



# Plant Vitality Accelerator Program

The Accelerator Program for  
Problem-Solvers in Agriculture

Supported by the Grains Research and  
Development Corporation (GRDC)



# Your solution, accelerated.

The 2025 Plant Vitality Accelerator program is for founders committed to working with the agribusiness industry to take their technology to the next level.

The program cultivates innovation in agriculture to solve industry problems by focusing on founders that have ideas with great potential to achieve product market fit. AgriBusiness Connect has proudly partnered with the Grains Research and Development Corporation (GRDC) to deliver the 2025 Plant Vitality Accelerator Program, which offers tailored support for those seeking to accelerate their go-to market activities. Under expert guidance from mentors over the 12-week program, companies are assisted in validating and deploying their solutions.

Innovators get connected with field demonstrations and an industry specific mentor network that includes experts from industry, academia and technology. Companies are encouraged to apply for this Accelerator Program if they have a Minimum Viable Product (MVP), prototype or solution, can demonstrate some industry validation and show that their solution solves a real problem.

This AgriBusiness Connect Accelerator Program fast-tracks innovation in the agribusiness sector by taking technologies and offering support and guidance to their creators to validate market-fit.

A program for  
the movers  
and shakers  
in plant  
vitality and  
crop health.



# A commercially focused accelerator program

This AgriBusiness Connect Accelerator Program fast-tracks innovation in the agribusiness sector by taking technologies and offering support and guidance to their creators to validate market-fit.



The Plant Vitality Accelerator Program is an intensive 12-week program for founders of technology who are committed to working with the agribusiness sector to deliver real-world solutions.



Be challenged by the program and develop critical entrepreneurial skills such as resilience, execution communication, risk taking, decision making and ownership.



Fast-track your progress with access to the extensive networks of the Agtech and Logistics Hub, AgriBusiness Connect and industry-specific mentors.



Get pitch-ready with guidance and support from agribusiness experts to validate your solutions and achieve market-fit.

## Delivering real solutions for industry

The AgriBusiness Connect Accelerator Program is dedicated to solving critical challenges in agriculture by identifying and fast-tracking the development of innovative solutions that enhance crop health and plant vitality.

The program creates a trusted space for investors to connect with credible, de-risked opportunities, ensuring that game-changing agricultural solutions reach the market faster. Designed for entrepreneurs and commercially driven researchers, the accelerator provides support to test, validate, and commercialise ventures that align with government and industry priorities.

By accelerating the journey from concept to commercialisation, the program delivers high-impact solutions for industry, growers, and the future of sustainable agriculture.

