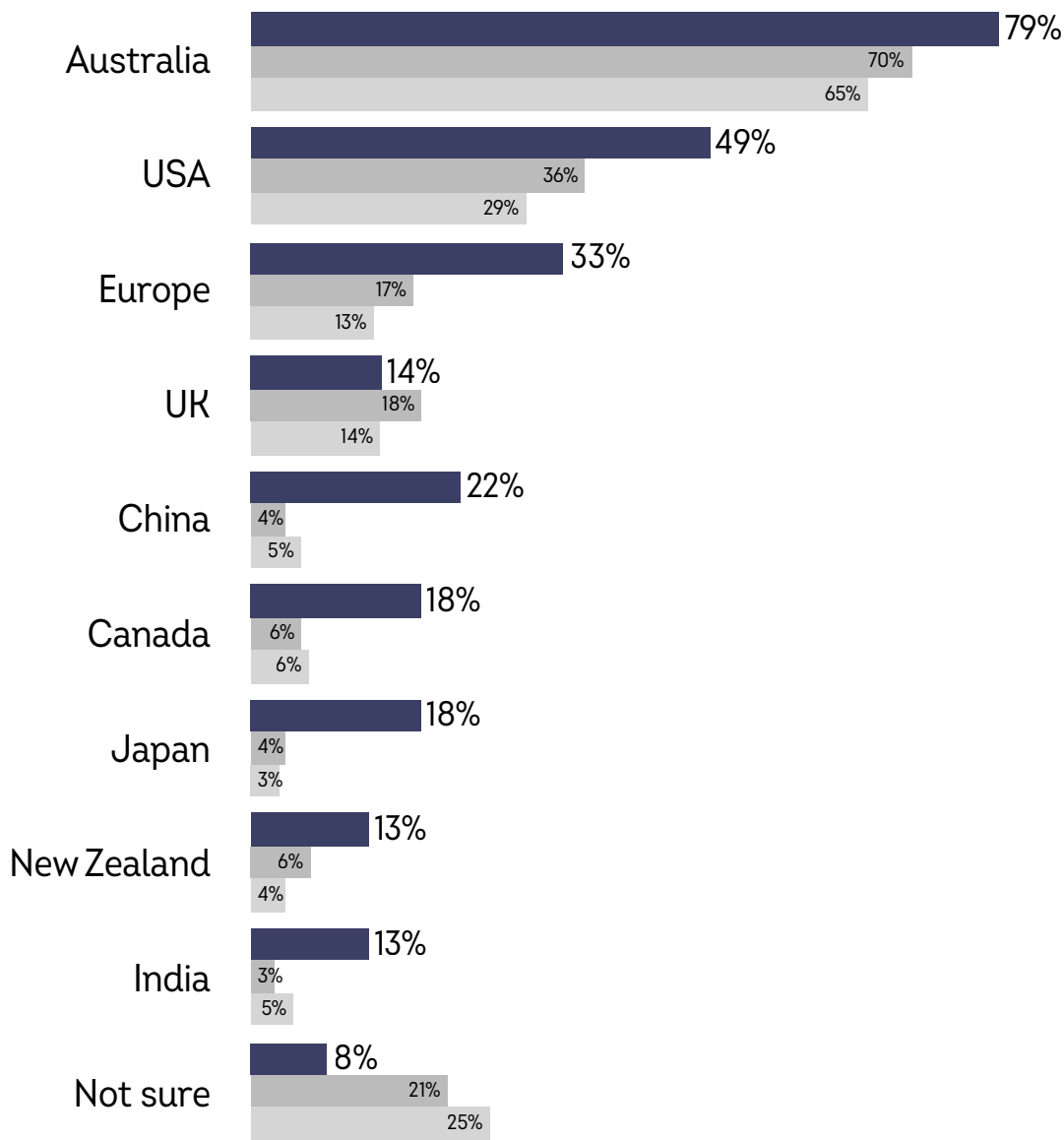
## HAVE CONDUCTED A FREEDOM TO OPERATE SEARCH ⊖



