



Media Release

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Two Cockburn businesses ready for Ignition at Curtin University

Two Cockburn businesses have successfully applied for Curtin University's celebrated Ignition program.

This is the first year the City has provided sponsorships to local businesses, following Council approval of \$6,500 to fund two places in the Ignition program which helps businesses prepare fresh ideas for the commercial environment.

Fledge Technology and Fins Seafood were among 14 applicants from Cockburn, a record number for a first time scholarship-provider, with Cockburn-based businesses providing the second highest number of overall applications this year.

Fledge Technology is preparing its unique ORION Robotic Windscreen Sunshade for market, and Fins Seafood is continuing to pursue its desire to be a zero waste business by 2023.

"I see too much waste going into landfill, especially seafood products that can be used for commercial purposes," Fins owner John Cordin said.

"I'd like to turn the business into zero waste by 2023 and to help this I have seen areas that need attention and can be turned around quite easily."

Orion inventor Sandy Dasuki said he had no doubt knowledge gained at Ignition would help the company Fledge Technology deliver the ORION robotic windscreen sunshade to its existing and future customers at its Kickstarter launch in October 2020.

"Pioneering a completely new technology such as ORION is without doubt, full of challenges," Mr Dasuki said.

"The scholarship is proof that we have great people around us who genuinely want to see us succeed, and empower us to bring a local Australian product and invention to the world stage."



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Ignition Program Coordinator Brittney O'Neill said 169 applications were received in total for the 2020 program, up substantially from the usual 100 applicants in previous years.

“Another two of the 14 Cockburn applicants have also chosen to fully fund their own participation in this year’s program,” Mrs O'Neill said.

“Sadly this year, there have been a lot of redundancies and work has been put on hold as a result of COVID-19, but the business community has turned this into an opportunity.

“Businesses are taking action to invest time, money and energy into investigating new commercial ideas and approaches. This is very promising for the future of the local business community, which is already under a lot of pressure.”

City of Cockburn Business Engagement Officer Sarah Kahle said the high calibre of applications from Cockburn businesses was a positive reflection of the local community’s motivation and desire to succeed, despite the current environment.

“Congratulations to Fledge Technology and Fins Seafood. We hope this opportunity will help you make it to the next stage of furthering your local business ideas.”

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