# Why choose the AgriBusiness Connect Plant Vitality Accelerator Program

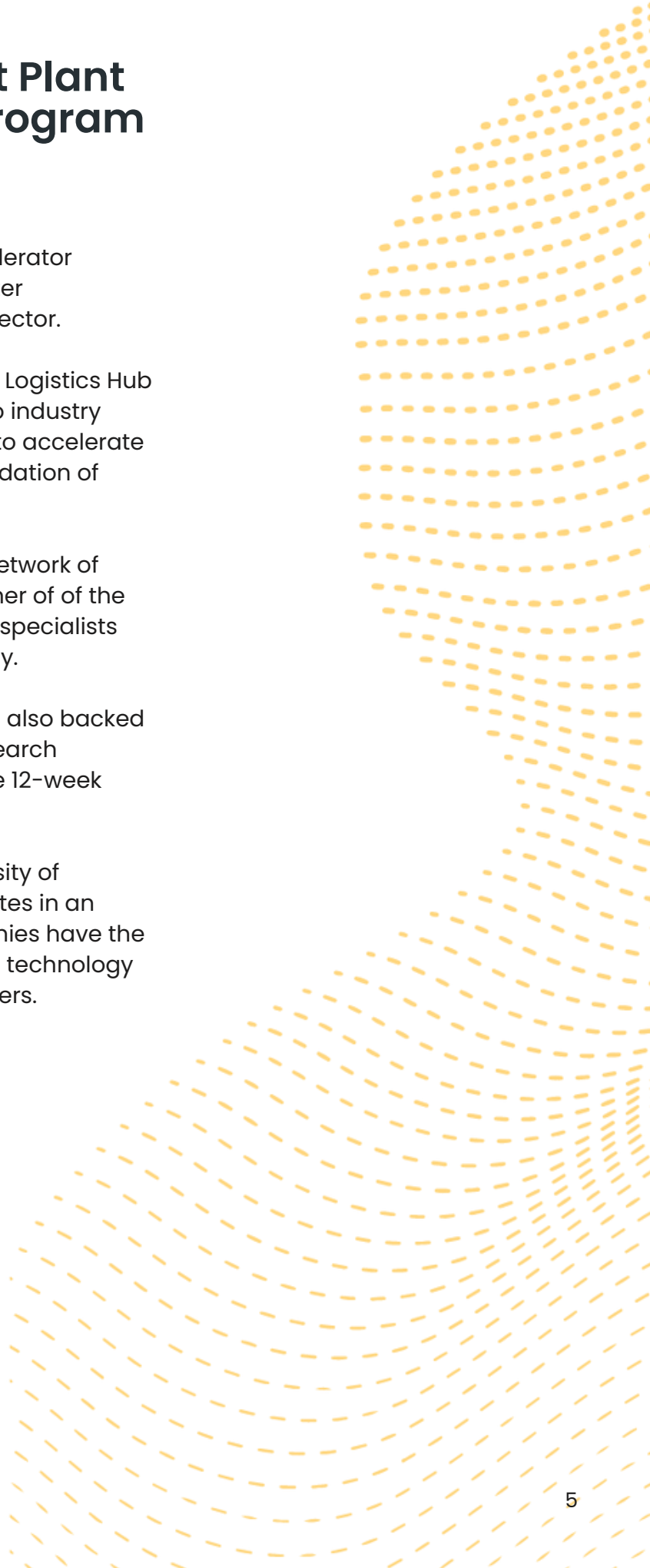
The re-branded 2025 Plant Vitality Accelerator program is an extensive and sought-after accelerator in Australia's agribusiness sector.

Previously delivered under the Agtech & Logistics Hub banner, the program provides access to industry specific mentors for innovators looking to accelerate their growth and fast-track industry validation of their technology.

Participants get access to the mentor network of AgriBusiness Connect, the delivery partner of the Agtech and Logistics Hub, that includes specialists from industry, academia and technology.

The Plant Vitality Accelerator Program is also backed by one of the world's leading grains research organisations, with GRDC supporting the 12-week program.

Delivered in conjunction with the University of Queensland (UQ), the program culminates in an industry showcase event where companies have the opportunity to showcase their validated technology to potential investors and industry growers.



# The Benefits of the Plant Vitality Accelerator Program



## Fast-Track Your Impact

Take your plant vitality solution from concept to commercialisation faster with expert guidance, real-world trials, and direct industry validation.



## Connect with Industry Leaders

Gain direct access to agribusiness experts, researchers, and growers who can help validate and scale your innovation through tailored feedback and strategic connections.



## Pitch to Investors & Decision Makers

Showcase your solution to investors, industry leaders, and key decision-makers at the Showcase Event, opening doors to funding and commercialisation opportunities.



## Get Investment Ready

Learn how to secure funding, refine your business model, and craft compelling investor pitches with expert-led workshops and mentorship.



### **Access to High-Growth Network**

Join a powerful ecosystem of agribusiness professionals, research institutions, and investment partners who can help accelerate your growth.



### **Weekly Accelerator Modules**

Engage in structured learning sessions covering business strategy, commercialisation, regulatory pathways, and scaling strategies to strengthen your venture.




### **Weekly Mentoring Sessions**

Receive 1:1 and group mentorship from experienced founders, industry leaders, and subject matter experts who will challenge and refine your approach.



### **Media & Brand Exposure**

Boost your profile through national and industry media coverage, promotional opportunities, and networking events designed to showcase your innovation.



