Innovation Hub: Request for assistance

# About this document

This document will help us understand your business and the type of assistance you may need. This form is a tool to help start our discussion – it is intended to be quick and easy for you to complete, and not a barrier to seeking help.

If we have more questions about a particular aspect of your business, we will contact you.

If you have already produced a document or presentation (e.g. a business plan) that describes your innovation and provides much of the information requested here, please send it through. You would then only need to fill in any missing information.

Once you have completed this document, please email it (and any supporting attachments you wish to include) to us at [**innovationhub@asic.gov.au**](mailto:innovationhub@asic.gov.au).

# 1. Information about you and your business

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| **Your full name and title, as well as the names and titles of any relevant colleagues** |  |
| **Business name** |  |
| **Business address** |  |
| **Contact phone number** |  |
| **Contact email address** |  |
| **Business website** |  |
| **Are you, your colleagues, your business or any associated businesses currently licenced by ASIC? If so, please provide us with any relevant ABNs, ACNs or AFS licence, credit licence or market licence numbers.** |  |

# 2. Information about your innovation

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| Please provide a short description of your innovation. This description should help us understand your innovation and your business model. If you have a business plan, please attach it. Other things to include here are:   * who your target customers are (e.g. retail or wholesale clients, existing licensed firms) * what the product and/or service is that you will offer consumers * how, when and who will pay for the service you are offering * other business you will work with (if any) * what stage your innovation is at (e.g. initial idea, in development, currently piloting, or seeking partners or investors) and any indicative launch dates. |
| Type here |

# 3. Meeting the eligibility requirements

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| Please explain why you believe your innovation meets the [**eligibility criteria**](http://www.asic.gov.au/for-business/your-business/innovation-hub/eligibility/), which are summarised here:   * Fintech start-up businesses – that is, companies that have not commenced operation under a licence from ASIC, are in the process of obtaining a licence from ASIC or have been operating with a licence from ASIC for less than 12 months. * Potentially ground-breaking innovation – that is, one that is a new or significantly different product or service from those currently available. * Innovation that potentially provides a better outcome for investors and consumers. |
| Type here |

# 4. Regulatory issues and your request for assistance

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| Please describe:   * how you think the law or regulatory framework might apply to your innovation * the regulatory issues you have considered and/or [ASIC guidance](http://asic.gov.au/regulatory-resources/find-a-document/regulatory-guides/) you have reviewed before requesting assistance.   We expect you to consider these matters before you request assistance. As a starting point, you may want to look at our [**advice on licensing and regulation**](http://www.asic.gov.au/for-business/your-business/innovation-hub/licensing-and-regulation/) and the [**Regulatory Index**](http://www.asic.gov.au/regulatory-resources/regulatory-index/) on our website.  Please also explain the nature of the assistance you think you need from the Innovation Hub, including whether you require help within a particular timeframe. |
| Type here |

# 5. What benefits and risks does your innovation present?

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| Please set out any:   * possible consumer benefits of your innovation (not already addressed in your response to question 3) * risks that your innovation may present, including those to consumers, and your plan to mitigate these risks. |
| Type here |