

VCC MASTERCLASS: TAKING VICTORIAN CLEANTECH GLOBAL



 **Date:** 8 July - 26 August

 **Format** 1 Session/Week: 4 Online, 4-in Person

 **Cohort** 20-40 Participants



OVERVIEW

PROGRAM OVERVIEW

This masterclass is designed for Victorian cleantech scale-ups and established SMEs that have demonstrated success domestically and are now seeking to expand into international markets.

The program is highly practical and execution-focused, supporting companies to:

- Assess export readiness and global opportunity
- Select and validate a priority market
- Develop a scalable market entry strategy
- Build partnerships and secure capital
- Navigate regulatory, legal, and commercial risks

Participants will leave with a board-ready **Go-to-Global Market Business Plan**, aligned with:

- Government export support pathways
- Investor expectations
- International market entry opportunities (including trade missions and showcases)

COHORT

Targeted, high-quality cohort of Victorian-based cleantech scale-ups, SMEs, and export-ready firms that align strongly with Masterclass positioning (i.e. proven locally, ready to expand globally).

Prioritised companies demonstrate they:

- Have commercial traction in Australia
- Are capitalised or scaling
- Have clear international relevance
- Would benefit from Global Victoria / Austrade pathways

SESSION 1: EXPORT READINESS & GLOBAL MARKET OPPORTUNITY ASSESSMENT

DATE: WEDNESDAY, 8 JULY, 2026

THEME: KNOW YOUR BUSINESS – ARE YOU READY TO SCALE GLOBALLY?

FOCUS: ESTABLISH EXPORT READINESS AND IDENTIFY INITIAL GLOBAL MARKET OPPORTUNITIES

KEY TOPICS:

- Export readiness diagnostic
- Global cleantech demand drivers (policy, capital flows, infrastructure)
- Market scanning
- Identifying expansion rationale for scale-ups

SESSION OUTCOMES:

- Export readiness score per company
- 1–2 priority export markets identified
- Key capability gaps identified

SESSION 2: COMPETITOR INTELLIGENCE & INTERNATIONAL VALUE PROPOSITION

DATE: WEDNESDAY, 15 JULY 2026

THEME: KNOW YOUR COMPETITORS

FOCUS: DEVELOP A DIFFERENTIATED, MARKET-RELEVANT VALUE PROPOSITION

KEY TOPICS:

- Structured competitor analysis (local + global players)
- Positioning beyond product features
- Market-fit messaging for international buyers
- Peer validation and refinement

SESSION OUTCOMES:

- Competitor landscape analysis
- International value proposition
- Clear differentiation narrative

SESSION 3: REGULATORY, CERTIFICATION & COMPLIANCE PATHWAYS

DATE: WEDNESDAY, 22 JULY 2026

THEME: GET THE PAPERWORK RIGHT

FOCUS: NAVIGATE REGULATORY FRAMEWORKS AND UNLOCK TRADE ADVANTAGES

KEY TOPICS:

- International certification pathways (EU, US, UK, SEA)
- Free Trade Agreements (FTAs) and tariff benefits
- Export documentation (HS codes, certificates of origin)
- Regulatory timelines and risks

SESSION OUTCOMES:

- Regulatory requirements mapped
- FTA benefits identified
- Certification gaps and timelines documented
- Export documentation

SESSION 4: MARKET ENTRY STRATEGY DEVELOPMENT

DATE: WEDNESDAY, 29 JULY 2026

THEME: FIND THE BEST WAY INTO YOUR MARKET

FOCUS: DEFINE A STRUCTURED AND SCALABLE ENTRY APPROACH

KEY TOPICS:

- Entry models: distributor, JV, licensing, direct export
- Tradex Scheme and Trusted Trader
- Cultural and legal considerations
- Lessons from exporting cleantech companies

SESSION OUTCOMES:

- Entry mode selected with rationale
- Market entry analysis
- Initial risk register

SESSION 5: INTERNATIONAL PARTNER & CHANNEL IDENTIFICATION

DATE: WEDNESDAY, 5 AUGUST 2026

THEME: LEVERAGE GLOBAL NETWORKS TO SCALE

FOCUS: IDENTIFY AND ACTIVATE KEY PARTNERS FOR MARKET ENTRY

KEY TOPICS:

- Partner ecosystem mapping (distributors, corporates, government)
- Leveraging Global Victoria's in-market networks
- Cleantech accelerators and international platforms
- Outreach and warm introductions

SESSION OUTCOMES:

- List of Partners
- Shortlist of priority targets
- Confirmed introduction pathways
- Draft outreach messaging

SESSION 6: CAPITAL RAISING & GLOBAL INVESTOR POSITIONING

DATE: WEDNESDAY, 12 AUGUST 2026

THEME: GRANTS & FINANCE

FOCUS: ALIGN FUNDING STRATEGY WITH GLOBAL EXPANSION

KEY TOPICS:

- International climate finance landscape
- Strategic investors, DFIs, VC, corporate capital
- Export Finance Australia
- EMDG grant overview
- Australian Cleantech Showcase investor pathway

SESSION OUTCOMES:

- Investor target list
- Global investment narrative
- EMDG & EFA eligibility assessment

SESSION 7: CROSS-BORDER CONTRACTING, IP PROTECTION & RISK

DATE: WEDNESDAY, 19 AUGUST 2026

THEME: UNDERSTAND AND MINIMISE RISKS

FOCUS: MITIGATE LEGAL, COMMERCIAL, AND GEOPOLITICAL RISKS

KEY TOPICS:

- Contract structures (distribution, licensing, JV)
- IP protection strategies in global markets
- Political, payment, and operational risk
- Insurance options and protections

SESSION OUTCOMES:

- IP risk review
- Preferred contract structure
- Risk register and mitigation analysis

SESSION 8: INTERNATIONAL PITCH REFINEMENT & SHOWCASE

DATE: WEDNESDAY, 26 AUGUST 2026

THEME: ACTIVATE GLOBAL OPPORTUNITIES

FOCUS: FINALISE AND PRESENT GLOBAL EXPANSION STRATEGY

KEY TOPICS:

- Final pitch presentations (5 minutes per company)
- Panel feedback (e.g. investors, Global Victoria, advisors)
- Export plan finalisation
- Australian Cleantech Showcase event pathway

SESSION OUTCOMES:

- Final International Value Proposition
- Completed Go-to-Global Market Business Plan
- High performers identified for Global Victoria pathways and Australian Cleantech Showcase