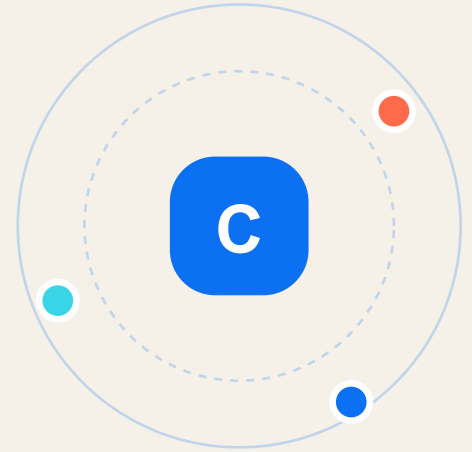




PARTNERSHIP PROPOSAL / 24 AUGUST 2026

Catalysr has the proof. Now build the growth system.



A focused 90-day partnership to turn Catalysr's mission, community and public-sector credibility into a predictable engine for founder acquisition, authority, partnerships and funding.

1,300+

migrapreneurs
supported

87

countries
represented

300+

businesses created

4,027

LinkedIn followers



THE CENTRAL OPPORTUNITY

The audience exists. The growth system does not - yet.

Catalysr already has programs, founder stories, public-sector credibility and an aligned network. The missed value is in how those assets connect.

01

LinkedIn

Authority layer

Own the national conversation with funders, partners, mentors and established founders.

02

Instagram

Human layer

Use people-led and collaborative stories to create recognition, trust and community participation.

03

Partners

Distribution layer

Equip alumni, universities, councils and community partners to refer, share and open doors.

04

Website + CRM

Conversion layer

Turn attention into qualified applications, nurture, attribution and reusable evidence.

STRATEGIC VERDICT

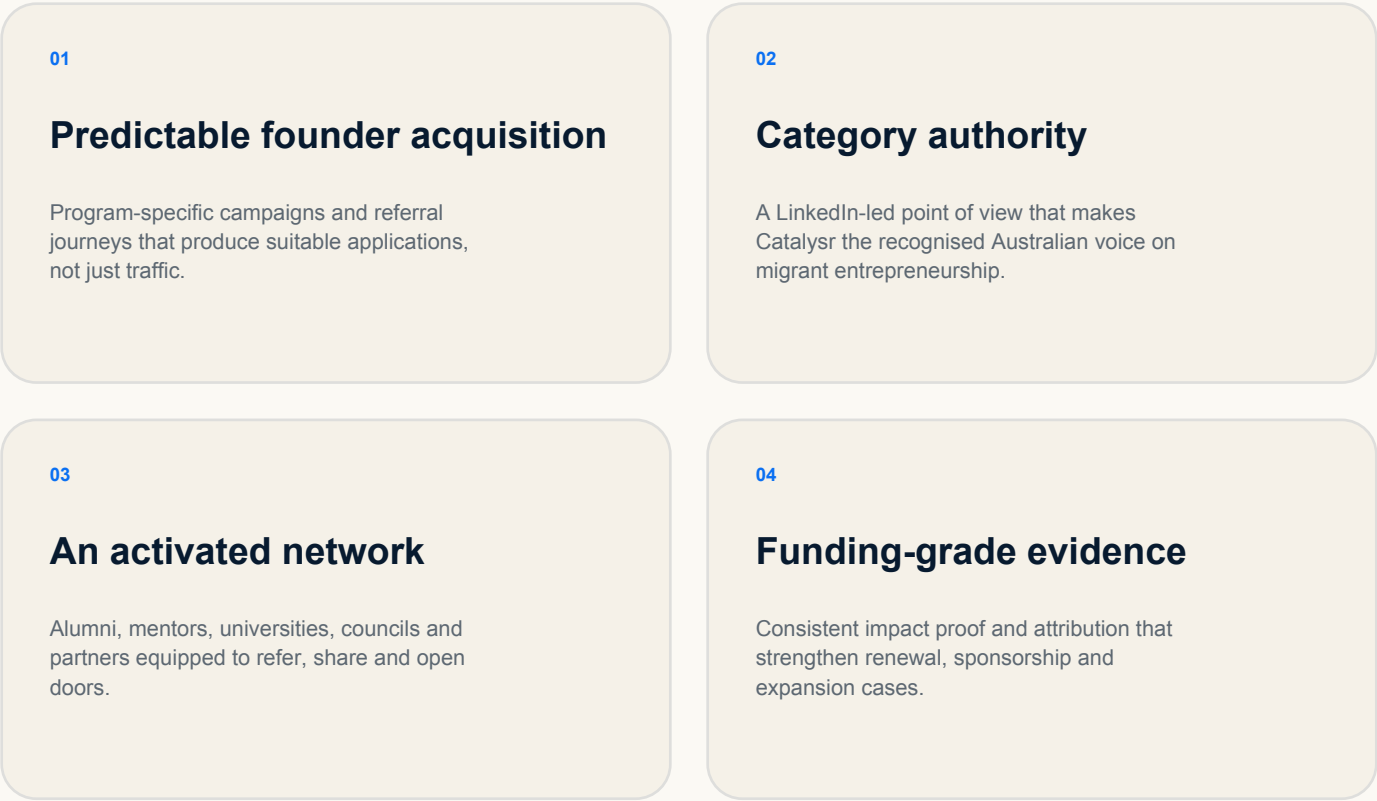
**Do not treat content, acquisition, partnerships and impact reporting as separate projects.
Make them one operating system that learns and compounds.**



