



industry growth program

APPLICATION FORM

GRANTS OF UP TO \$5M FOR
COMMERCIALISATION PROJECTS

Application Form



Application Summary

Application ID

IGPAS000128

Application Title

IGPAS - BULLETPPOINT CONSULTING PTY. LTD.

Program Name

Industry Growth Program Advisory Service

Applicant

BULLETPPOINT CONSULTING PTY. LTD.

Submitted Date

29/11/2023

Program selection

BULLETPPOINT CONSULTING PTY. LTD.

Are you a trustee on behalf of a trust?

No

Do you have an ABN?

Yes

Entity details

ABN

85600339795

Legal name

BULLETPPOINT CONSULTING PTY. LTD.

Business name

Bulletpoint

Date of registration

1/07/2014

GST Registered

Yes

Are you a charity registered with the Australian Charities and Not-for-profits Commission (ACNC)?

No

Are you a not-for-profit?

No

Program Selection

Program

Industry Growth Program Advisory Service

Program Element

Industry Growth Program Advisory Service

Eligibility

Select which entity type you are:

a company incorporated in Australia

Are you non tax-exempt?

Yes

Are you registered for the Goods and Services Tax (GST)?

Yes

Does your organisation have a combined annual turnover of less than \$20 million for each of the three financial years prior to the lodgement of the application?

For a definition of the term *combined annual turnover* refer to the Industry Growth Program Information Guide.

Yes

Does your organisation have an innovative product, process or service that you are seeking to commercialise and/or grow in one or more of the National Reconstruction Fund (NRF) priority areas?

See the Industry Growth Program Information Guide for additional detail on the NRF priority areas and the types of products, processes, and services in scope for the program.

Yes

Applicant address

Applicant street address

Is the address located in Australia?

Yes

Address Details

L 17 31 Queen St
MELBOURNE VIC 3000
Australia

Applicant postal address

Is the address located in Australia?

Yes

Address Details

L 17 31 Queen St
MELBOURNE VIC 3000
Australia

About your organisation

We collect the following data from all applicants. We use this data to better understand your organisation and to help us develop better policies and programs.

Latest financial year figures

Has your organisation existed for a complete financial year?

Yes

What was the latest complete financial year?

2022/23

Provide the following figures for the financial year you have entered above.

Values must be that of the entity applying (the 'applicant'), regardless of whether the entity belongs to a consolidated group for tax purposes.

These fields are mandatory and entering \$0 is acceptable if applicable for your organisation.

Sales revenue (turnover)

Total revenue from the sale of goods and services, as reported in your organisation's Business Activity Statement (BAS).

\$ 10,000,000

Export revenue

Total revenue from export sales, as reported in your organisation's Business Activity Statement (BAS).

\$ 1,000,000

R&D expenditure

Expenditure on research and development, i.e. creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of humankind, culture and society, and the use of this stock of knowledge to devise new applications.

\$ 1,000,000

Taxable income

Taxable income or loss as per your organisation's income tax return form.

\$ 0

Number of employees (headcount)

Number of individuals who are entitled to paid leave (sick and holiday), or generate income from managing your organisation. This should include working proprietors and salaried directors.

10

Number of independent contractors (headcount)

Number of individuals engaged by your organisation under a commercial contract (rather than an employment contract) to provide employee-like services on site.

0

ANZSIC code

ANZSIC Division

M - Professional, Scientific and Technical Services

ANZSIC Class

6932 - Accounting Services

Indigenous organisations

Is your organisation Indigenous owned?

An organisation is considered Indigenous owned where at least 51% of the organisation's members or proprietors are Indigenous.

No

Is your organisation Indigenous controlled?

An organisation is considered Indigenous controlled where at least 51% of the organisation's board or management committee is Indigenous.

No

Women owned and led

Is your business majority women owned?

A business is considered majority women owned where at least 51% of the business' members or proprietors are women.

No

Is your business led by women?

A business is considered led by women where at least 51% of the business' board or management committee are women.

No

Founding member information

Does your business include at least one founding member that:

none of the above

Business information

Your business

Tell us about your business.