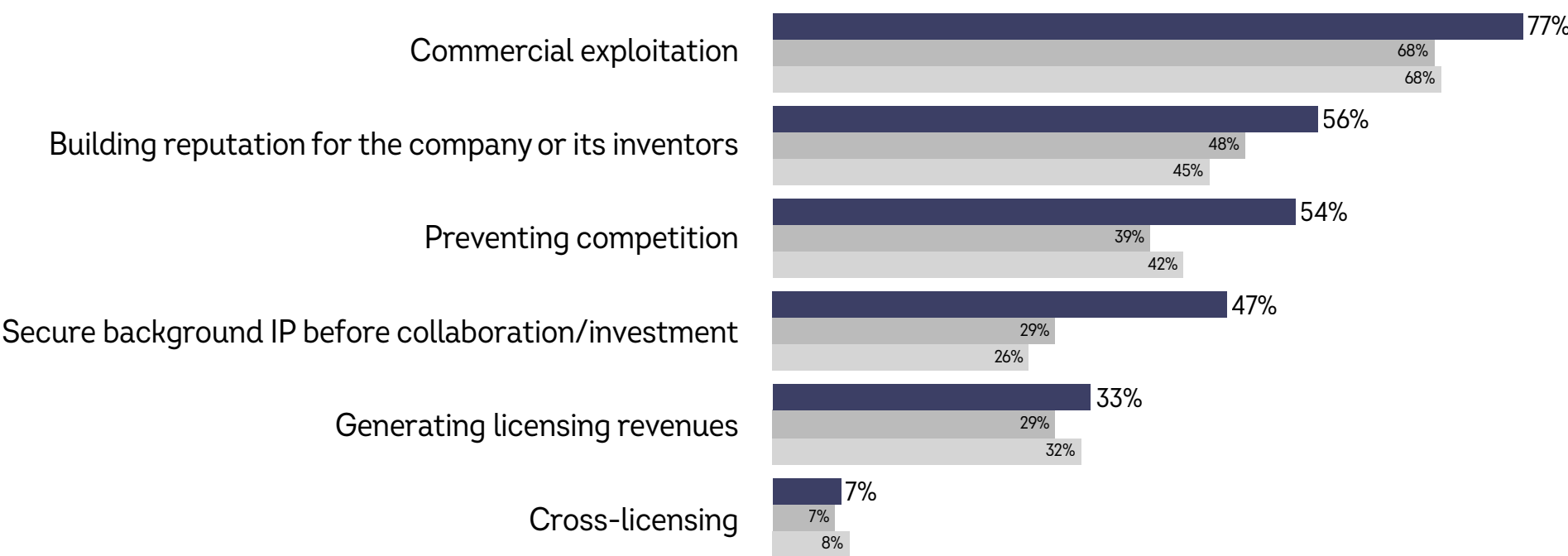
## IP RIGHTS CURRENTLY HELD BY STARTUPS



## TOP COUNTRIES WHERE KEY IP RIGHTS ARE HELD OR INTENDED TO BE HELD

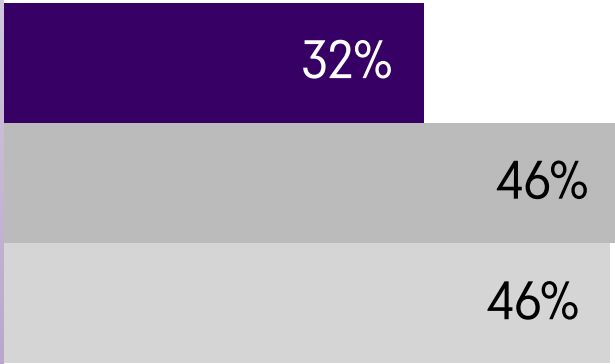


## REASONS THAT WERE IMPORTANT FOR OBTAINING PATENT RIGHTS

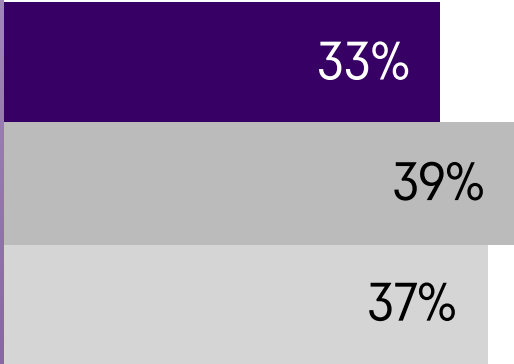


# MARKETING

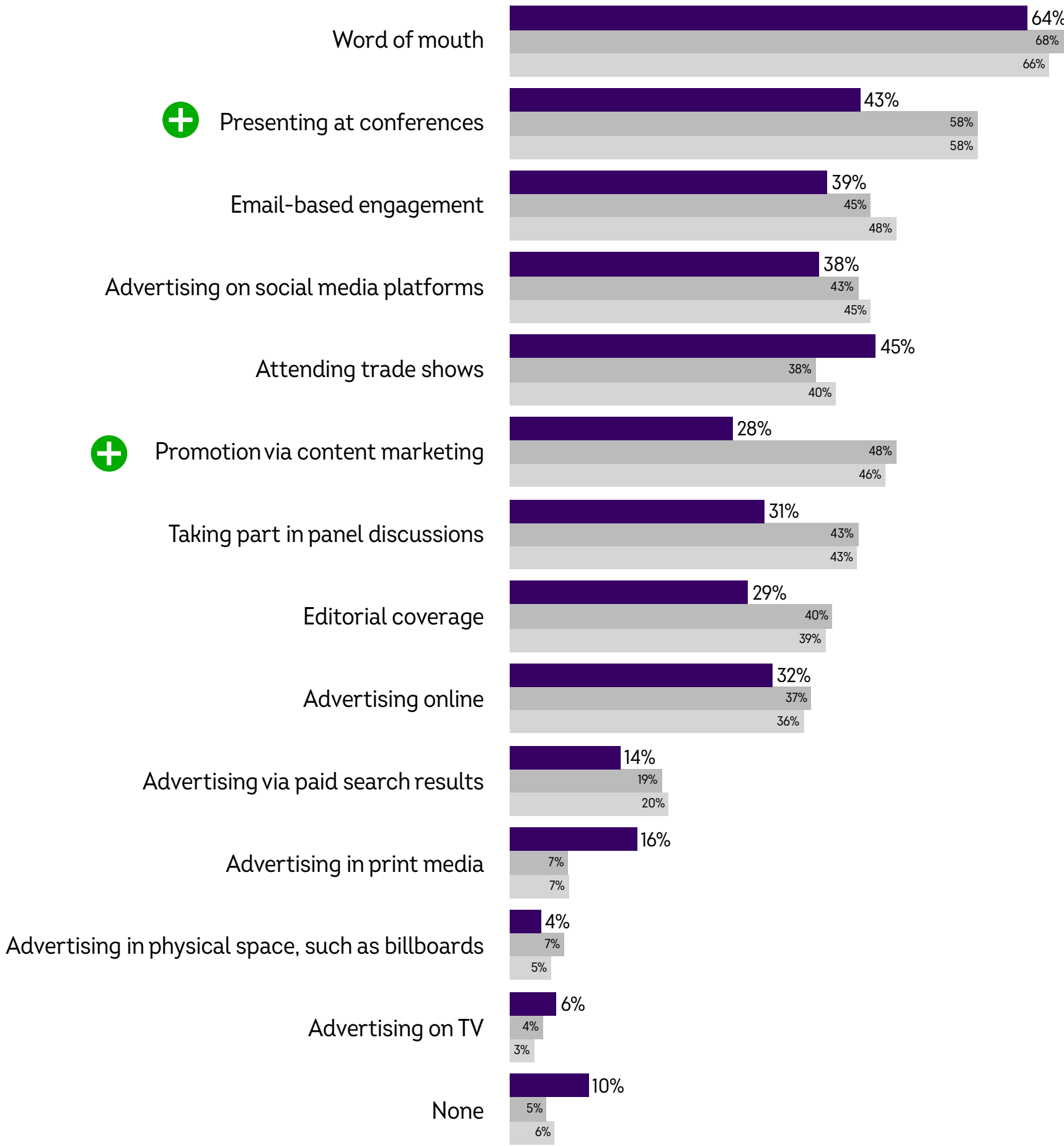
## STARTUPS THAT NEED HELP WITH MARKETING IN NEXT SIX MONTHS +



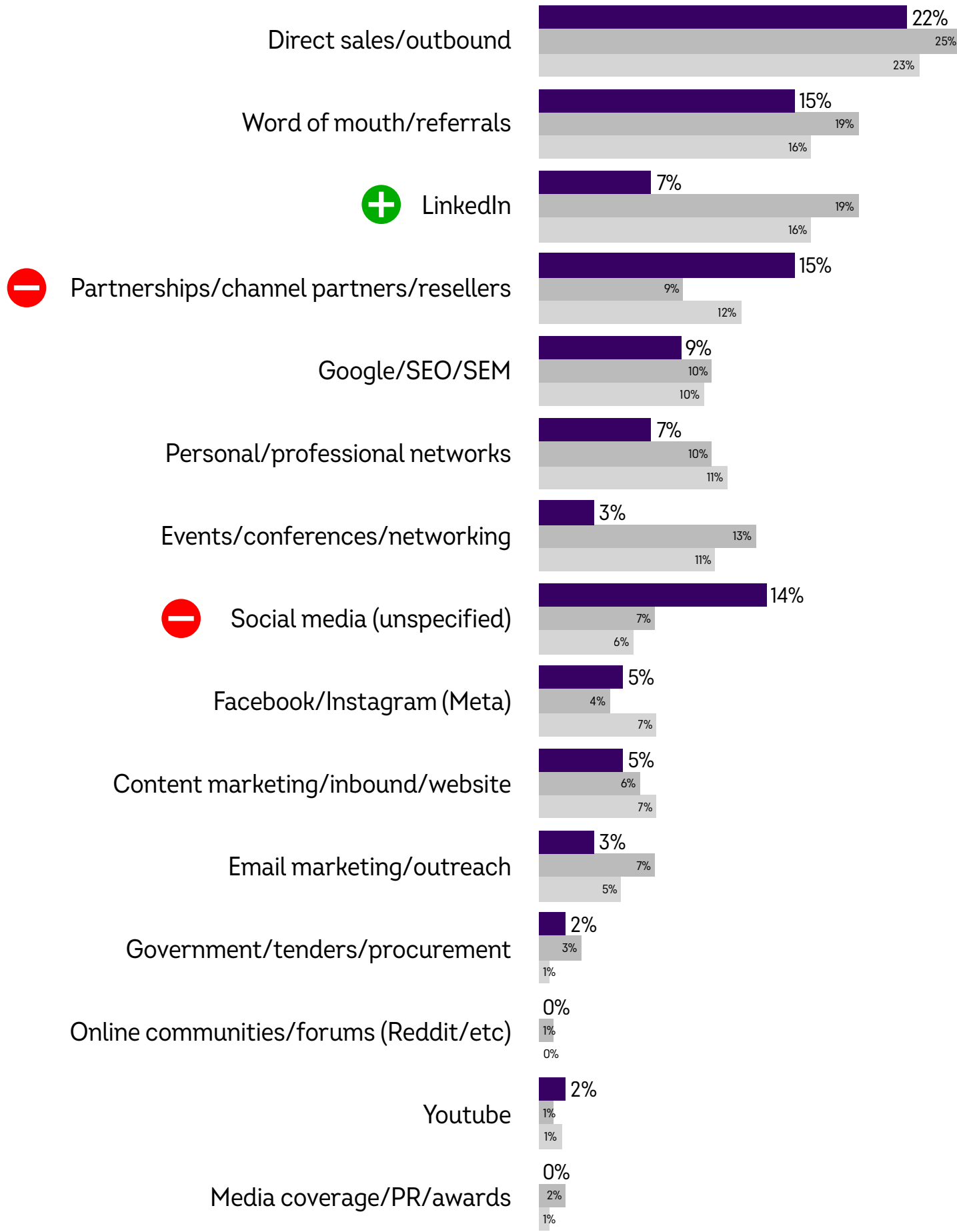
## STARTUPS THAT LISTED MARKETING AS A CURRENT PRIMARY CHALLENGE



## TYPES OF PROMOTION PLANNED IN THE NEXT SIX MONTHS



## MOST EFFECTIVE CUSTOMER ACQUISITION CHANNELS



# FUNDING

## STARTUPS THAT NEED FUNDING TO CONTINUE



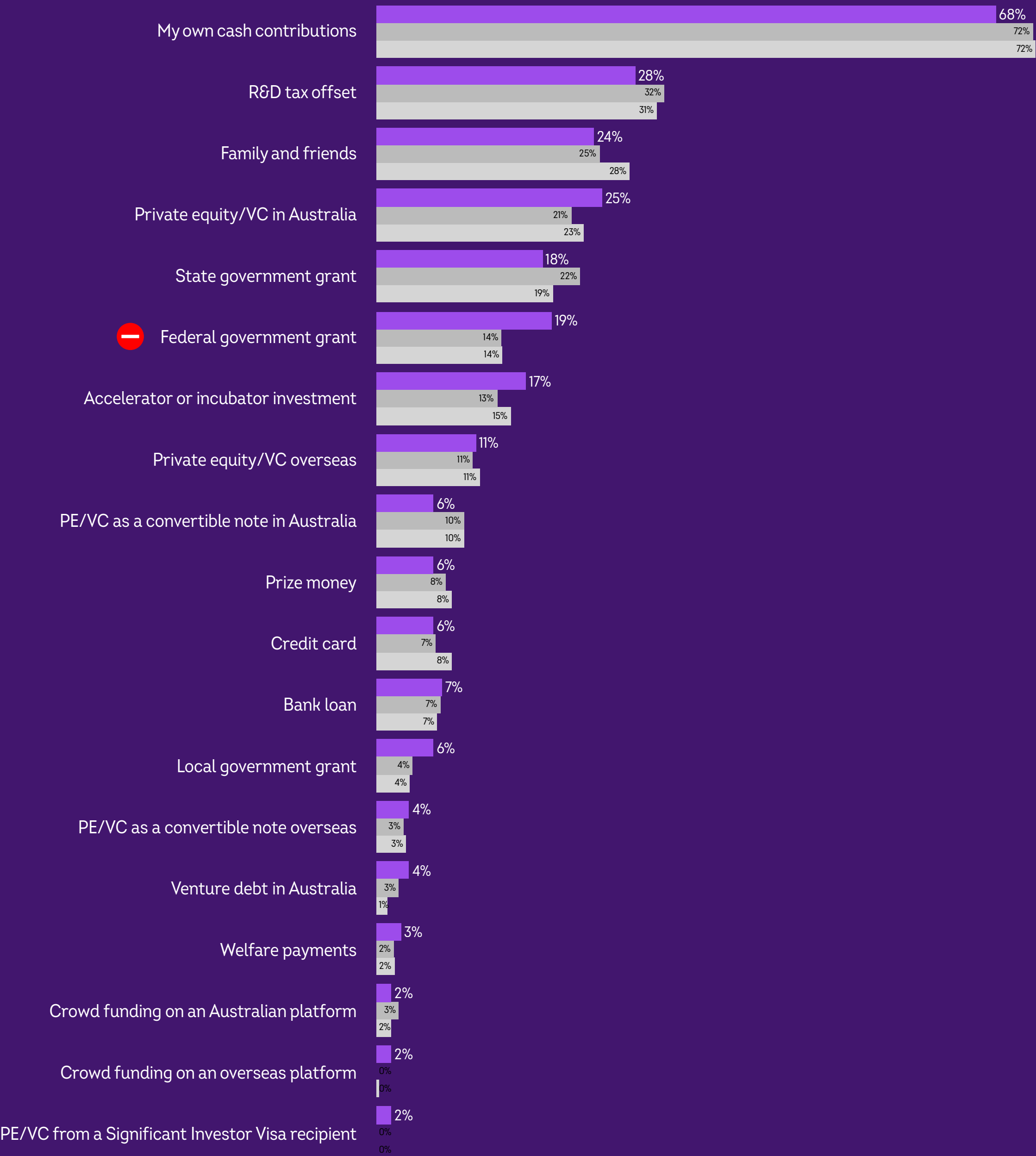