THE OUTCOMES

Four results Catalysr can take to the board.

The work is designed around organisational outcomes, not channel activity.



THE OPERATING LOOP





THE RECOMMENDED ENGAGEMENT

A 90-day path from activity to capability.

Month one creates momentum. Months two and three create the compounding value: evidence, optimisation and reusable systems.

MONTH 01

Build and prove

Fix conversion gaps, launch the priority campaign, establish tracking and create the content and referral rhythm.

- Campaign command centre
- LinkedIn authority stream
- Conversion and referral system

MONTH 02

Optimise and scale

Use live evidence to improve messages, creative, journeys and partner contribution while capturing program proof.

- Controlled growth tests
- Partner activation
- Founder case-study system

MONTH 03

Institutionalise

Turn what works into playbooks, a forward program pipeline, stronger impact communications and a next-quarter plan.

- Growth playbooks
- Funding-grade reporting
- Quarterly opportunity roadmap

BY DAY 90

01

Working acquisition and referral system

02

LinkedIn authority engine

03

Outcome dashboard

04

Reusable playbooks and proof



THE DELIVERY CONTRACT

Concrete output. Measured by outcomes.

A visible weekly delivery rhythm, supported by the infrastructure that makes every campaign and relationship more valuable.

01

Growth intelligence

- Baseline and KPI tree
- Audience and message architecture
- Live campaign command centre

02

Authority content

- 6-8 core assets each week
- Leadership and organisation content
- Founder or partner story each fortnight

03

Acquisition + conversion

- Up to three priority campaigns
- Partner referral and nurture kits
- Controlled conversion tests

04

Evidence + optimisation

- Weekly dashboard and decision memo
- Three flagship case studies
- Month-end performance pack

FIRST SEVEN DAYS

01

Align

02

Instrument

03

Architect

04

Build

05

Launch

Week-one output: agreed message system, four-week campaign calendar, live priority campaign pack, partner referral kit, conversion action list and baseline dashboard.



INVESTMENT AND DECISION

One working session. Then we move.

The 90-day partnership is the recommended path: enough time to build, prove, improve and institutionalise the system.

RECOMMENDED

Growth Partnership

AUD 48,000

90-day engagement

PAYMENT STRUCTURE

50% on approval

25% on day 31

25% on day 61

Excludes applicable taxes, media spend, major web or application development, travel and approved third-party production or software.

DECISION IN ONE LINE

Approve the 90-day Growth Partnership and begin mobilisation within five working days.

NEXT STEP

A 60-minute working session to confirm program targets, conversion baselines, internal capacity and the approval process. Upflir then finalises the statement of work and begins mobilisation.

SCHEDULE THE WORKING SESSION

RESEARCH SCOPE

catalysr.com.au / LinkedIn: Catalysr / Instagram: @catalysr / NSW Government diversity accelerator announcement. Observations reflect public information available 24 August 2026.