



Australian Government



AUSTRALIA'S  
ECONOMIC  
ACCELERATOR

# AEA Ignite

## > Top 5 Tips for a Strong Application

### > Tip 1

**Remember – Ignite funds early-stage research commercialisation. Its purpose is to help accelerate your innovation to a state of commercial investor readiness.**

Your project should start with existing research at TRL 3–5 and move closer to real-world application. AEA funds activities that prove, develop, and position your innovation for market readiness and industry adoption.



#### **Common pitfall**

Vague TRL justification and unclear Technology Development Plans.



#### **What to do instead**

Clearly state and justify your starting TRL and show how you will progress the technology toward market adoption.

### > Tip 2

**Get your market sizing right.**

Explain your Total Addressable Market (TAM), Serviceable Addressable Market (SAM) and Serviceable Obtainable Market (SOM) using clear assumptions, calculations and evidence, and ensure your market opportunity reflects real-world industry behaviour and constraints.



#### **Common pitfall**

Relying on a TAM figure without context, providing little analysis of competitors or customer behaviour, or proposing SOM figures that don't align with realistic production capacity, capital needs or geographic reach.



#### **What to do instead**

Clearly define the total market, the segment you can realistically target, and the share you can feasibly capture, supported by evidence, assumptions and realistic constraints.

### > Tip 3

#### **Industry engagement is essential to drive customer insight and commercial validation.**

Show how industry currently addresses the problem, how your innovation improves on it, and what could hinder adoption. Use industry and end-user feedback to guide development and define market-driven metrics.

##### **Common pitfall**

Minimal customer discovery, limited industry conversations, assumptions about market needs, and development plans that don't reflect real-world requirements.

##### **What to do instead**

Engage early with industry and end users to confirm demand and willingness to pay, using their feedback to set milestones, performance targets, and commercial pathways. A commercial partner isn't essential but strengthens an Ignite application.

### > Tip 4

#### **Competitive advantage comes from the market.**

A higher TRL or technically superior solution does not guarantee adoption. Strong applications demonstrate a clear understanding of the problem customers are trying to solve, current alternatives, and the real-world constraints that influence customer choices.

##### **Common pitfall**

Assuming that reaching TRL 7 guarantees uptake, focusing only on technological superiority, overlooking factors like cost, integration, performance, or usability, and not identifying competitor alternatives that address the same problem.

##### **What to do instead**

Analyse all current solutions your target customers use and identify where your innovation offers an advantage. Be explicit about the market driven metrics you must meet and show how your project will achieve them. The more specific and industry informed these metrics are, the stronger your case for commercial adoption.

### > Tip 5

#### **Your pathway to market must be clear.**

Applicants need to show where the technology fits in the value chain and how your product will get to market e.g. through in-house manufacturing, distribution partners, licensing, or a spin out. This includes demonstrating an understanding of key players, dependencies, and any gaps that must be addressed for the innovation to scale.

##### **Common pitfall**

Vague or incomplete value chain analysis, unclear roles for commercial partners, no plan for production or distribution, and business models that are not justified.

##### **What to do instead**

Outline how your technology reaches customers and where it fits in the value chain. Describe the business model and show how your IP strategy and commercial terms support this pathway. Provide clear, practical detail on revenue generation, market entry enablers and risk-entry enablers.

If you have questions or would like further clarification on any aspect of AEA Ignite, please reach out to AEA Priority Managers or AEA Ignite team at [AEA.Ignite@education.gov.au](mailto:AEA.Ignite@education.gov.au).

Further guidance is also available on the AEA website at [AEA Ignite – Australia's Economic Accelerator, Australian Government](#).