**We're calling all  
changemakers  
and problem  
solvers ready to  
transform plant  
science and crop  
production.**





# The Selection Process

Through this accelerator, technologies which assist and improve crop health and plant vitality are sought to benefit Australian grain growers. The focus commodities are grains, pulses and oilseeds. These technologies are to complement Australian grain growers and their commitment to responsible farming.

---

<b>Program Fit</b>	Take your plant vitality solution from concept to commercialisation faster with expert guidance, real-world trials, and direct industry validation.
<b>Collaboration</b>	You are open to working with industry experts, growers, and partners to refine and deliver the best-in-class solution for plant vitality.
<b>Adaptability</b>	You are willing to receive feedback, adjust your approach, and refine your solution to ensure maximum impact for growers and industry.
<b>Customer &amp; Market Demand</b>	You can demonstrate market validation through industry engagement, trials, or customer feedback proving your solution solves a real problem.
<b>Impact</b>	Your innovation enhances crop health, improves plant vitality, and contributes to a more sustainable and productive agricultural industry.

---

# The Commitment

The key founders of each startup must commit their full-time efforts to progressing their startup in the program. Founders are expected to participate in at least 90% of the workshop, accountability sessions and must support promotional activities.

- 1 Apply**  
Submit your online application via [agribusinessconnect.com/plant-vitality-accelerator](http://agribusinessconnect.com/plant-vitality-accelerator) by 17th March.
- 2 Shortlisting**  
A selection committee reviews applications and invites top innovators to the next stage.
- 3 Onboarding**  
Shortlisted applicants join an interview to assess program fit. Successful participants receive a formal offer by 7th April.
- 4 Program Begins**  
The accelerator kicks off on 23rd April and runs through 28th August with scheduled breaks.



# Plant Vitality Accelerator Program Curriculum

The Plant Vitality Accelerator is an intensive five-month program running from April to August, with a break during the school holidays.

Sessions are structured to provide both strategic guidance and hands-on mentorship.

Workshops will take place every Wednesday morning (2 hours), running from 23rd April to 25th June, and resume on 16th July after the break.

In addition, weekly one-hour mentoring sessions are held every Friday, offering tailored support from industry experts. The program culminates in a high-profile industry showcase, where participants present their solutions to investors, growers, and key decision-makers.

# Workshop Topics



## Branding & Marketing

Build a strong brand presence, refine your value proposition, and develop sales strategies for different channels.

Delivered by UQ

## Legal Desk

Navigate entity structures, IP strategy, NDAs, term sheets, HR, IR, tax, and research development considerations.

Delivered by Clifford Gouldson Lawyers

## Reflection & Personal Development

Strengthen networking, team-building, and mentorship engagement skills.

Delivered by ABC

7

8

9

10

11

12

## Investment Requirements

Explore founders' agreements, funding options, valuations, and key investor agreements.

Delivered by Artesian Investments

## Pitching & Comms Practice

Polish and deliver compelling pitches while refining your value proposition.

Delivered by UQ

## Showcase Event

Present your innovation at a high-profile event, connecting with investors and industry leaders.

Delivered by ABC

# About AgriBusiness Connect

AgriBusiness Connect is Australia's leading agribusiness ecosystem, facilitating innovation and collaboration across the sector. It connects agribusinesses with forward-thinking experts, startups, researchers, and investors to drive real-world solutions for challenges in agriculture. Its programs and initiatives are designed to help businesses validate and commercialize their technologies, improve sustainability, and enhance operations across supply chains.

With Head Office located in Toowoomba, Queensland, AgriBusiness Connect has delivered a number of leading initiatives including the Agtech and Logistics Hub, Australia's premier agribusiness innovation hub. By leveraging its network and resources, the organization empowers businesses to scale, adapt to market needs, and unlock growth opportunities.



# Apply Now

Accelerate your plant vitality solution via  
[agribusinessconnect.com/plant-vitality-accelerator](https://agribusinessconnect.com/plant-vitality-accelerator)  
by 17th March

Helen Woodland  
AgriBusiness Connect Program Coordinator  
[helen.woodland@agribusinessconnect.com.au](mailto:helen.woodland@agribusinessconnect.com.au)  
0484 832 181