

The Collective Business Model

1. Core Proposition

The Collective is an independent ecosystem and platform, not a traditional operating company, but a Company Limited by Guarantee. Its purpose is to aggregate people, infrastructure, and opportunity to support sovereign capability development.

It exists to reduce the cost, risk, and friction of building advanced technology companies in Australia.

2. What the Collective Is (and Is Not)

The Collective is:

- A co-working and innovation environment
- A shared infrastructure platform
- A talent and collaboration hub
- An optional investment ecosystem

The Collective is not:

- A venture fund
- A high-growth startup
- A replacement for operating companies

3. Operating Model

The Collective operates on a service and access model:

A. Workspace & Infrastructure

- Licensed workspaces (sqm-based)
- Shared workshops and studios
- Media, testing, and recovery facilities

B. Membership

- Paid memberships
- Access to facilities and programs
- Preferential access to opportunities

C. Programs & Events

- Hackathons
- Seminars
- Accelerator-style initiatives

D. Optional Capital Pool

- Member-contributed funds
- Used to support aligned projects
- Governed conservatively by a board

4. Revenue Model

The Collective generates revenue through:

- Workspace licences
- Membership fees
- Facility usage
- Events and programs

It is designed to be cash-positive and self-sustaining, not speculative.

5. Relationship Between ArmaTech and the Collective

Complementary, Not Conflicting

- ArmaTech is a privately held company
- The Collective is an ecosystem operated under a company limited by guarantee (social enterprise)
- Transactions are arms-length and transparent
- Governance and IP are clearly separated

Early-Stage Circular Economy

In early stages:

- The Collective lowers ArmaTech's cost base
- Resources are shared, not duplicated
- Capital efficiency is maximised

As ArmaTech scales, it can reduce dependence on the Collective without disruption.

6. Why This Model Works for Investors

- Reduced early-stage burn
- Faster execution
- Strong deal flow
- Clear separation of risk
- Modular capital deployment

Summary

ArmaTech is a focused, private company that turns advanced ideas into deployable systems and revenue-generating capabilities.

The Collective is a stabilising ecosystem that enables execution, reduces costs, and creates opportunities for companies or individuals.

Together, they form a disciplined, scalable platform for building sovereign capability.