## RUNWAY IN MONTHS FOR THOSE STARTUPS



## STARTUPS CURRENTLY TRYING TO RAISE FUNDING

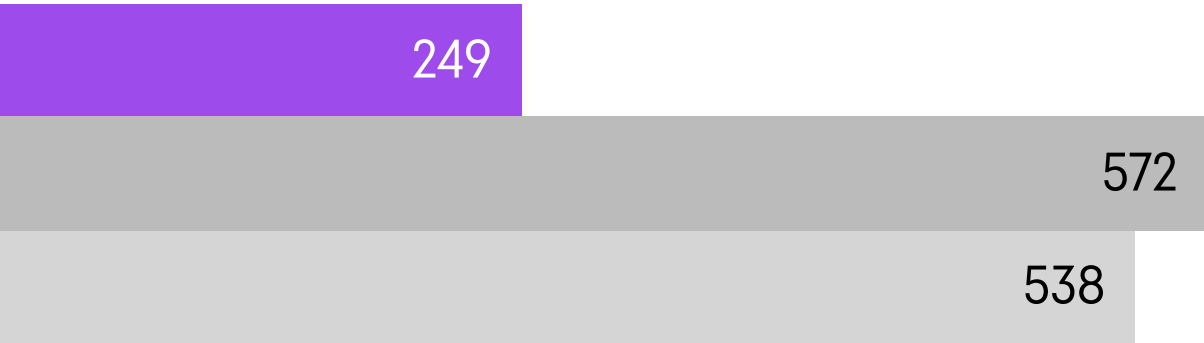


## FUNDING SOURCES IN USE



# FUNDING

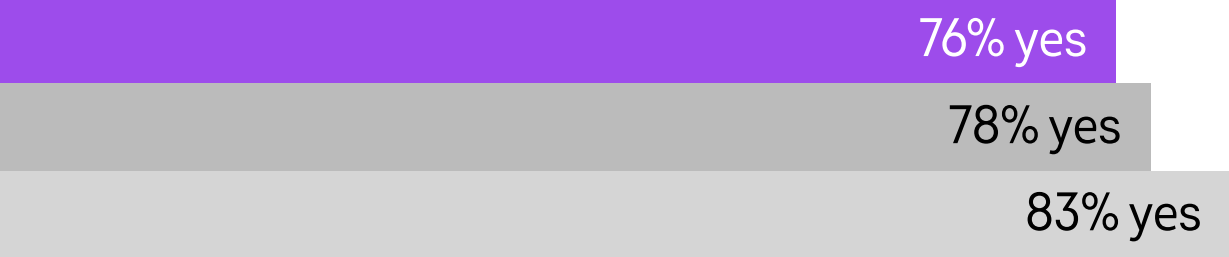
## HOURS SPENT ON SUCCESSFUL FUNDRAISING +



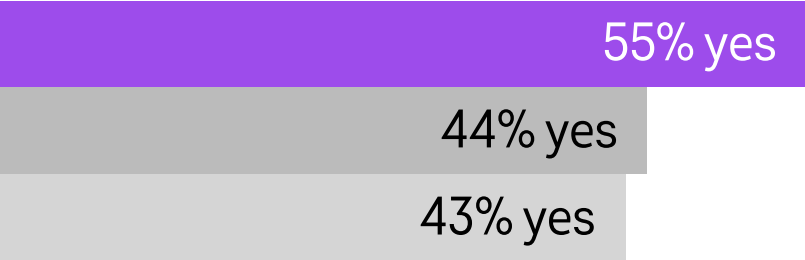
## NUMBER OF INVESTORS SPOKEN TO +



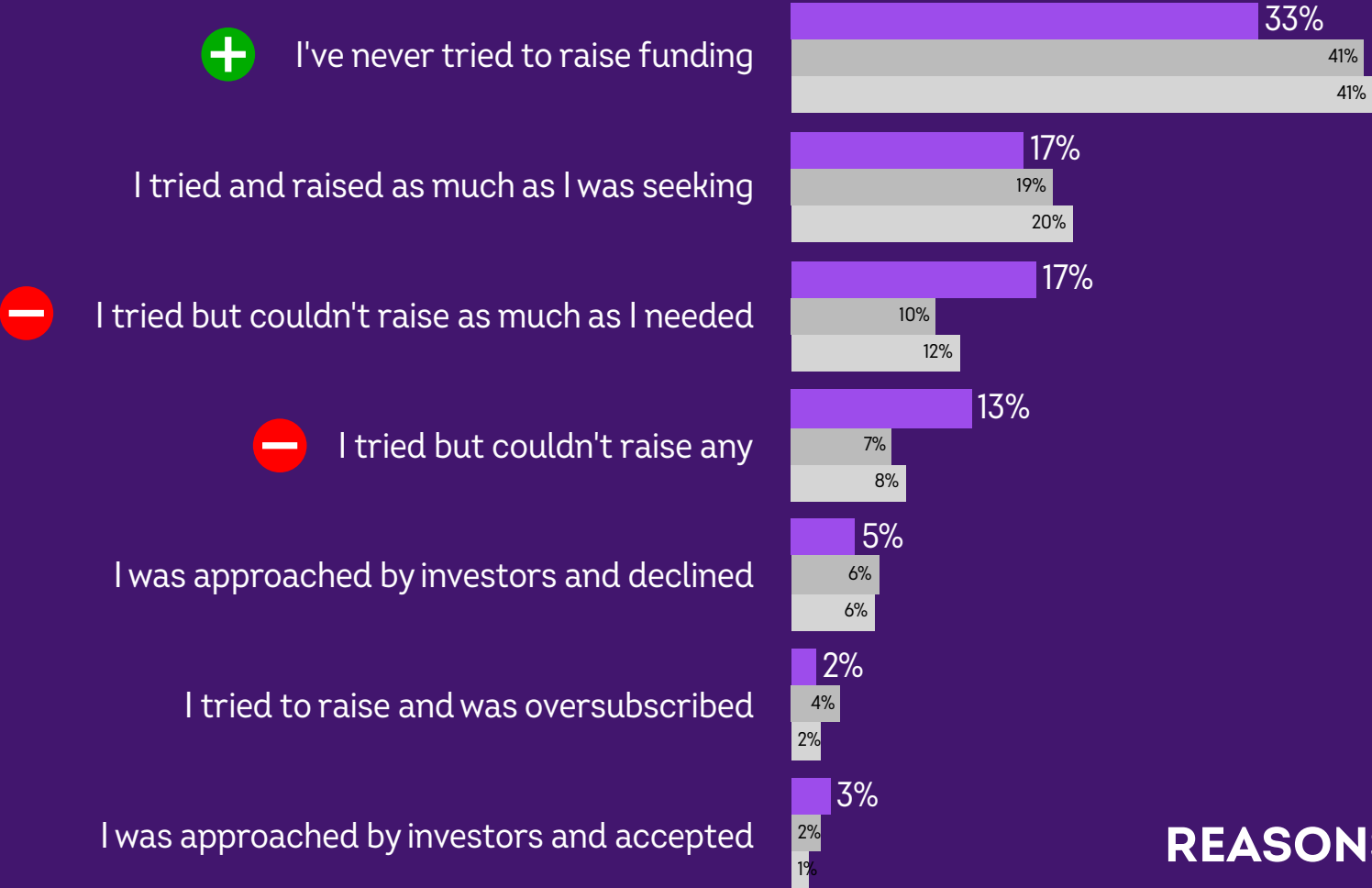
## WOULD STARTUPS WITH VC FUNDING RAISE AGAIN?



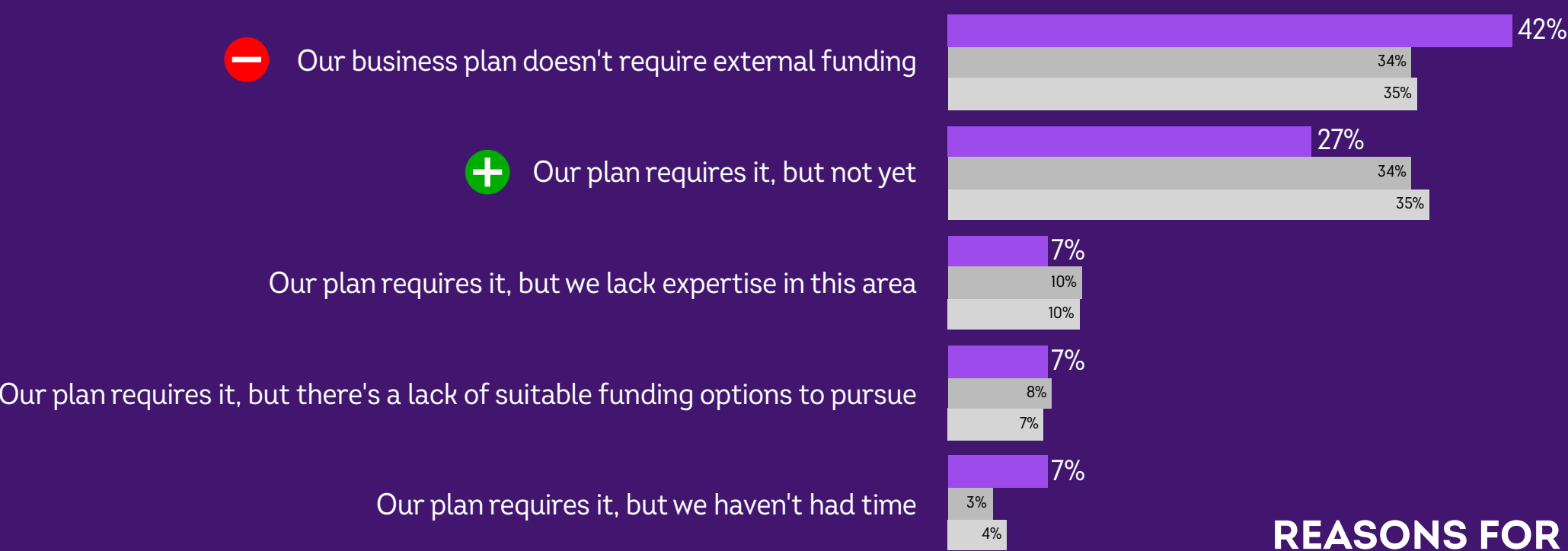
## DO STARTUPS WITH FUNDING HAVE INVESTORS WHO ARE ALSO CURRENT OR PLANNED CUSTOMERS? -



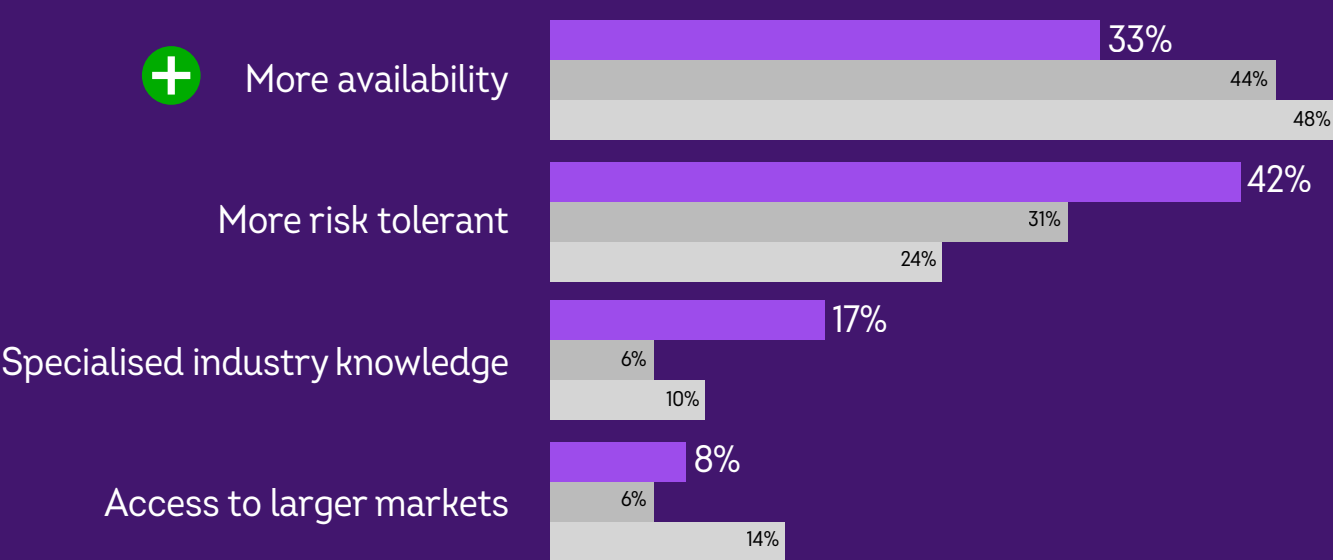
## FUNDRAISING EXPERIENCE



## REASONS FOR NOT ATTEMPTING TO RAISE FUNDING



## REASONS FOR USING OVERSEAS INVESTORS



# EMPLOYEE SHARES

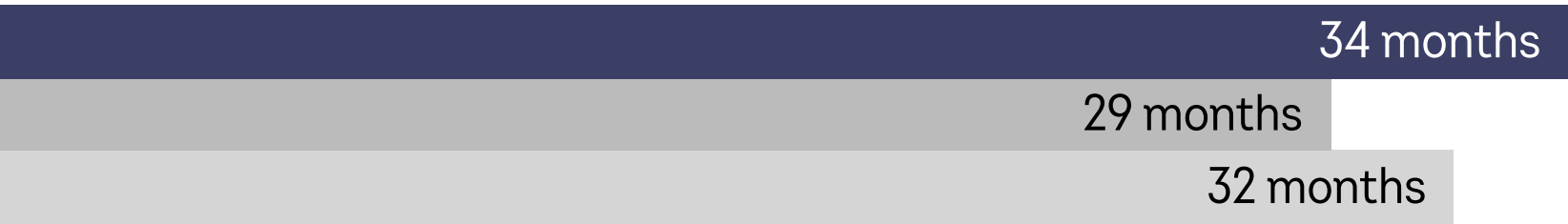
## STARTUPS WITH EMPLOYEES WITH EQUITY OR OPTION PLANS (ESOP)



