

ANZA TECHNOLOGY NETWORK

TECHNOLOGY
NETWORK

Newsletter

January, 2008

From the CEO



Happy New Year from ANZA Technology Network

I hope your holidays were happy and restful. After taking a little bit of time off, I'm excited to be back at work. 2008 is going to be ANZA Technology Network's best year to date. We're kicking off the year by partnering with Southern Cross Venture Partners—an Australian VC firm dedicated to investing in innovative companies—and together we will be bringing our "[Success in the US](#)" tour Down Under in early March.

Dr. Larry Marshall of SXVP and ANZA mentor Sheryle Bolton will be accompanying me on the "Success in the US" tour—these are two individuals who probably need no introduction to ANZA Network members. Both are well-known serial entrepreneurs who have been active participants in ANZA programs for many years. In the **FREE** "Success in the US" sessions to be held in all major Australian and New Zealand cities, Larry and Sheryle bring together their experience working with and for Down Under innovative companies in their quest to enter—and grow—in the US market. We'll be lining up the dates and venues for the "Success in the US" sessions in the next week or so. Stay tuned to your email and the ANZA website for more information.

2007 was a banner year for ANZA programs—and we plan to continue refining our [Gateway](#), [Fast Track](#), [Bridge](#) and [FocUS Marketing Workshop](#) programs in 2008 to meet your needs. ANZA now begins working with companies at some very early stages. Even before a company is off the ground in Australia or New Zealand, we offer advice to fledgling startups who know they have a product with global potential.

As a startup progresses, ANZA is there with our FocUS Marketing Workshops providing market analysis and business tips for how you can best prepare to approach the US market. Our Gateway to the US brings you to the epicenter of the technology universe—Silicon Valley—for a three-day immersion into US

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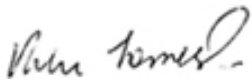
business culture which gives you the chance to make key connections with our network members, including VCs, potential partners and others who can help your business develop and grow in the US.

Our [Fast Track program](#) is now available to all Australian and New Zealand companies. We particularly like to see companies who came through the Gateway to continue on the Fast Track. The Fast Track is our comprehensive 15-month program that provides you with an ANZA mentor who designs with you a clear path to US export success while reducing costs and risks. In 2008 we will see some of our very first Fast Track participants exit this program. Their results to date have been truly impressive.

In short, ANZA is with you every step of the way. In 2008, we will continue to do what proved successful in 2007:

- make fledgling startups strong
- make strong companies with global potential ready to compete in the US market
- make competitive companies successful in the US—and beyond

Let us know what we can do for you!



Viki Forrest, CEO

- [G'Day USA/Innovation Shootout](#)
- [ANZA's "Success in the Us" Tour - Coming to Australia and New Zealand, March 2008](#)
- [ANZA's Fast Track Open to All Australian and New Zealand Companies](#)
- [ANZA Companies in the News](#)
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G'Day USA/Innovation Shoot Out

G'Day USA's [Australia Week](#) will be kicking off in glamorous Hollywood, CA on January 17. While the Tinseltown events are guaranteed to offer up an A-list Aussie who's risen to the top of the entertainment industry (years past have featured Academy Award winners Russell Crowe, Nic Kidman and Cate Blanchett), the real action will take place when G'Day USA moves to New York City's grand Waldorf-Astoria Hotel for [Innovation Day](#) on January 23.

The highlight of Innovation Day is the [Innovation Shoot Out](#), where six Australian state finalists set out to prove that their company's cutting edge innovation has what it takes to make it in the US market. The winner takes home the achievement of this prestigious honor along with some great prizes, including an [ANZA Gateway 2008](#) program slot.

This year's six Innovation Shoot Out finalists are:

- New South Wales – [Fermiscan](#)
- Queensland – [Biolytix](#)



- South Australia – [Rising Sun Research](#)
- Tasmania – [The Learning Edge International](#)
- Victoria – [Ceram Polymerik](#)
- Western Australia – [Cool Energy Limited](#)

Business Week's Innovation Dept. Editor Reena Jana will moderate the Shoot Out, in which the six companies will present in front of a panel of judges.