Bulletpoint is a Melbourne-based consultancy specialising in guiding businesses through the complex process of the R&D tax incentive. With a decade of experience under our belt, we're proud to be led by Australia's highest-rated R&D tax consultant. We've successfully lodged over 500 R&D claims, demonstrating a proven track record.

Do you have a website for your business?

Yes

Provide your website.

www.bulletpoint.com.au

Do you have online videos explaining your business and/or project?

Yes

Provide the URLs for these videos.

<https://youtu.be/aWxfGfjxoE8>

What advice or support are you seeking from the program?

Commercialisation

Recent trading performance

All amounts must be entered as a whole dollar value e.g. \$2 million should be presented as \$2,000,000.

These fields are mandatory however, \$0 is acceptable if applicable for your organisation (such as if your company was not operational in that financial year).

For a definition of combined annual turnover refer to the Industry Growth Program Information Guide.

Provide your combined annual turnover the past three complete financial years.

Financial year

Most recent completed financial year, e.g., 2021/2022

2022/23

Turnover (\$AUD) Financial Year 1

\$ 10,000,000

Financial year

Second most recent completed financial year, e.g., 2020/2021

2022/23

Turnover (\$AUD) Financial Year 2

\$ 9,000,000

Financial year

Third most recent completed financial year, e.g., 2019/2020

2020/21

Turnover (\$AUD) Financial Year 3

\$ 8,000,000

Innovative product, process or service description

Describe your project including how your product, process or service is innovative.

For a definition of the term innovative product, process or service refer to the Industry Growth Program Information Guide.

PROJECT OVERVIEW

Bulletpoint is spearheading a transformative project to simplify and enhance the R&D tax incentive process for Australian businesses. Our project focuses on developing an innovative consulting methodology and digital toolkit that aids businesses in accurately identifying, documenting, and claiming R&D activities in line with the Australian government's eligibility criteria.

INNOVATION

Our innovation lies in the integration of specialised consultancy expertise with advanced digital solutions. We are creating a proprietary software platform that uses AI to analyse project data, ensuring that R&D claims align with legislative requirements. This platform simplifies the complex process of R&D tax claims, making it more accessible and efficient for businesses of all sizes.

IMPACT

This project aims to demystify the R&D tax incentive process, enabling more Australian businesses to leverage this opportunity. By providing clear, expert guidance and a streamlined digital process, we're not only enhancing the accuracy and compliance of R&D claims but also encouraging more companies to invest in innovation.

OUTCOMES

The expected outcomes include increased R&D investment across various sectors, improved compliance with tax incentive regulations, and a more robust innovation ecosystem in Australia. Our approach is designed to bridge the gap between businesses' R&D activities and government incentives, fostering a culture of innovation and development.

What stage is your innovative product, process or service currently at in its commercialisation and growth journey?

Select the one that is most relevant to your current stage.

Growing up the business and scaling up of activities related to the innovative product process or service

Select one or more of the following NRF priority areas that best fits your innovative product, process or service.

Select all relevant options. Refer to the Industry Growth Program Information Guide for further details about the NRF priority areas.

Enabling capabilities

Describe how your project is aligned with the NRF priorities selected above.

PROJECT OVERVIEW

Bulletpoint's project, aimed at streamlining the R&D tax incentive process, directly aligns with the National Research Fund's focus on enabling capabilities in engineering, data science, and software development, including FinTech, EdTech, AI, and robotics.

ENGINEERING AND SOFTWARE DEVELOPMENT

Our innovative digital toolkit and consulting methodology involve the application of advanced software engineering principles. The

development of this platform requires intricate systems engineering to integrate various data sources, process complex information, and provide user-friendly interfaces. This aligns with NRF's emphasis on engineering and software development as key enablers.

DATASCIENCE AND AI

A core component of our project is the application of data science and AI. We use these technologies to analyse project data, ensuring R&D claims are accurate and compliant. AI algorithms are employed to identify patterns, assess eligibility criteria, and provide predictive insights, thereby aligning with the NRF's priority in advancing AI capabilities.