## AVERAGE NUMBER OF EMPLOYEES (CURRENT AND PAST) WITH EQUITY OR ESOPS



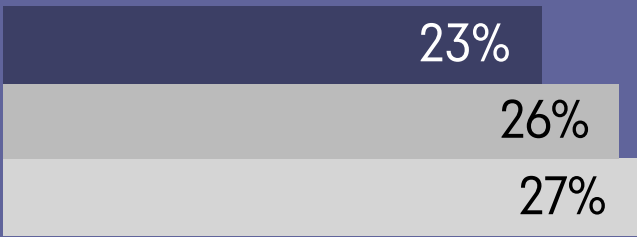
## AVERAGE ESOP VESTING PERIOD



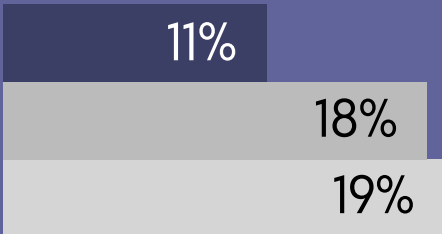
## PROPORTION OF FOUNDERS WITH ESOPS WHO HAVE A PROCESS IN PLACE FOR ISSUING ESOP IN COMPLIANCE WITH TAX AND SECURITIES LAWS