Innovation Day continues with a luncheon, afternoon business forums and an evening cocktail reception with guest speaker Marc Newson, Qantas' Creative Director & 2006 Designer of the Year. The entire day provides numerous networking opportunities with Australian State and Federal Government representatives working in the area of innovation and investment and Australian & American professionals interested in new business opportunities.

ANZA is a proud supporter of this ADVANCE-sponsored event. For complete Innovation Day registration details, click [here](#). For more information on all Australia Week events in Los Angeles and New York, please visit the official [G'Day USA website](#).

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ANZA's "SUCCESS IN THE US" TOUR – COMING TO AUSTRALIA AND NEW ZEALAND, MARCH 2008

ANZA, in partnership with [Southern Cross Venture Partners](#), is bringing its "Success in the US" tour Down Under in the first two weeks of March. This **FREE** event is guaranteed to be like no other US market exploratory/business opportunity fact-finding session you've ever attended.

Open to the CEOs and senior executives of all innovative Australian and New Zealand companies looking to find out more about doing business in the world's largest marketplace, ANZA's "Success in the US" tour will feature presentations and Q&A's with one of Down Under's most successful ex-pat entrepreneurs, Dr. Larry Marshall and US serial entrepreneur Sheryle Bolton.

Hosted by ANZA CEO Viki Forrest, each session will run from 4-7 pm and allow time for one-on-one conversations with Larry, Sheryle and Viki. This is a rare opportunity to talk about your company's US market potential with three experts who will share their know-how on:

- Innovative technology sectors of the US market—what's hot, what's not and future predictions
- Raising venture capital and funding—how to go from zero to a billion and beyond
- Aussie and Kiwi success in the US (and failure) stories—what to do, what not to do

- Inside info on Silicon Valley—from three of the “most connected” tech insiders with keen Australian/ New Zealand insight
- Personal experiences—raising money, industry booms (and busts), Silicon Valley culture

And more—each Q&A session will be driven by *your* questions.

Exact dates, locations and times TBA—check the ANZA website and your email regularly for further updates. If you only attend one **FREE** event this year, make it be ANZA’s “Success in the US” tour of Australia and New Zealand.

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ANZA’s Fast Track Open to All Australian and New Zealand Companies

Our comprehensive 15-month program that provides you and your company with a clear path to US export success while reducing costs and risks is open to all qualified Australian and New Zealand technology and biotechnology companies.

Designed for companies with strong, global potential—the Fast Track and ANZA’s first-class mentors help committed companies capitalize on existing connections and move in new and more lucrative directions.

If you are looking to secure funding, find partners and/or gain a foothold in the US marketplace at an accelerated pace, the Fast Track to the US program will work with you to accomplish these goals.

Learn more about ANZA’s Fast Track to the US program on our [website](#) or contact ANZA CEO Viki Forrest at viki@anzatechnet.com to find out if your company qualifies.

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ANZA Companies in the News

At the ANZA Gateway to the US last October, we had a chance to talk with several executives from the presenting companies. Charles Lattuca and Scott Thomas represented their company,

[Surity](#), the No. 1 provider of document and imaging workflow solutions to the Australian pathology industry. Charles and Scott know that the US pathology market is nearly 15 times the size Australia's. By just targeting \$400 million of this \$52 billion market in the US, Charles and Scott's Surity will optimize a very strategic US market opportunity. Read more [here](#).

Two Victorian companies in the ANZA Fast Track to US program had some major 4th quarter '07 breakthroughs. [Austhink Software](#) raised AU\$4.1 million and [Synetek Systems](#) secured a key partnership with a North American entity. Read more [here](#).

Australian journalist Brad Howarth covers the 2007 ANZA Gateway to the US conference. Read "[Buzka Slingshot Set to Slay the Giant US Market](#)" in the AGE.

