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Frucor Suntory XR Pitch Challenge

in partnership with



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Background

Frucor Suntory are currently developing a new \$400M beverage manufacturing facility near Ipswich and are keen to explore the use of immersive technologies - including extended reality (XR) - in training across operations. Operations including process, packaging, quality, logistics, and maintenance.

To begin this exploration, they are developing a pilot project - a site induction for employees, visitors and contractors for their new beverage manufacturing facility. This pilot will be co-funded by Frucor Suntory and Advance Queensland.

Site Induction Information

Currently, Frucor Suntory requires employees, visitors and contractors to complete online safety and site induction modules prior to arrival onsite. These modules do not need to be completed every time, but at a regular interval. Once onsite, pending the nature of the visit, further site and role specific training and information will be provided.

Problem Statement

Frucor Suntory are looking to introduce immersive technologies to improve the effectiveness and retention of site-specific safety and induction information. This information can include site familiarisation (e.g. layout and access), parking and general safety information such as what to do in case of an emergency. This will replace or enhance some of their existing online modules and briefing information.

Solution Requirements:

- To be developed on existing technology created by the SME/Start-up.
- Integrate use of an immersive technology in the solution.
- Be able to be delivered offsite or onsite (where hardware is available).
- Integrate use of a QR code (or similar) to show completion of induction modules and to be used for sign in/out tracking.



Eligibility Requirements

- Must have a Queensland registered ABN and be registered for GST.
- Be a Queensland-based start-up or SME with a full-time equivalent employee count below 200.
- Must have a product, which is at or beyond minimum viable product – being developed in Queensland.
- Must not have had a previous commercial contract with Frucor Suntory – this opportunity is intended to provide new opportunities for SMEs/start-ups to work with Frucor Suntory.
- Must join as a member of the Queensland XR Hub (once deciding to enter the pitch competition).
- Must be available to pitch online on 25 May 2023 if more than four eligible companies register to pitch.
- Must be available to pitch in person and have a demonstration booth at the Frucor Suntory Pitch Event on Tuesday 6 June 2023 from 1:00pm - 5:30pm.

Pitch Process

- Register expression of interest and provide company details to confirm eligibility - **closes 9 May 2023.**
- Attend online Pitch Briefing Session - **11 May 2023, 1:00pm - 2:30pm.**
- Register intent to pitch – 10 minute pitch with 5 minutes for questions - **closes 18 May 2023.**
- Online pitch to shortlist to final four (if more than four eligible companies register). Feedback may be provided after shortlisting - **25 May 2023.**
- In person pitch at XR Pitch Challenge event - **6 June 2023.**
- Winner of pitch process will be announced on the day.
- Post event – contracts drafted and pilot development commences.

Pilot Funding

- Frucor Suntory will be providing \$40,000 AUD (excl GST) that will be matched by Advance Queensland. Total funding for pilot project - \$80,000 AUD (excl GST).