## PROPORTION OF FOUNDERS WITH ESOPS WHO REGULARLY UPDATE THE EXERCISE PRICE OF ESOP OPTIONS TO COMPLY WITH TAX LAWS

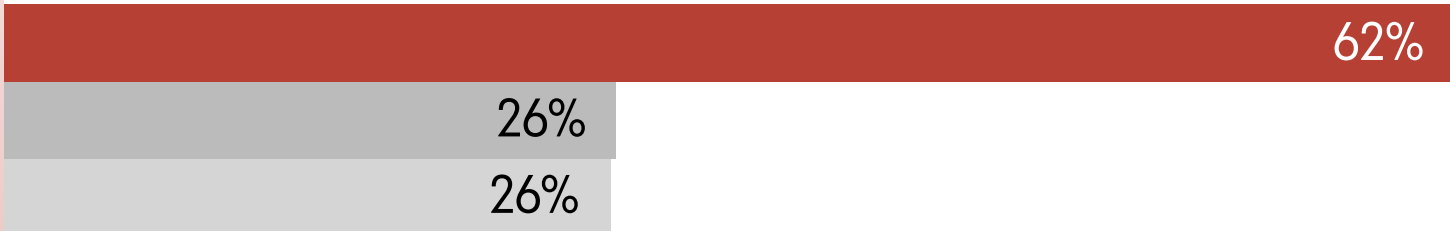


## FOUNDERS WHO THINK ESOP REGULATIONS NEED IMPROVEMENT +

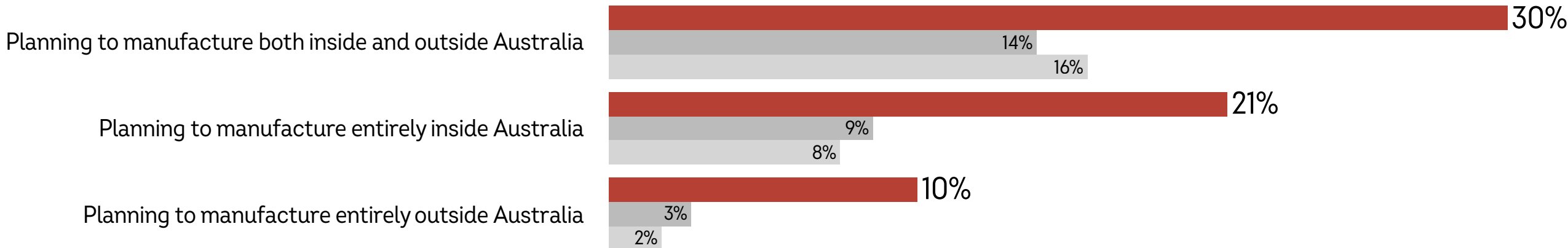


# MANUFACTURING

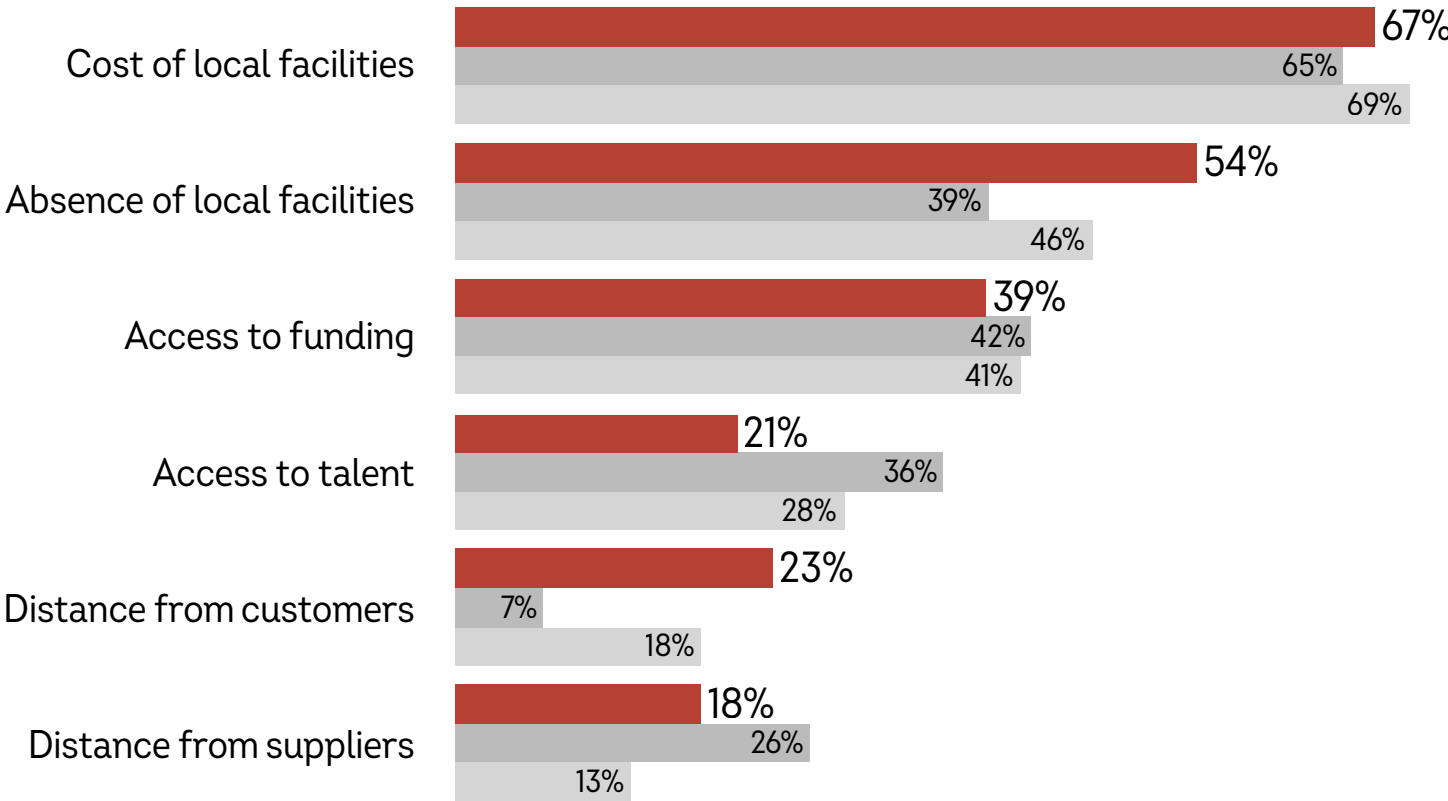
## STARTUPS CURRENTLY OR PLANNING TO MANUFACTURE OR ASSEMBLE PRODUCTS



## IS YOUR ORGANISATION PLANNING TO MANUFACTURE OR ASSEMBLE PRODUCTS IN FUTURE IN AUSTRALIA (OR CONTINUE DOING SO)



## WHAT PREVENTS YOU FROM MANUFACTURING IN AUSTRALIA?



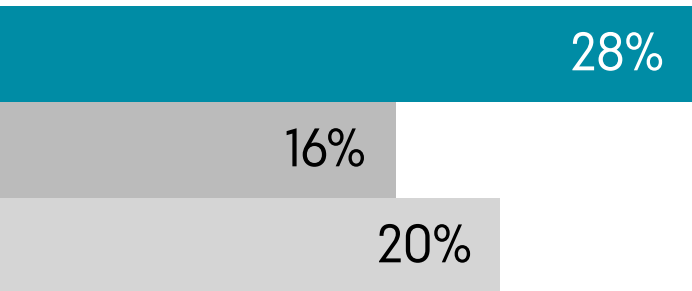
# SUPPORTED BY

## ACCELERATORS/INCUBATORS/COWORKING

STARTUPS THAT REPORT BENEFITTING FROM AN ACCELERATOR OR INCUBATOR 



STARTUPS THAT ARE CURRENTLY IN AN ACCELERATOR OR INCUBATOR 



### BENEFITS OF ACCELERATORS/INCUBATORS



Networking/connections



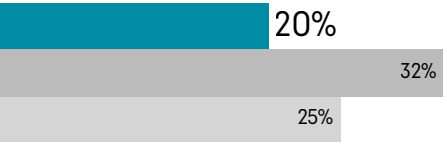
Education/skills



Mentorship/advice



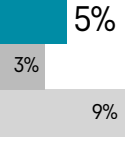
 Peer support



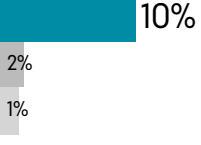
Funding/capital



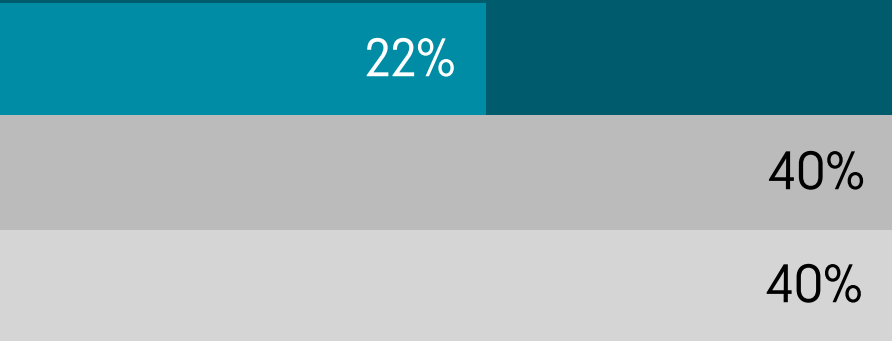
Exposure



Space/facilities

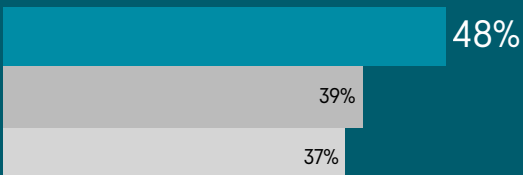


STARTUPS THAT REPORT BENEFITTING FROM A COWORKING SPACE 

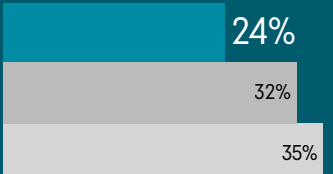


### BENEFITS OF COWORKING

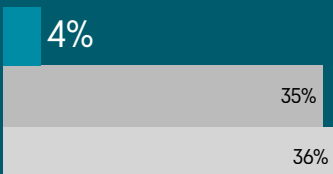
Peer support



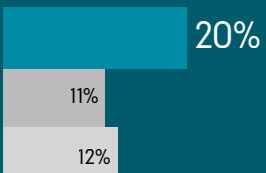
Networking/connections



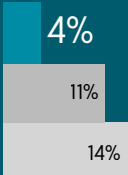
 Space/facilities



 Education/skills

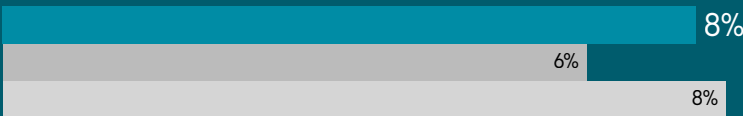


Mentorship/advice



### THINGS MISSING FROM COWORKING SPACES

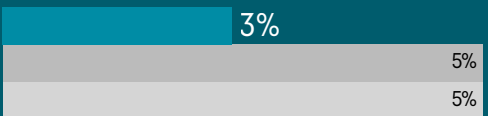
Mentors and networking



Meeting rooms



Secure storage



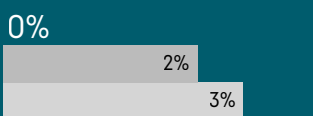
Gym



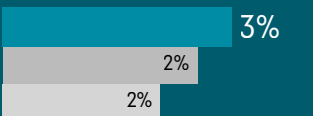
Internet/WiFi



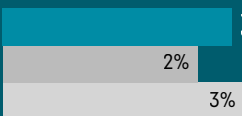
Recording studio



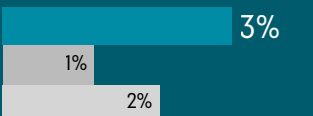
Laboratory/Wet lab facilities



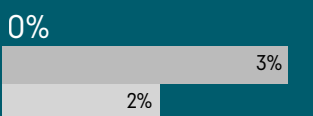
Event space



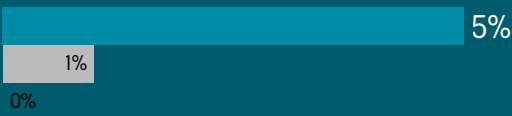
Prototyping/workshop facilities



Phone booths/private call areas



Private offices



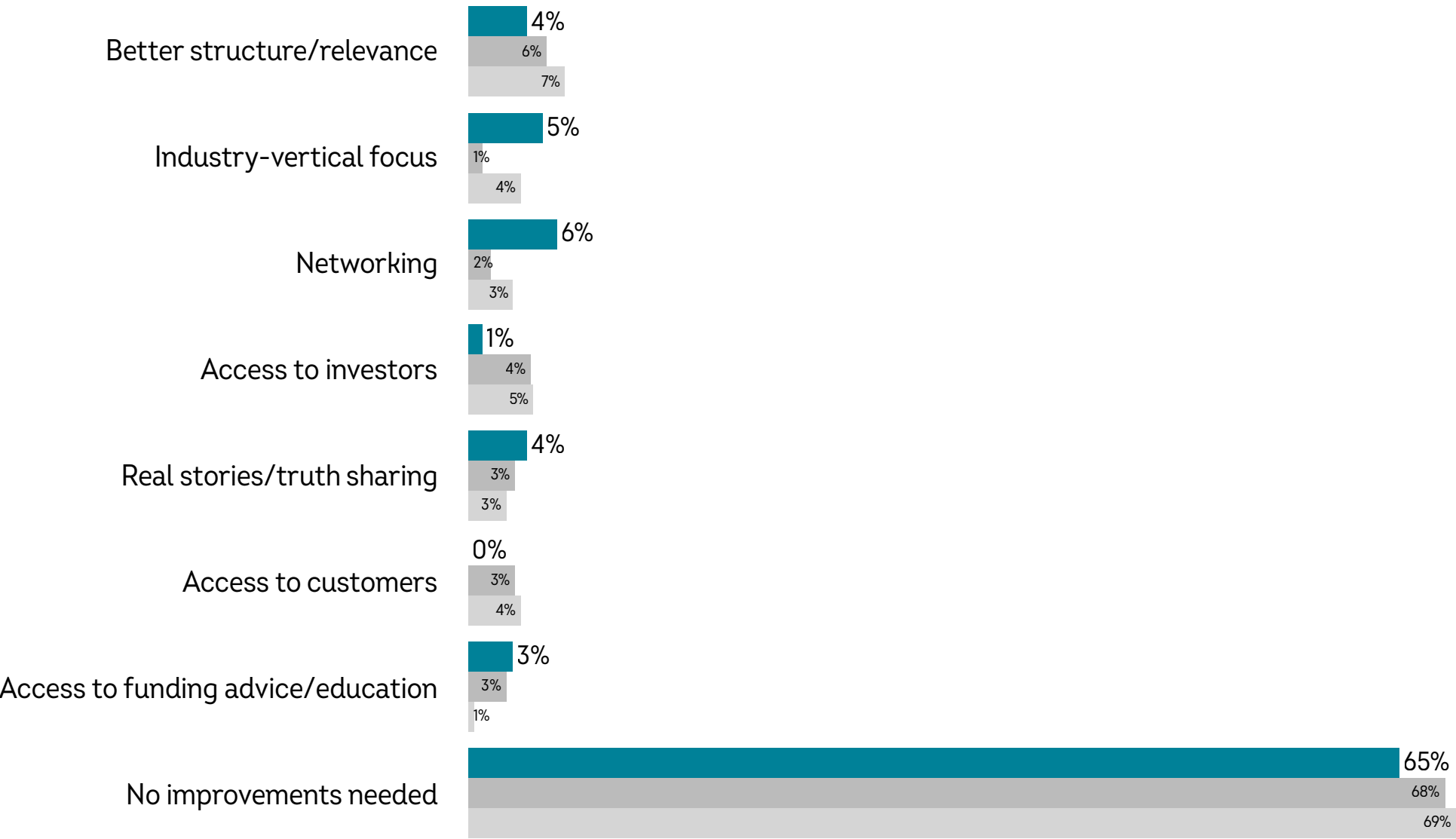
# SUPPORTED BY

## EVENTS/MENTORSHIP

PROPORTION OF FOUNDERS ATTENDING AT LEAST ONE EVENT PER MONTH +



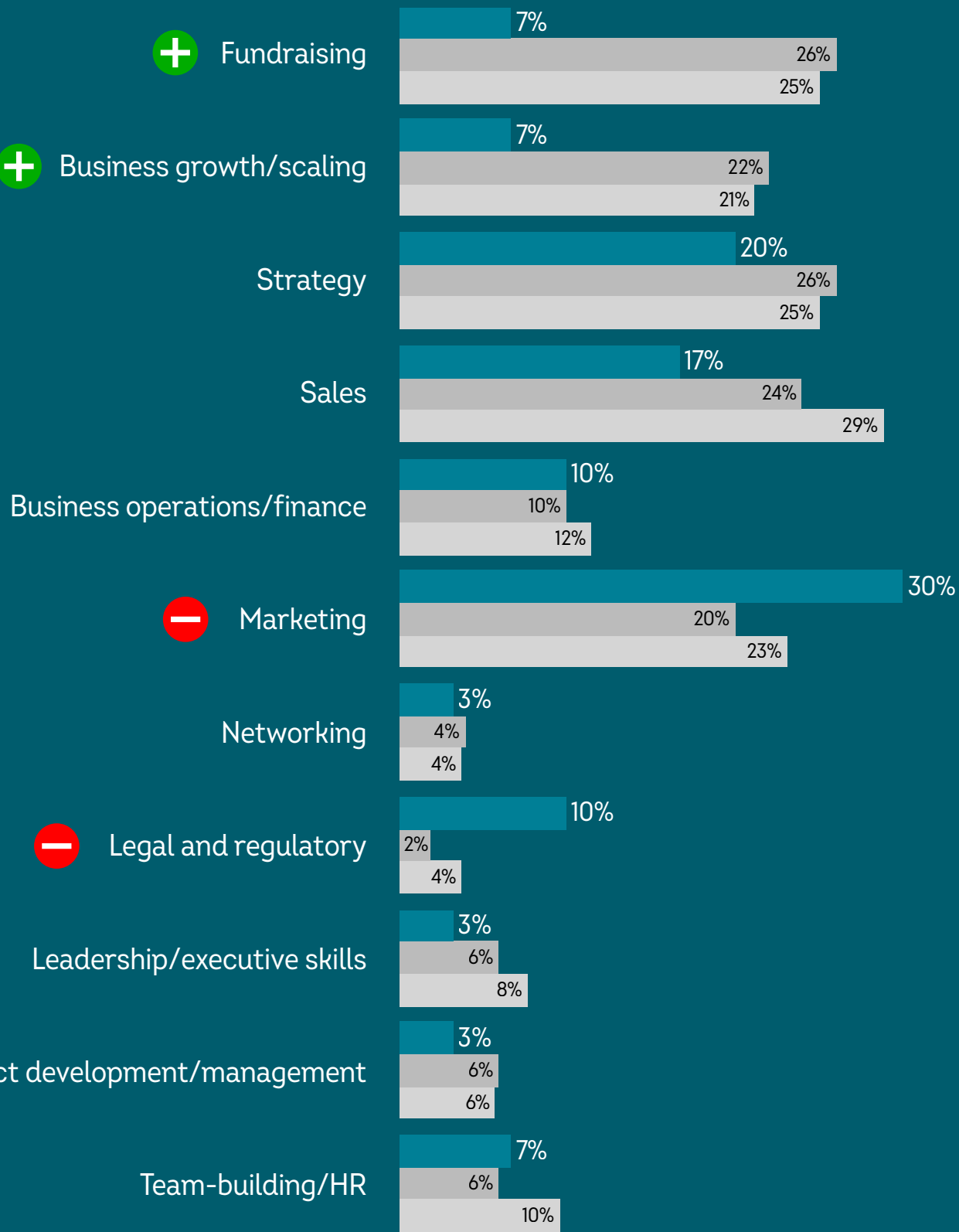
WHAT FOUNDERS WANT TO SEE IN STARTUP EVENTS



