



MEDIA RELEASE: FOMENT 2023 Launch

The World's Leading Wine, Viti and Tourism Technology Accelerator Returns in 2023

FOMENT is calling for its fourth intake for the world's leading wine, viti and tourism technology Accelerator starting in February 2023. Start-ups from around the world are invited to apply before December 16 to participate in next year's Accelerator Program to build their presence in the wine sector and accelerate their business.

Based in one of the global centres for wine in South Australia, FOMENT is uniquely positioned as the world's only wine-focused tech Accelerator. The next FOMENT Accelerator Program runs over 6 weeks starting in February 2023 and supports start-ups with applications across the entire wine supply chain.

"We are looking forward to discovering new and emerging tech solutions for the wine sector as we launch FOMENT 2023 Accelerator program. The 6-week immersion program is designed to support start-ups and facilitate the development and integration of their technology across Australia's agriculture, wine, viticulture and tourism industries. Supporting innovation through the FOMENT Accelerator is the bridge for WISA to facilitate great ideas and innovation to practical solutions for the capability and competitiveness of the wine sector in both production and supplier collaboration."

Shirley Fraser, Executive Officer - Wine Industry Suppliers Association (WISA)

FOMENT is led by a team with deep roots in the wine industry and experience in start-up establishment, development, marketing, sales, and funding. Start-ups looking to join the 2023 program can expect an immersion week in the Barossa Valley, weekly expert coaching, mentor matchmaking from a global pool and regular networking opportunities.

"We have had an amazing transformation in the past few years, and we are busy currently expanding into the US, and the stress of that is quite severe. However, the lessons we learnt at FOMENT are what is carrying us through. How to pitch, structure our business and present ourselves to the industry, investors and partners. From our perspective, if you do nothing else, do the FOMENT program. The value we derived out of it as a business was exponential."

Grant Baker, Brick and Mortar, Australia

Beyond the program, start-ups can leverage the direct connections with global mentors and wine businesses ready to adopt their technology that were facilitated throughout FOMENT. Past





participants coming from California, France, New Zealand and Australia have seen immense growth through the program.

“FOMENT was phenomenal for me as my real focus was connections. Australia was a new place for Onside and I didn’t know anyone from the sector. I really wanted to jump into things and the team at FOMENT catered to that and provided me with intros and one-on-one mentoring. I can’t talk highly enough about it.”

Guy Davidson, Onside, New Zealand

FOMENT is an initiative run in partnership by Hydra Consulting, the Wine Industry Suppliers Association (WISA) and Flinders New Venture Institute (NVI), with support from the Australia Government Department of Industry, Science and Energy Resources and Wine Australia. FOMENT has been through its first pilot program in 2019 with great success and has been backed by the support of government and major sponsors for the 2023 program.

We wanted to increase the critical mass of startups in wine industry tech so that there was more wine focussed tech emerging globally, to accelerate the uptake of tech by growers, winemakers, marketers and tourism providers as well as to increase the size of the antipodean wine, viticulture and tourism community. We are excited to be able to launch our fourth tech Accelerator.

Darren Oemcke co-founder and head coach of FOMENT

When it came to developing the FOMENT Accelerator, we wanted to create an immersive experience for start-ups, that would provide them with practical experience in the wine, viticulture and tourism industry. The immersive Accelerator program promotes innovation across the wine sector and helps start-ups develop meaningful connections with producers, mentors, investors and other key stakeholders. We have seen great success from previous FOMENT alumni, and encourage any tech start-ups with applications in the wine sector to join this year’s cohort.

Carla Dias Wadewitz, Flinders University MBA Director and FOMENT co-lead

To join Australia’s wine, viticulture and tourism tech Accelerator 2023, apply before December 16 at <https://www.foment.com.au/apply.html>