FINTECH AND EDTECH

The project contributes to the FinTech sector by improving the financial process of R&D tax incentives, making it more efficient and accessible. Additionally, our platform has an educational component (EdTech), offering resources and tools that help businesses understand the complex R&D tax incentive landscape, fostering a better-informed business community.

IMPACT AND OUTCOMES

The project aims to empower Australian businesses by providing them with the tools and knowledge to navigate the R&D tax incentive process effectively. This not only enhances compliance and efficiency but also promotes a culture of innovation across various sectors. The project's outcomes contribute to building a robust ecosystem for innovation, directly aligning with the NRF's focus on supporting key enabling capabilities.

Industry Growth Adviser

Have you been in contact with an Industry Growth Program Adviser?

No

Application finalisation

Conflict of Interest

Do you have any perceived or existing conflicts of interest to declare?

Refer to the guide for further information on your conflict of interest responsibilities.

No

Program feedback

Your responses help us improve the design and delivery of programs. They will not affect the assessment or outcome of this application.

How did you hear about the grant opportunity?

Other

If other, provide details.

www.bulletpoint.com.au

Did you read the guidelines?

Before starting your application

How useful were the guidelines in completing your application?

Moderately useful

How satisfied were you with the process of applying?

Neutral

We welcome any additional feedback on the application process.

Primary contact

Title

Mr

Given Name

Ben

Family Name

Cusack

Position Title

R&D Tax Advisor

Email Address

ben@bulletpoint.com.au

Phone Number

0408 524 817

Mobile Number

0408 524 817

Business postal address of the primary contact**Is the address located in Australia?**

Yes

Address Details

Level 17 31 Queen St
MELBOURNE VIC 3000
Australia

Declaration

Privacy and confidentiality provisions

I acknowledge that this is an Australian Government program and that the Department of Industry, Science and Resources (the department) will use the information I provide in accordance with the following:

- Australian Government Public Data Policy Statement
- Commonwealth Grants Rules and Guidelines
- guidelines,
- applicable Australian laws.

Accordingly, I understand that the department may share my personal information provided in this application within this department and other government agencies:

- a. for purposes directly related to administering the program, including governance and research
- b. to facilitate research, assessment, monitoring and analysis of other programs and activities

unless otherwise prohibited by law.

I understand that information that is deemed 'confidential' in accordance with the guidelines may also be shared for a relevant Commonwealth purpose.

Applicant declaration

I declare that I have read and understood the guidelines, including the privacy, confidentiality and disclosure provisions.

I declare that the proposed activities outlined in this application and any associated expenditure has been endorsed by the applicant's board/ management committee or person with authority to commit the applicant to this project.

I declare that the applicant will comply with, and require that its subcontractors and independent contractors comply with, all applicable laws.

I declare that the applicant and any project partners are not included on the National Redress Scheme list of institutions, where sexual abuse occurred, that have not joined or signified their intent to join the Scheme.

I declare that the applicant is not named by the Workplace Gender Equality Agency as an organisation that has not complied with the *Workplace Gender Equality Act (2012)*.

I confirm that the applicant, project partners and associated activities are in compliance with current Australian Government sanctions.

I declare that the information contained in this application together with any statement provided is, to the best of my knowledge, accurate, complete and not misleading and that I understand that giving of false or misleading information is a serious offence under the *Criminal Code Act 1995 (Cth)*.

I acknowledge that I may be requested to provide further clarification or documentation to verify the information supplied in this form and that the department may, during the application process, consult with other government agencies, including state and territory government agencies, about the applicant's claims and may also engage external technical or financial advisors to advise on information provided in the application.

I agree to participate in the periodic evaluation of the services undertaken by the department.

I approve the information in this application being communicated to the department in electronic form.

I acknowledge that if the department is satisfied that any statement made in an application is incorrect, incomplete, false or misleading the department may, at its absolute discretion, take appropriate action. I note such action may include excluding an application from further consideration; using the information contained in the application for a fraud investigation that would be consistent with the Australian Government's Investigations Standards and Commonwealth Fraud Control Framework.

I declare that I am authorised to submit this form on behalf of the applicant and acknowledge that this is the equivalent of signing this application.

By checking this box I agree to all of the above declarations and confirm all of the above statements to be true

Yes



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