## TOP BENEFITS OF MENTORSHIP



## AREAS WHERE MORE MENTORSHIP IS NEEDED

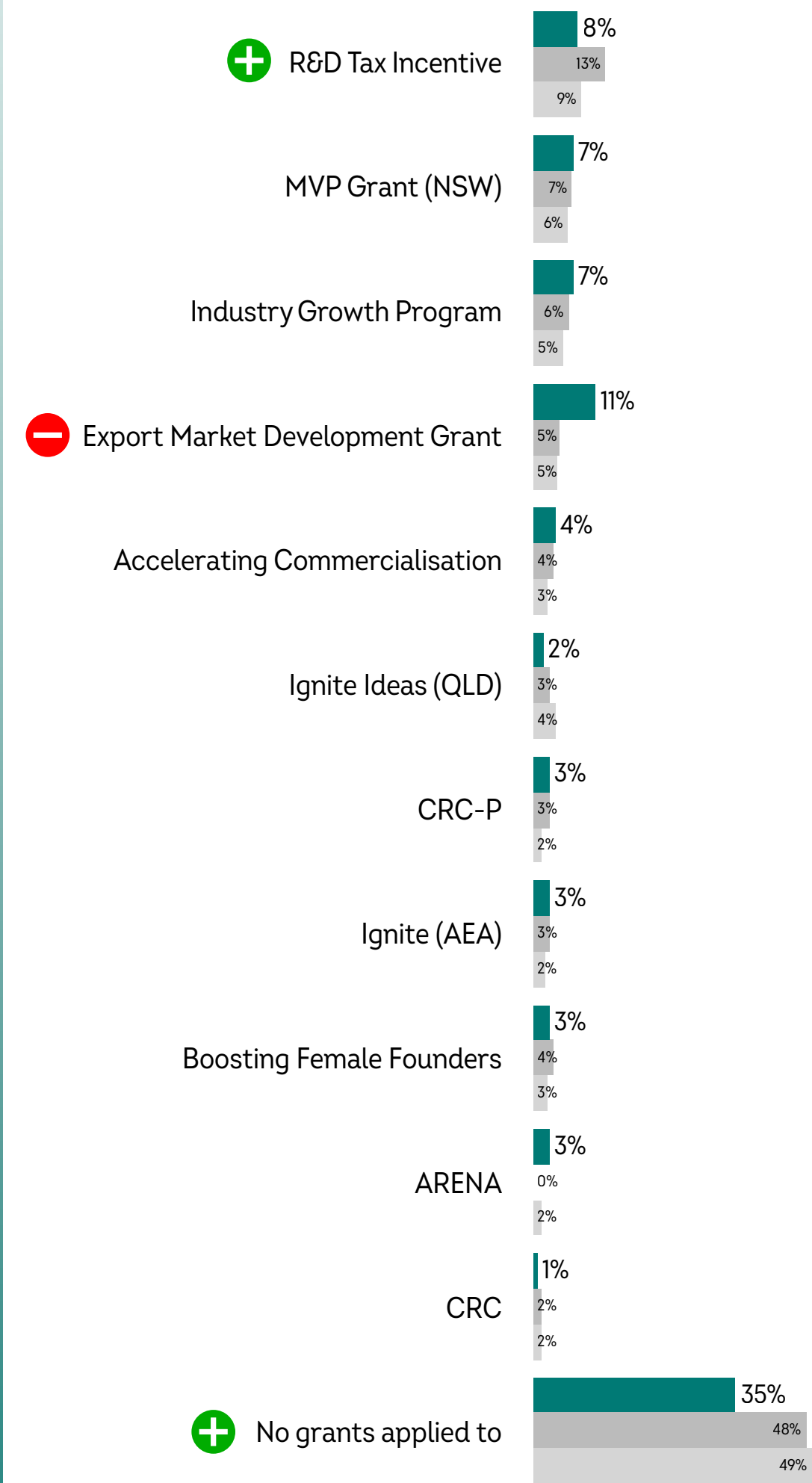


## FOUNDERS THAT THOUGHT THEY HAD ADEQUATE MENTORSHIP

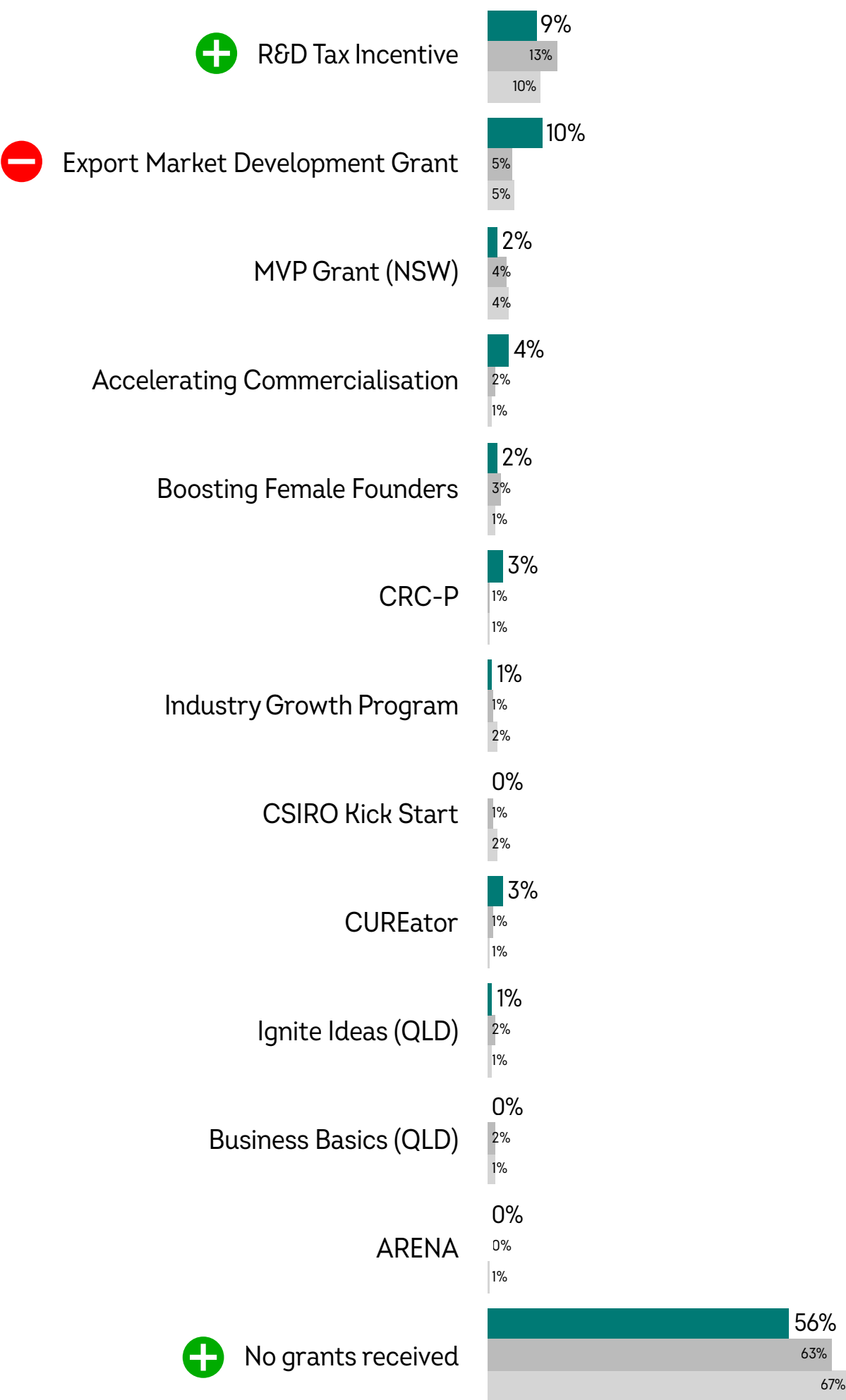


# GOVERNMENT

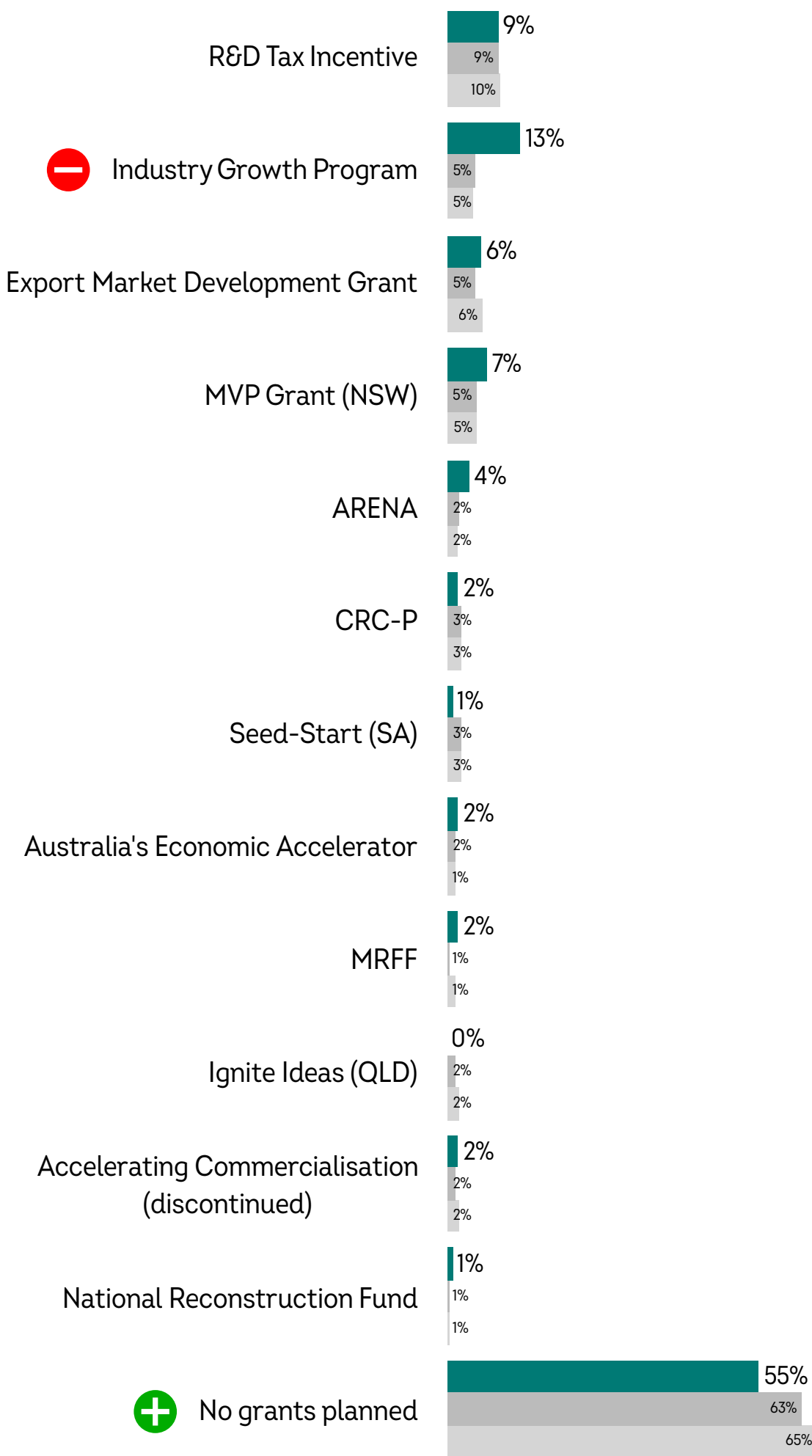
TOP GRANTS  
APPLIED TO



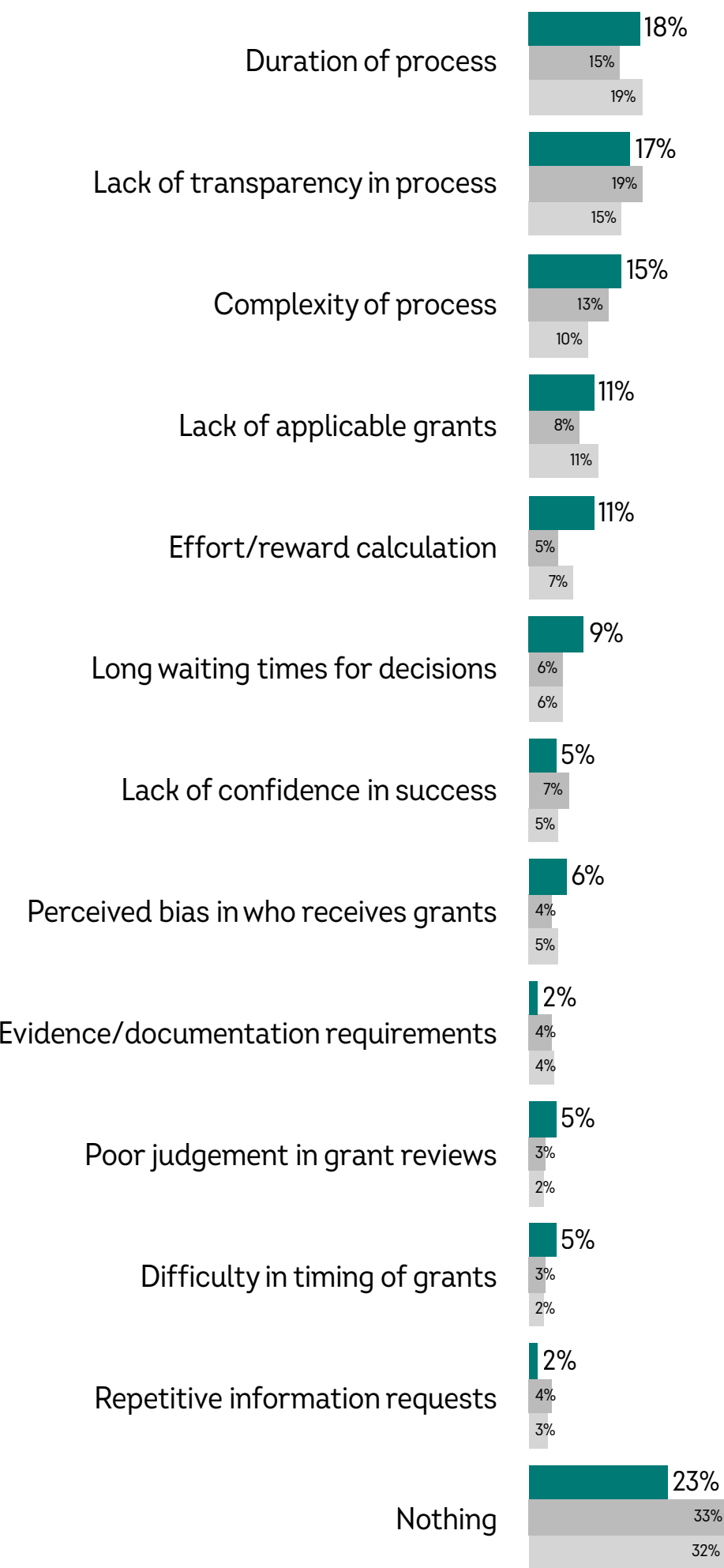
TOP GRANTS  
SECURED



TOP GRANTS  
PLANNED

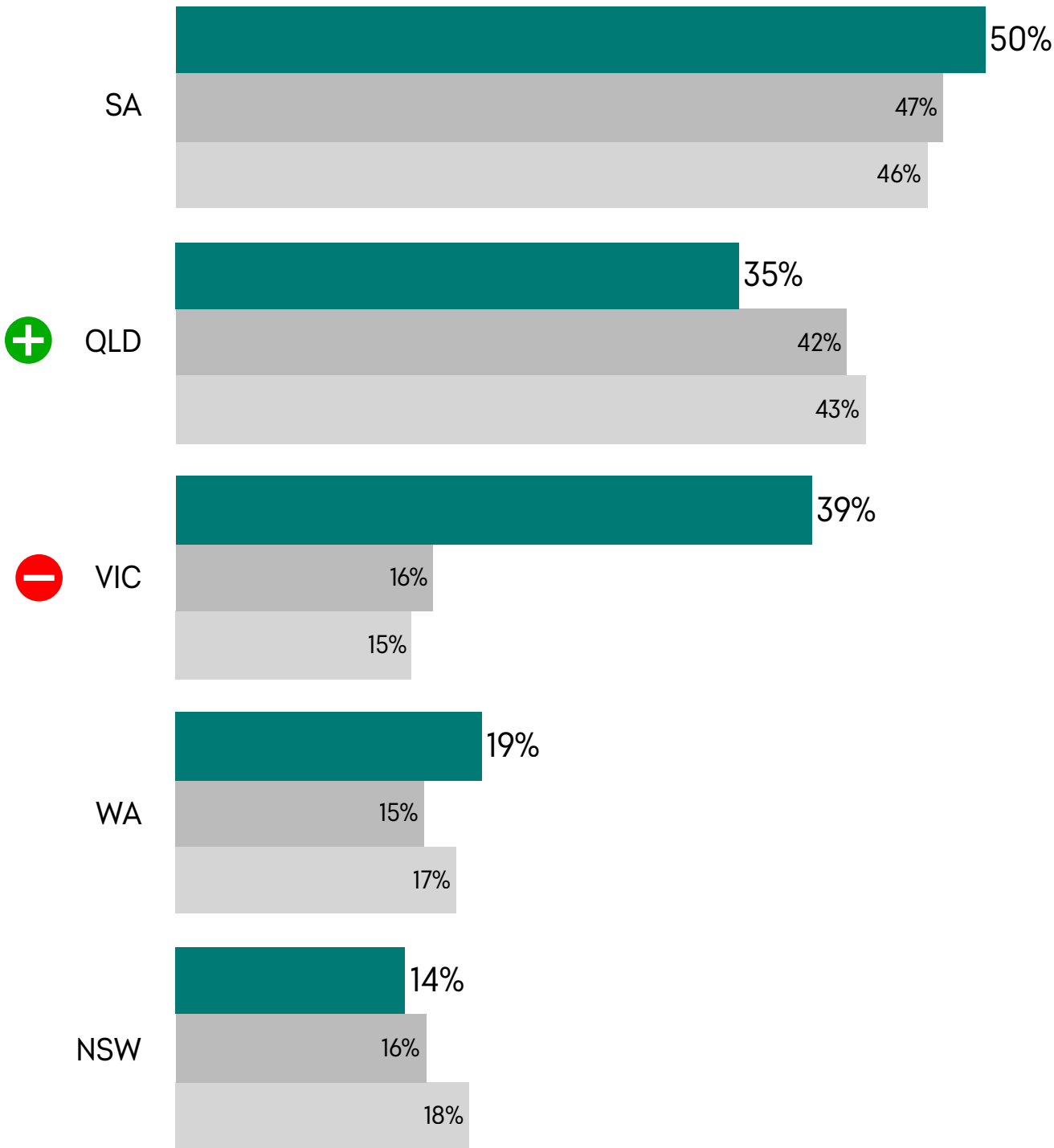


TOP  
DIFFICULTIES



# GOVERNMENT *(cont'd)*

PROPORTION OF STARTUPS AND SUPPORTERS  
RATING THEIR STATE'S SUPPORT AS ABOVE AVERAGE

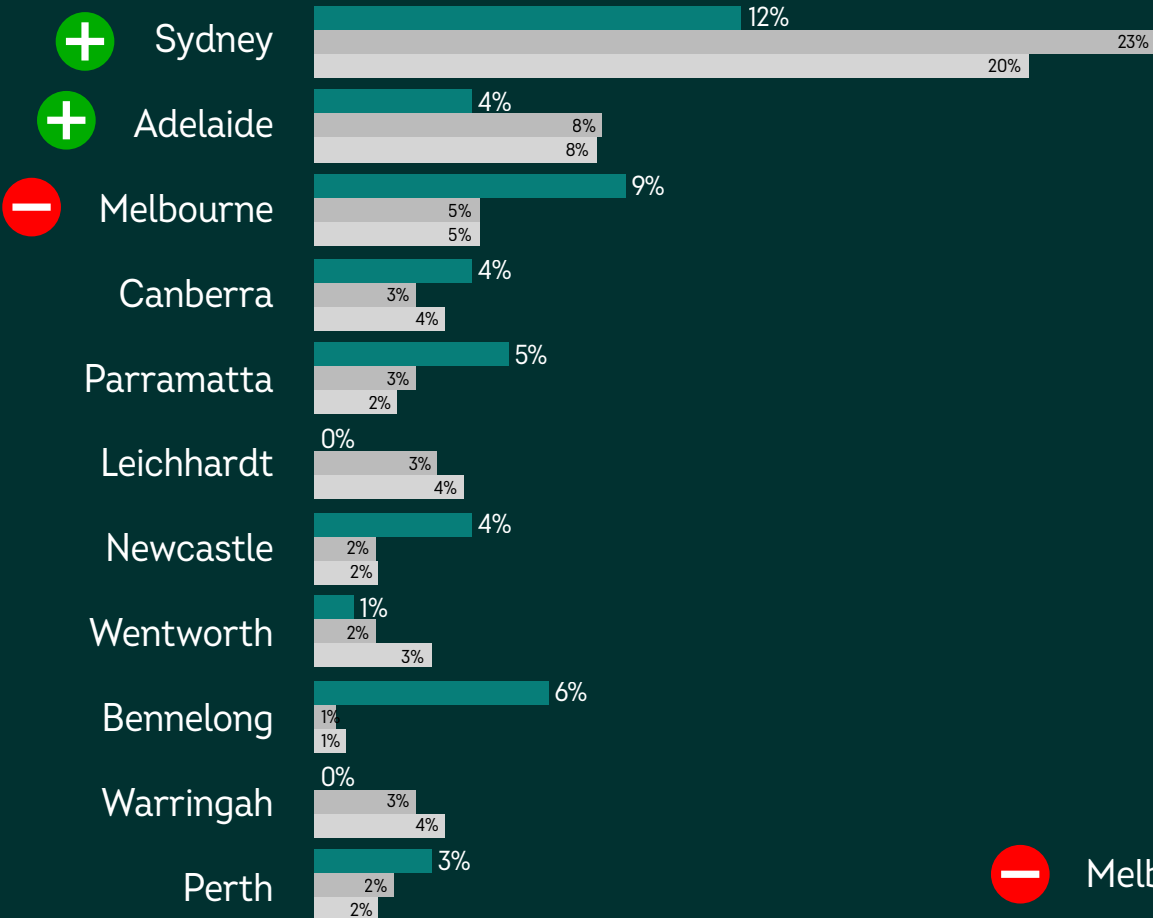


Tasmania, ACT and NT were omitted from this comparison due to sample size.

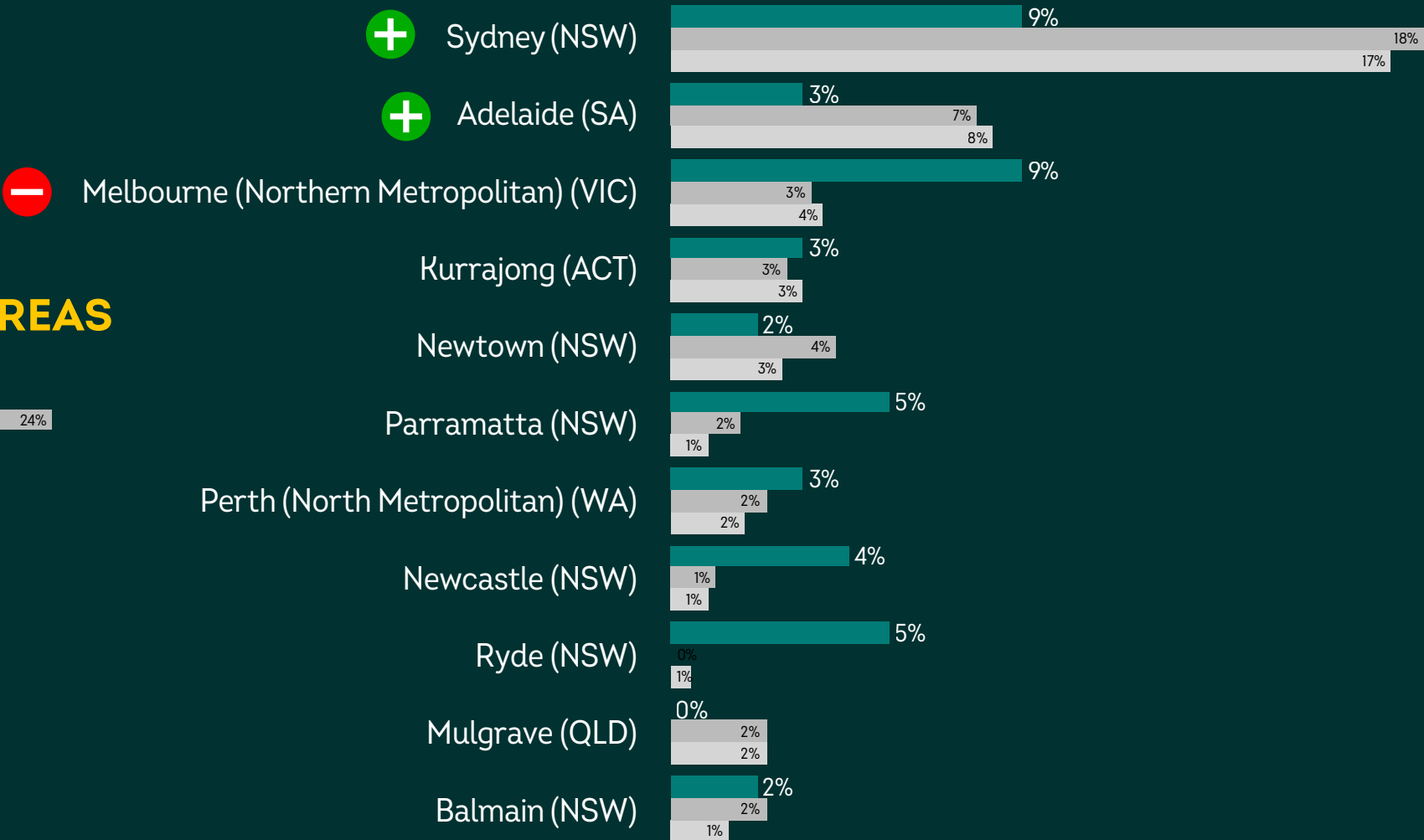
# ELECTORATES FOR STARTUPS

THESE CHARTS REFLECT WHO TOOK PART IN STARTUP MUSTER, PRIMARY OFFICE ADDRESSES ONLY, AND AREN'T A POPULATION ESTIMATE.

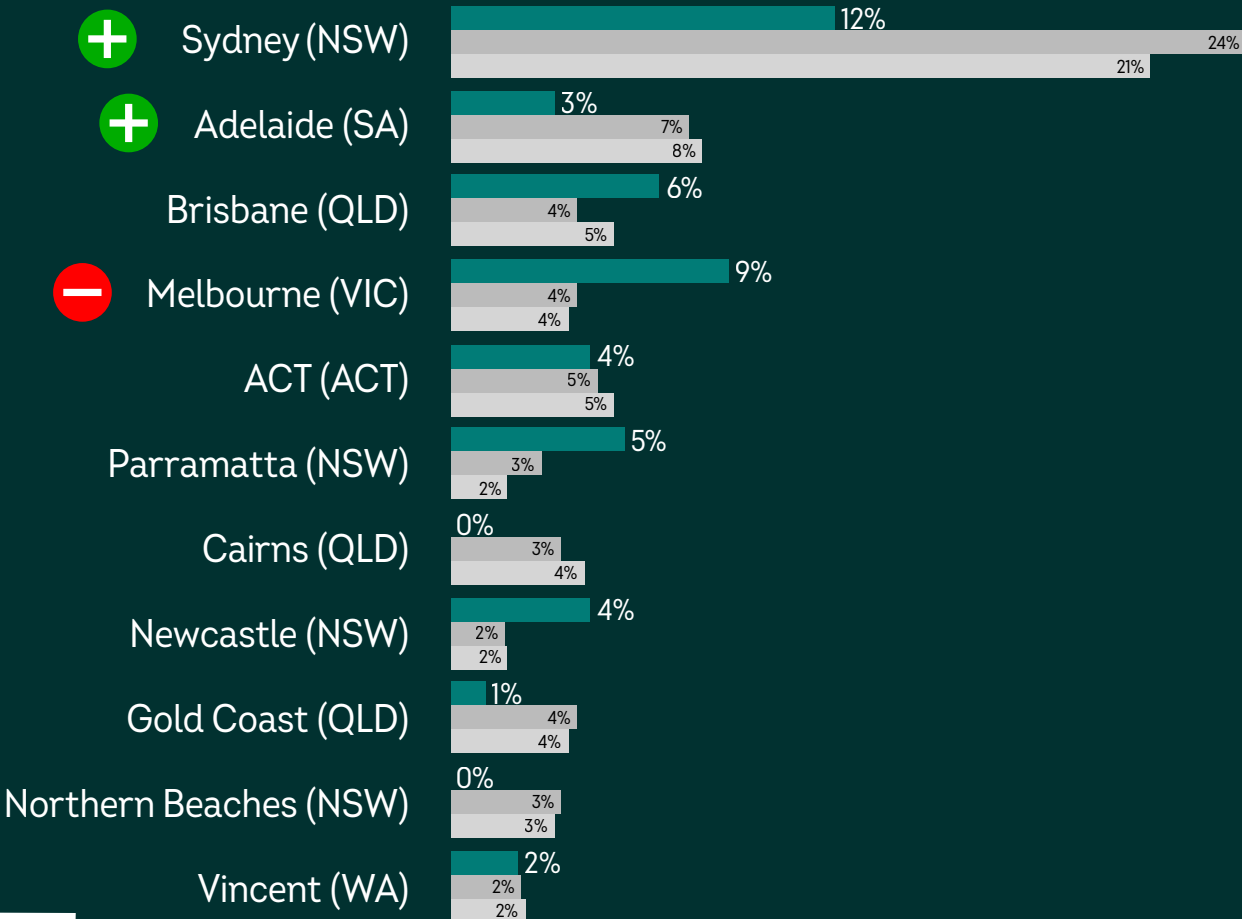
TOP FEDERAL ELECTORATES



TOP STATE ELECTORATE DIVISIONS

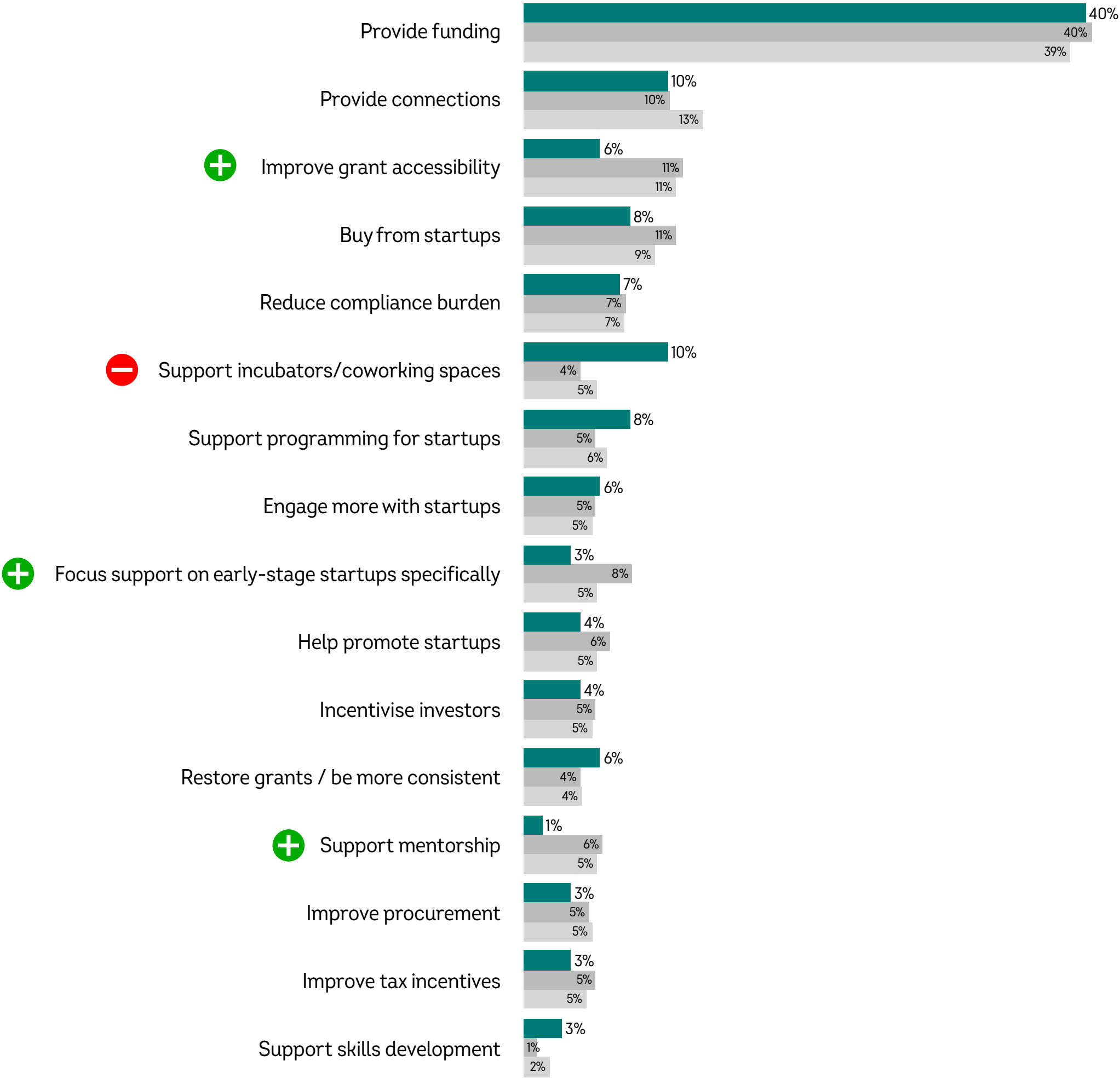


TOP LOCAL GOVERNMENT AREAS

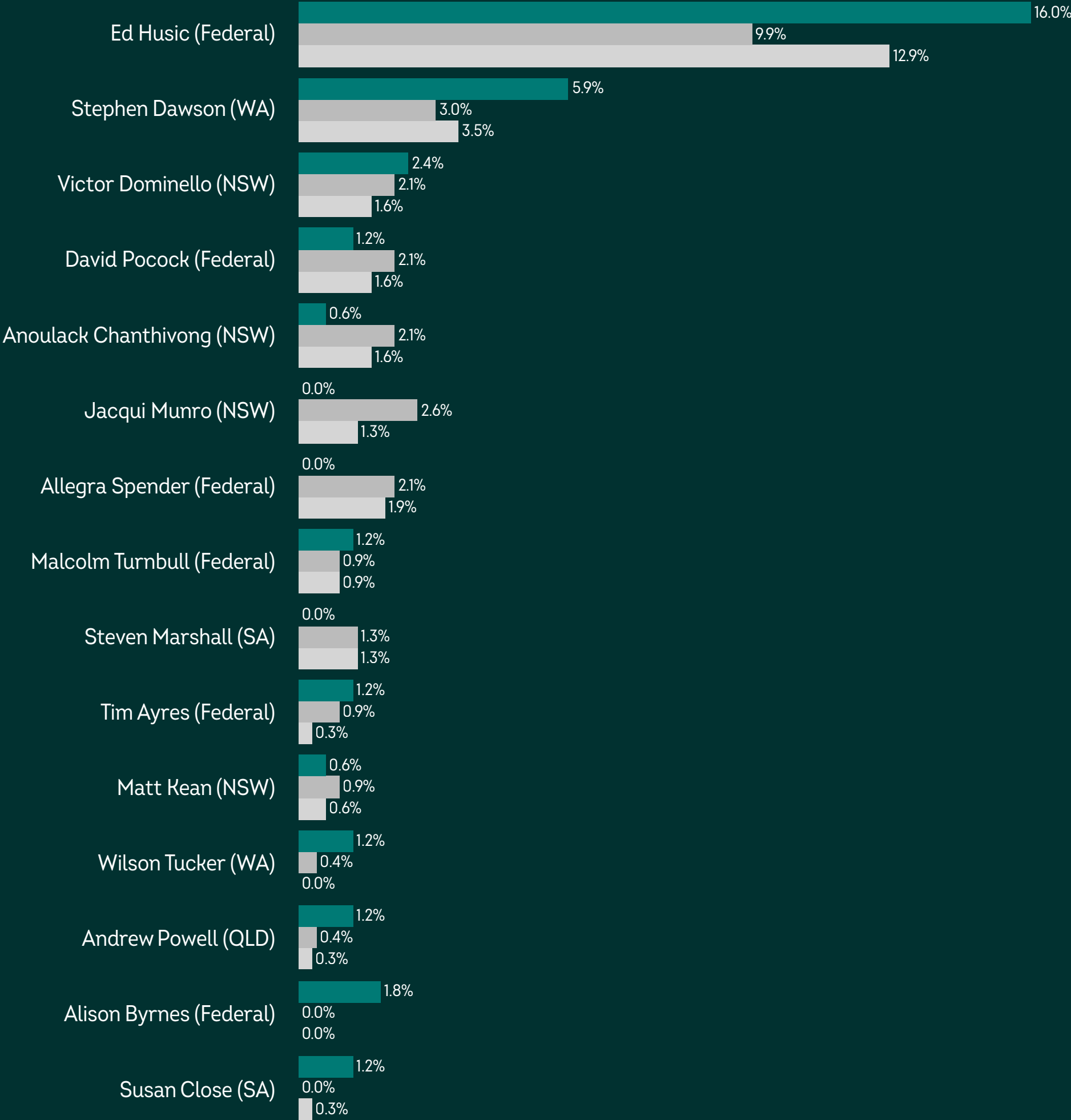


# GOVERNMENT *(cont'd)*

## TOP RECOMMENDATIONS TO GOVERNMENT

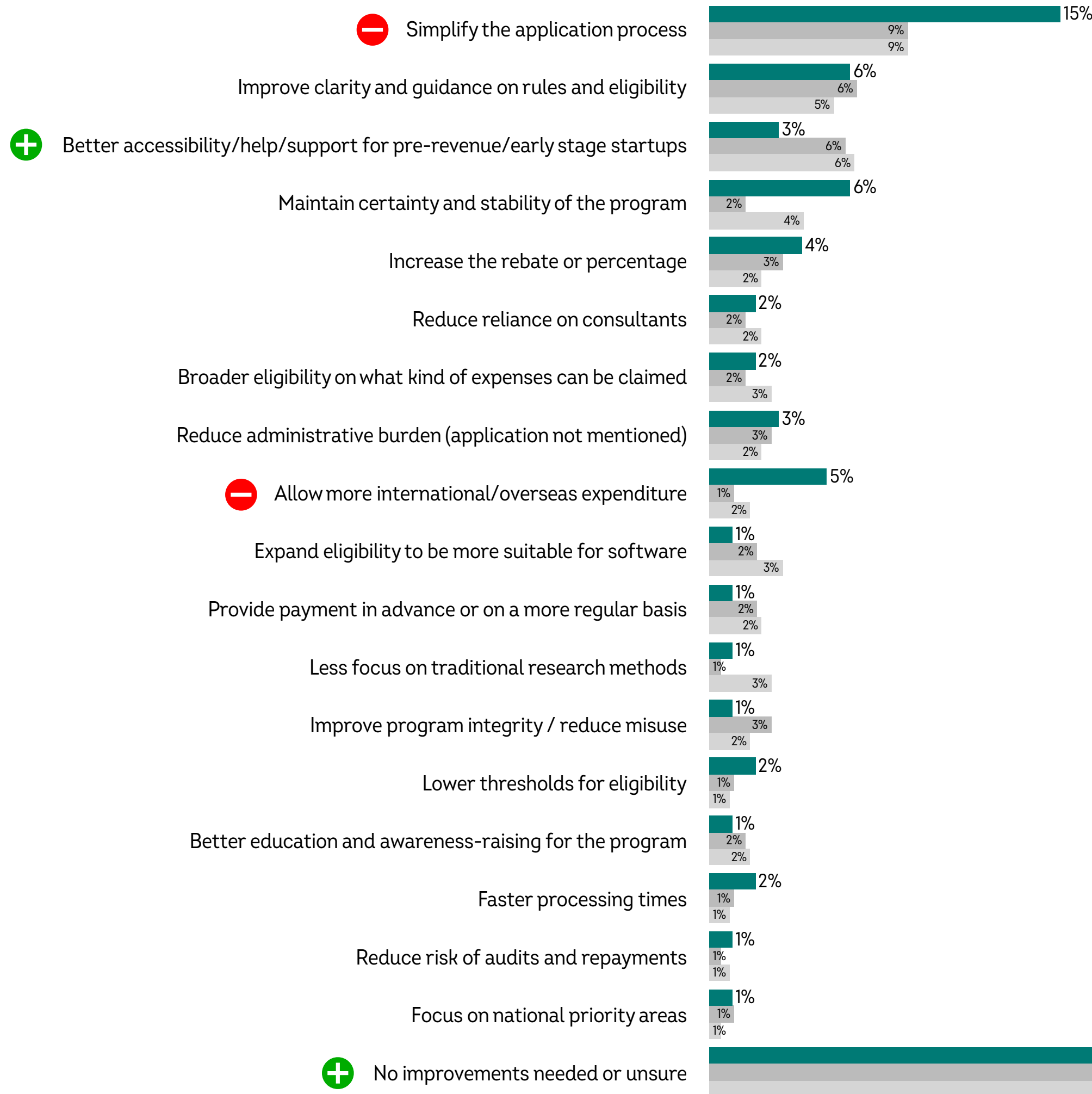


## MEMBERS OF PARLIAMENT THAT WERE NAMED AS PARTICULARLY SUPPORTIVE OF THE AUSTRALIAN STARTUP ECOSYSTEM

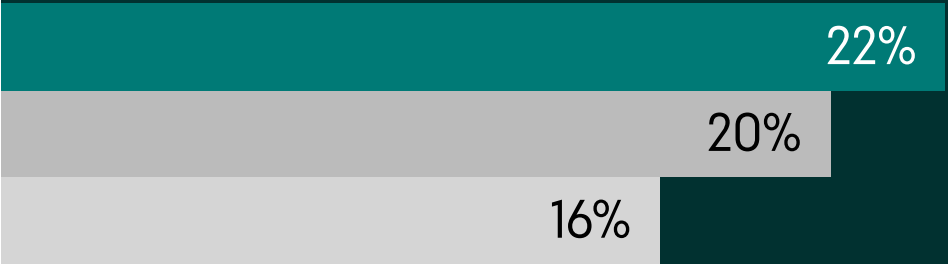


# GOVERNMENT *(cont'd)*

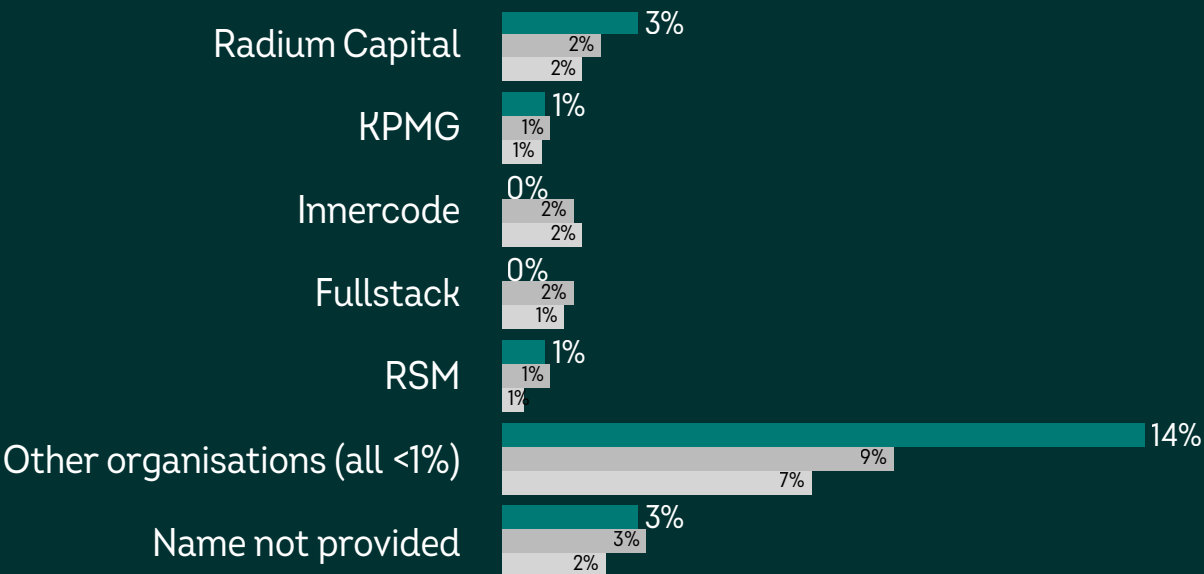
## TOP RECOMMENDATIONS TO IMPROVE THE R&D TAX INCENTIVE



## STARTUPS THAT HAVE USED AN R&D TAX FINANCE PROVIDER



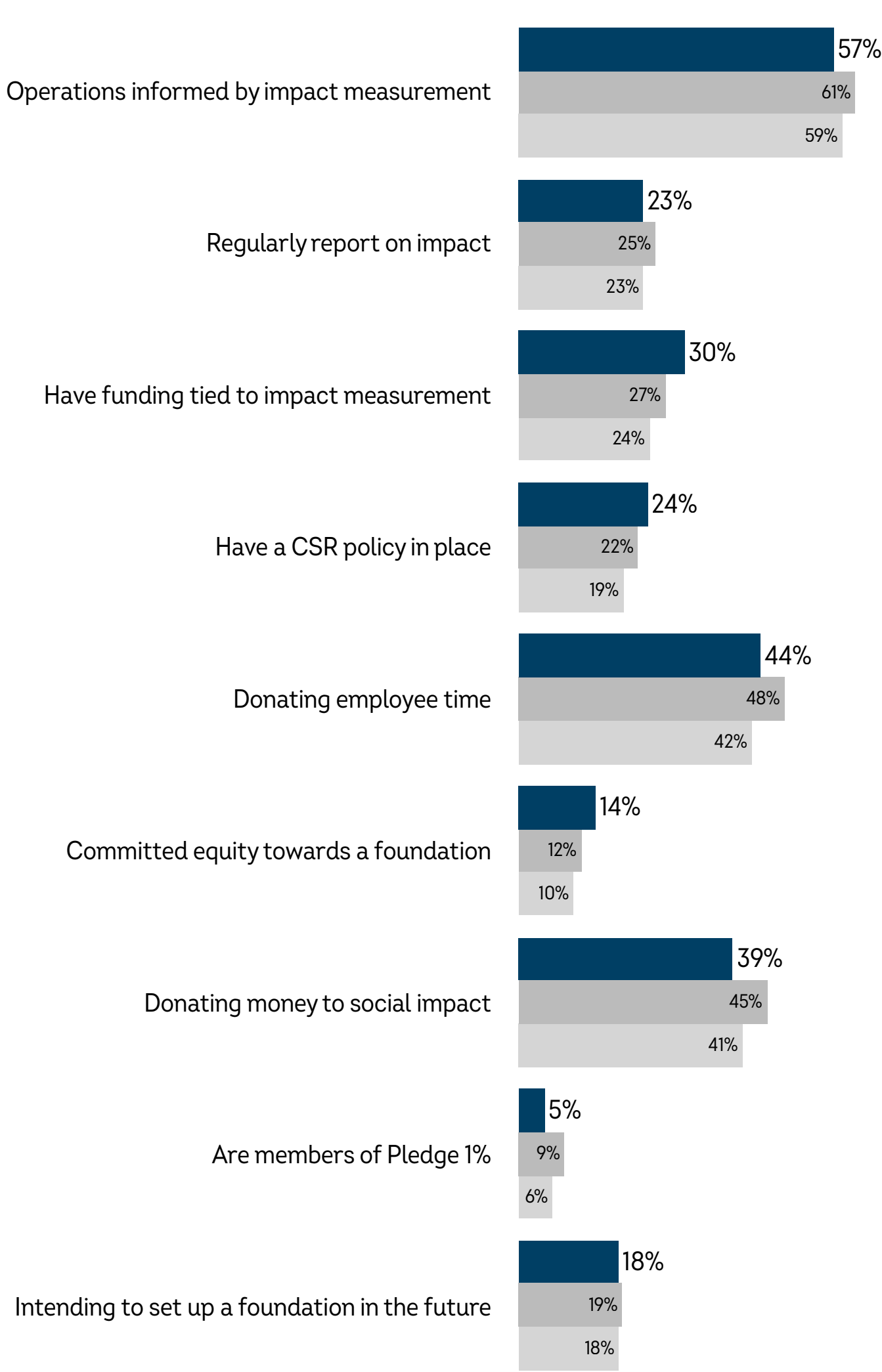
## MOST USED R&D FINANCE PROVIDERS



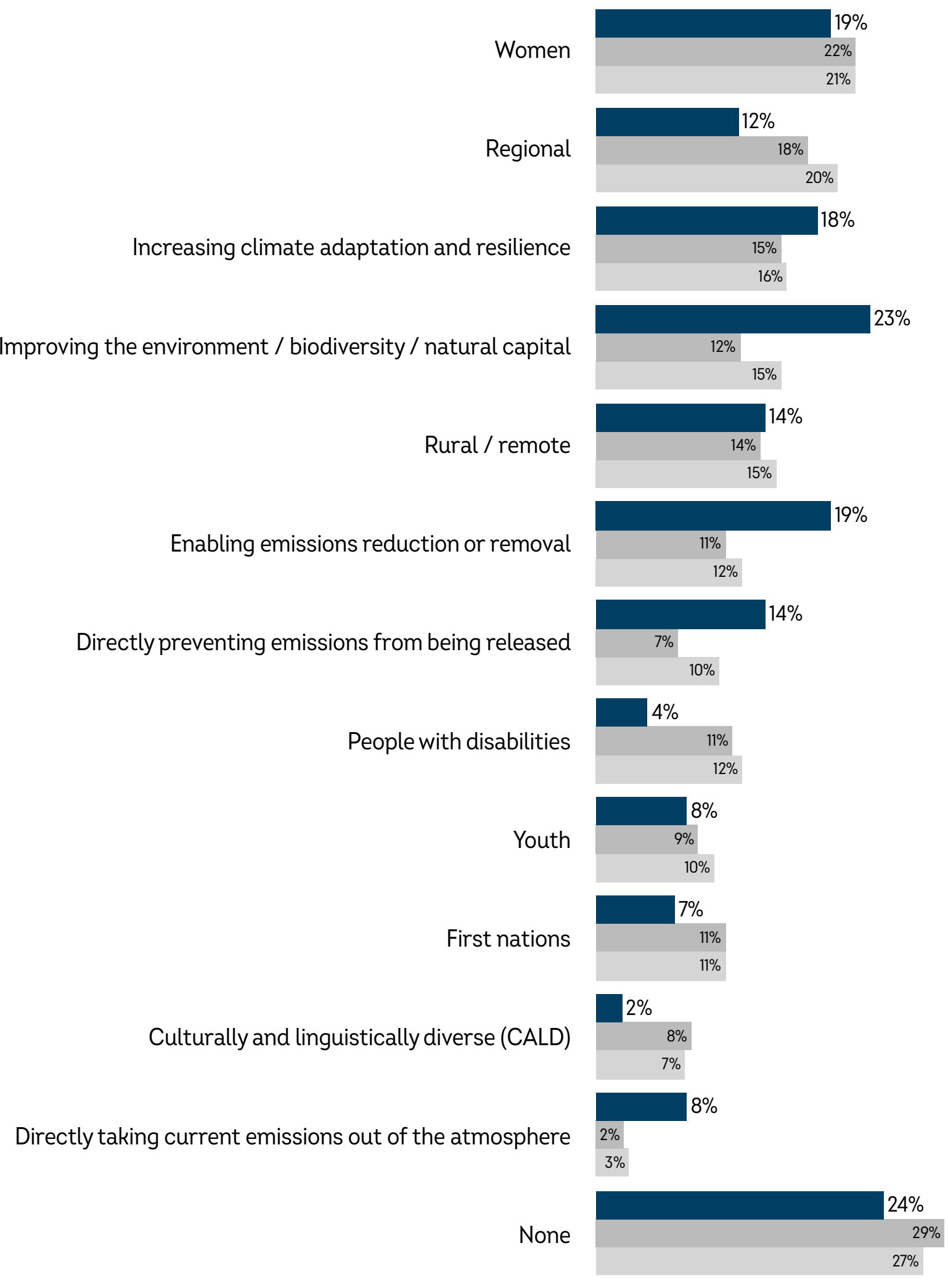
Question asked was "Have you used an R&D Tax Incentive finance provider for your organisation, if so which one(s)?"

# IMPACT

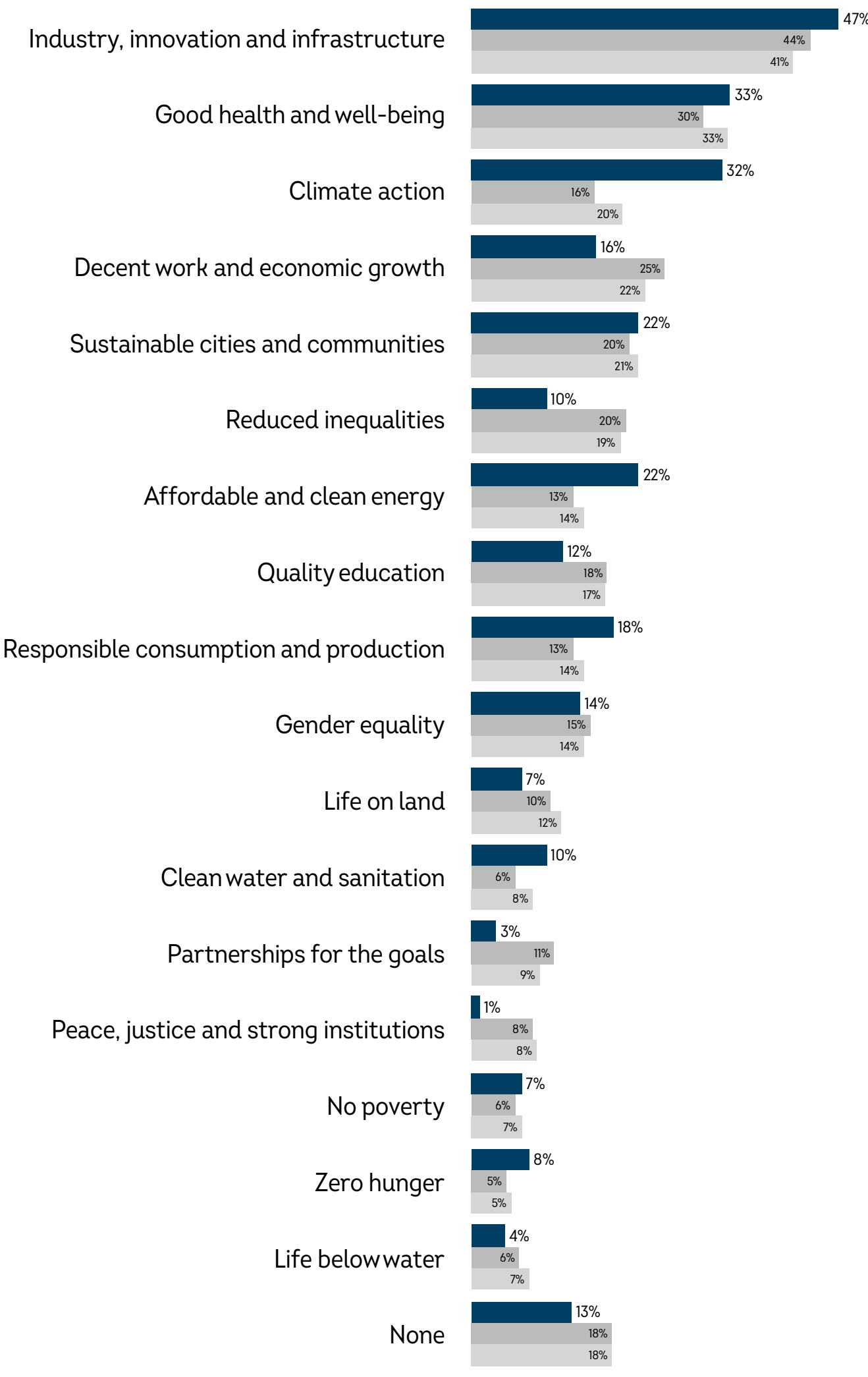
## IMPACT AND PHILANTHROPY



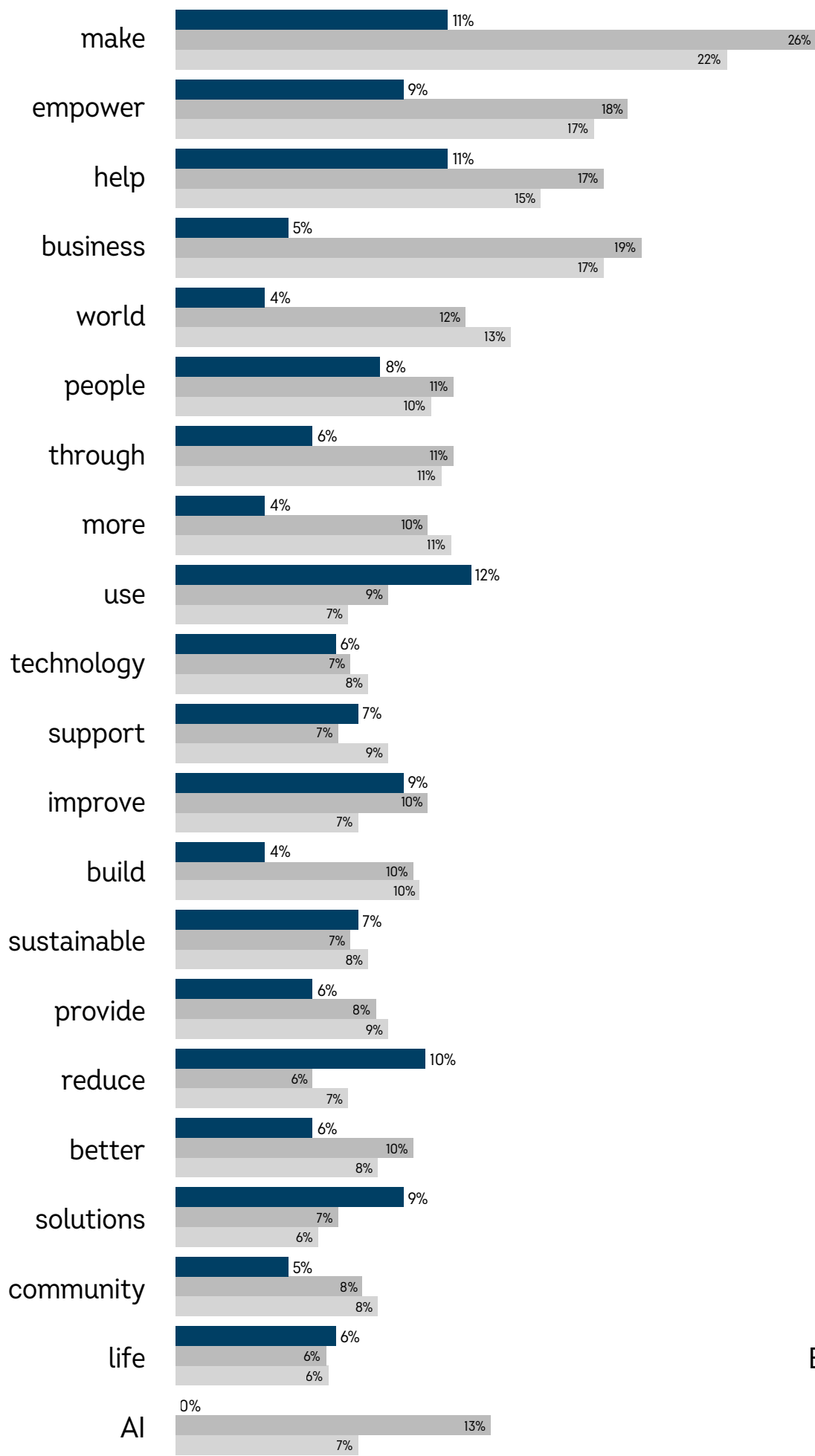
## TOP STARTUP IMPACT AREAS



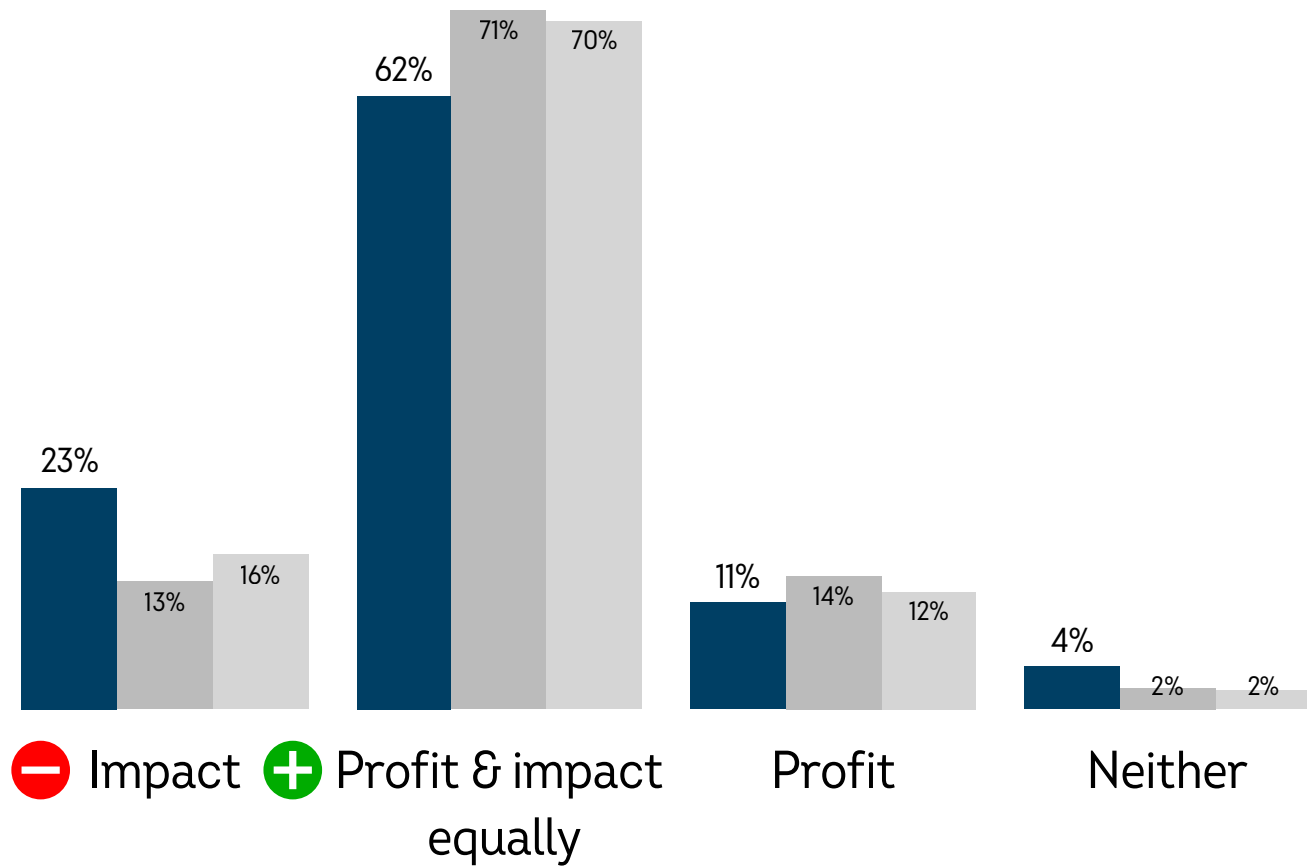
## TOP STARTUP SUSTAINABLE DEVELOPMENT GOALS



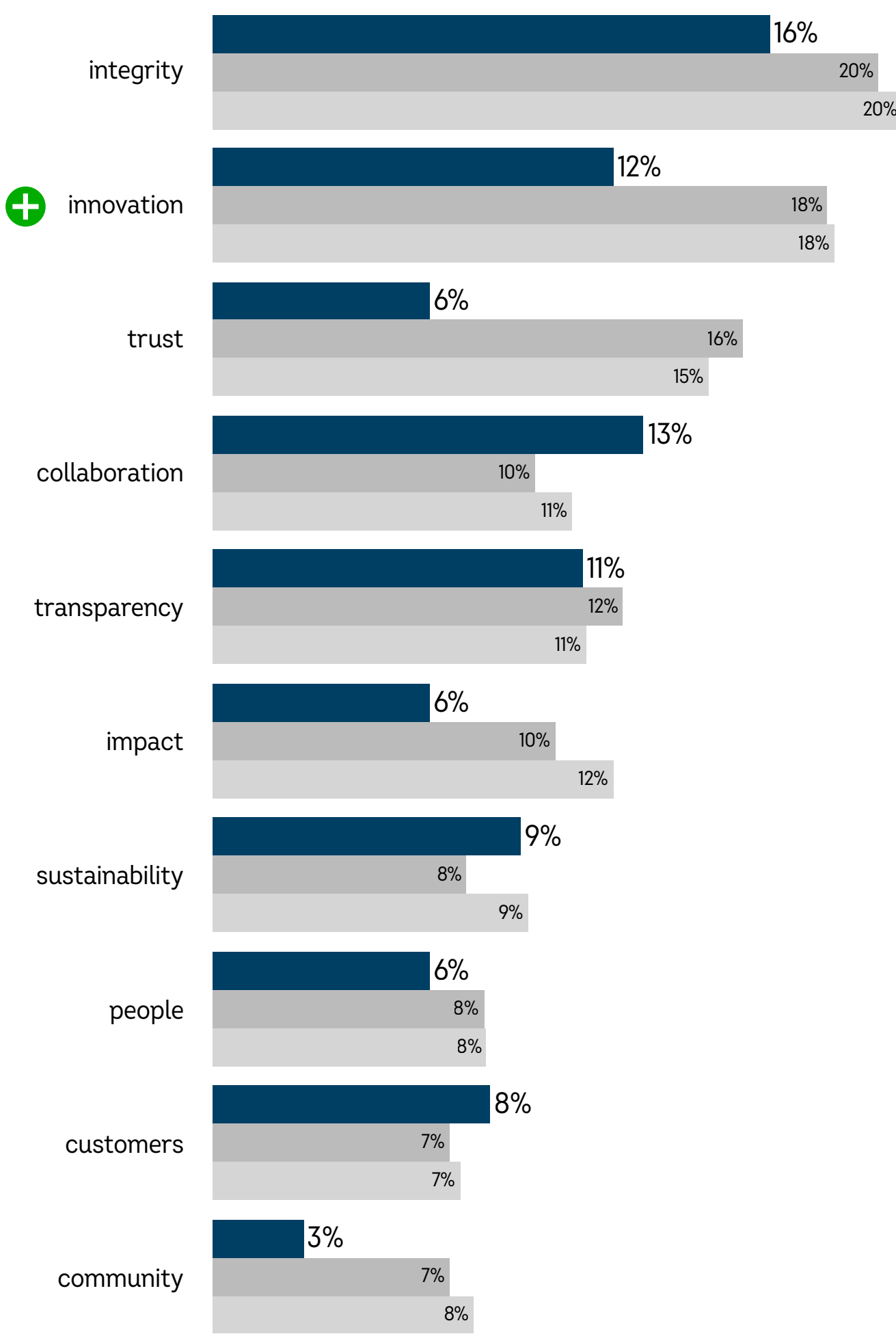
TOP WORDS IN STARTUP MISSIONS



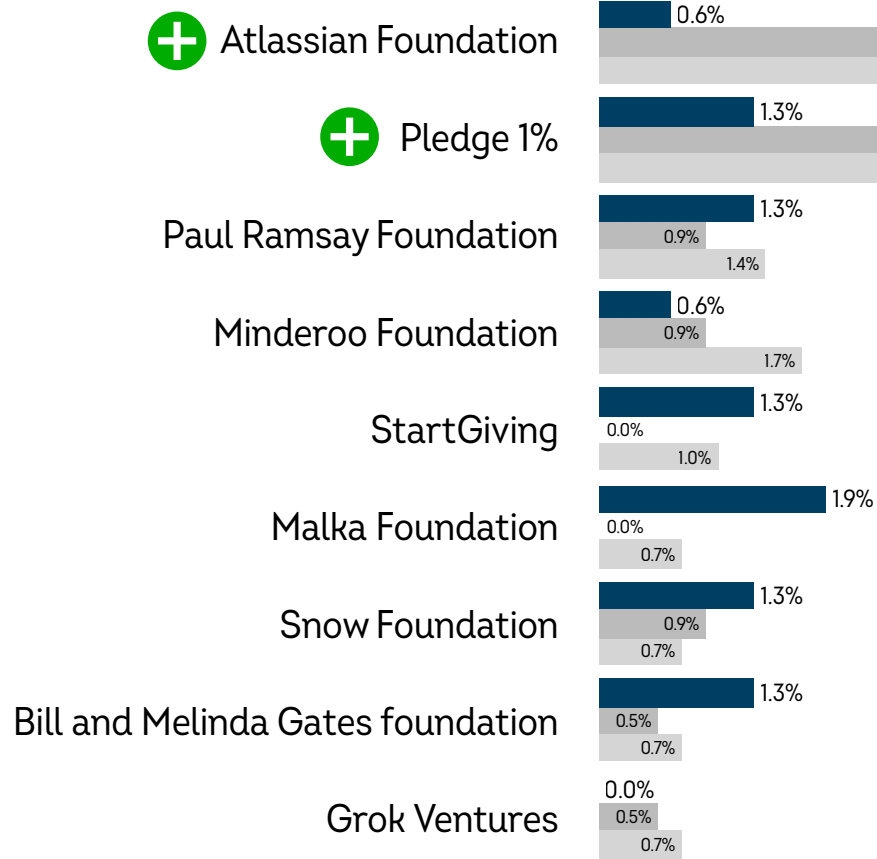
WHAT IS MOST IMPORTANT IN DECISIONS MADE IN STARTUPS



TOP WORDS IN STARTUP VALUES

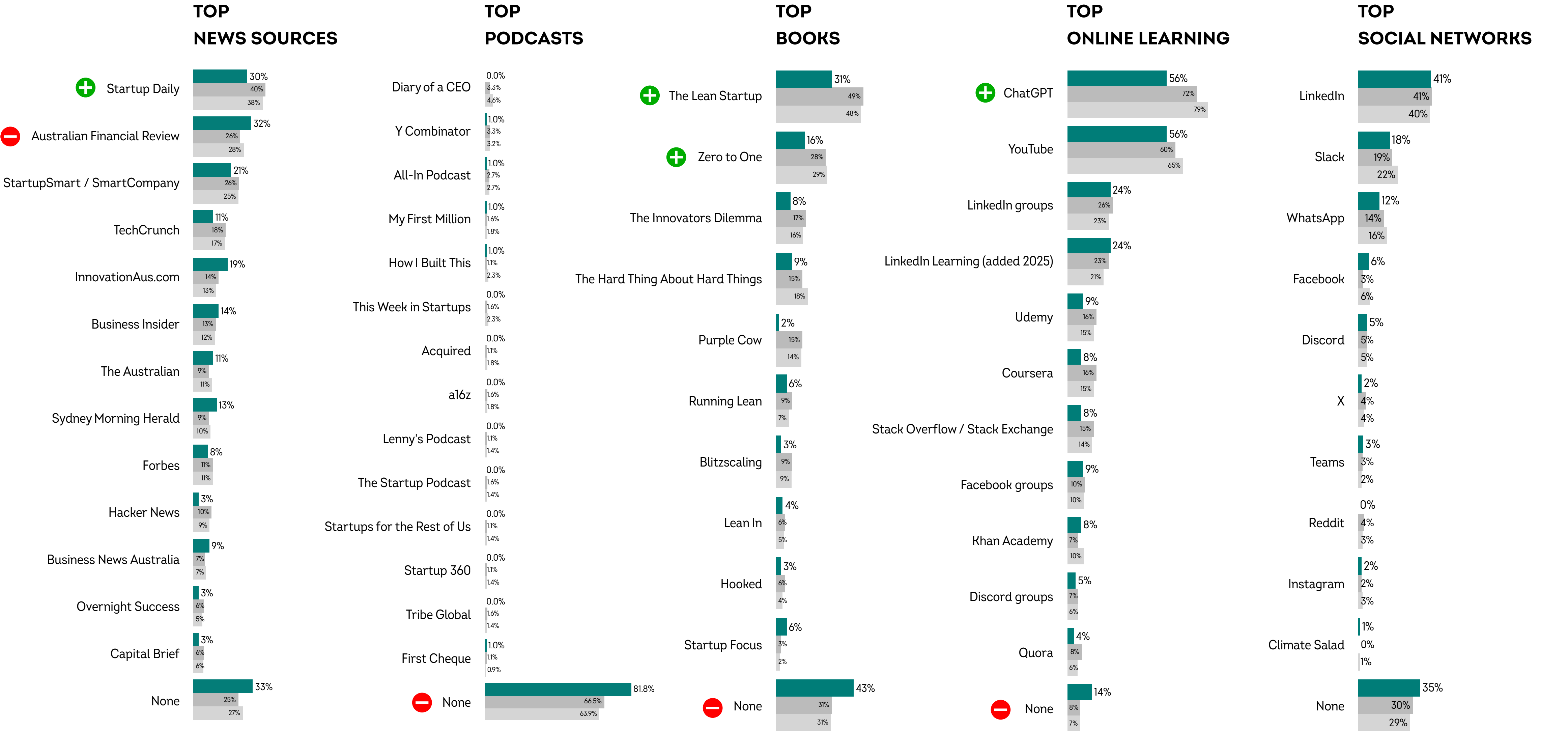


MOST COMMONLY KNOWN PHILANTHROPIC ORGANISATIONS WORKING IN AUSTRALIA'S STARTUP SECTOR



# INFO SOURCES

## FOR FOUNDERS



## Startup Muster recommends engaging with Australia's National AI Centre

### NAIC

Australia's national body for supporting AI adoption and responsible use.

- Provides practical guidance, tools and programs to help businesses adopt AI
- Supports organisations to use AI safely and responsibly

### AI Directory

A national platform showcasing Australia's AI ecosystem

- Lists AI startups, providers, and research organisations
- Helps businesses find partners and suppliers
- Increases visibility of Australian AI capability

### "AI 6" - Guidance for AI Adoption

Six core practices to help organisations plan, manage and use AI in ways that build trust and deliver value.

1. Decide who is accountable
2. Understand impacts and plan accordingly
3. Measure and manage risks
4. Share essential information
5. Test and monitor systems
6. Maintain human control

These practices form a baseline governance framework aligned with national and international standards.