Keep us up-to-date on your success—send press releases, announcements, and other media links to viki@anzatechnet.com

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ANZA Network Members in the News

VC **Jeremy Liew** of Lightspeed Venture Partners provided [VentureBeat](#) with his consumer Internet predictions for 2008. Jeremy is a regular panelist on ANZA's venture capital business forums at our Fast Track and Gateway events. What are Jeremy's top choices for 2008 Internet trends? Scalable advertising in social media, emergence of a structured web, and games 2.0 – we'll check back on Jeremy's predictions at the end of 2008, although we have a hunch he is probably right!

Sheryle Bolton has been appointed to the [Board of Directors of Bridge Capital Holdings](#). Bridge Capital's sole subsidiary is Bridge Bank, National Association, Silicon Valley's professional business bank. According to Allan C. Kramer, MD, Chairman of Bridge Capital Holdings, "[Sheryle's] leadership roles with startups, IPOs and public companies will enhance Bridge Bank's client service strategies into the future." Sheryle has managed a variety of technology companies over the course of her extensive business career. She is an ANZA Fast Track mentor, and will offer first-hand entrepreneurial tips on ANZA's "Success in the US" tour of Australia and New Zealand

in March 2008.

Announcements & Opportunities

SPONSOR AIRLINE – Air New Zealand has deals from the US to Australia and New Zealand. Also, check out flights from Sydney, Melbourne and Auckland to San Francisco at the ANZA website [homepage](#) to book flights today.

INNOVIC'S NEXT BIG THING – Calling all Australian innovators and inventors. Is your new idea or innovation Australia's Next Big Thing? Entries are now being accepted for [INNOVIC's Next Big Thing Award 2008](#). This prestigious annual event is a nationwide competition to find, showcase and award leading-edge new Australian innovations – new ideas with the potential to become the “next big thing”. Over \$50,000 in prizes and valuable media exposure! Applications must be submitted by March 14, 2008. Click [here](#) for an application form.

THE VALLEY BEAT – David Cannington hosts the “the Aussie Voice in Silicon Valley” – [The Valley Beat](#). [Recent guests](#) have included ANZA Gateway 2007 Guy Manson Award winner Raphe Patmore, CEO of [Buzka](#) and ANZA mentor Jennifer Zanich of [uiActive](#).

DATELINE MEDIA – Receive a daily dose of business, tech, life sciences, issues and trends from the USA with an Australian angle. Subscribe to Dateline Media's free condensed format [email list](#) and keep up-to-date on what's happening in the world's largest marketplace.

FROM THE DESK OF CHRIS SHIPLEY – ANZA mentor, leader of Silicon Valley's prestigious Guidewire Group and executive producer of DEMO, Chris Shipley produces a monthly newsletter featuring her insights into the global technology market. Click [here](#) to subscribe.

SOUTH FOOD+WINE BAR – Aussie and Kiwi ex-pats working in Silicon Valley are flocking to San Francisco's hottest new restaurant showcasing the best of Down Under food and drink. [South Food+Wine Bar](#) features the cuisine of top chef Luke Mangan and a critically acclaimed wine list showcasing the best Australia and New Zealand have to offer. Book your lunch, dinner or weekend brunch plans in advance – South is a popular place!

RETURNING EX-PATS? SYDNEY HOME FOR SALE BY PRIVATE SELLER

– Just 10 minutes from the beautiful beaches and 30 minutes from the city yet the feeling is peaceful and like you have your own special part of the world. Large 4 bedroom home with all you would expect plus pool, tennis court, separate studio all on 2.5 acres. Seller initially making this offer available to Australian ex-pats who have been working in the US and are ready to return home. To see photos, please click [here](#). Contact jswprice@bigpond.com for more information.

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Calendar

UPCOMING ANZA EVENTS

MARCH 3-14, 2008 – ANZA presents “Success in the US” Down Under Tour 2008. Come meet VC Larry Marshall of Southern Cross Venture Partners and US serial entrepreneur Sheryle Bolton at this FREE workshop in major Australian and New Zealand cities. Venues and times TBA.

OTHER EVENTS

January 14-18, 2008 – San Francisco. Macworld Expo and Conference. Where will you be when the next iPhone, iBook or iPod makes its debut? To be at Macworld, click [here](#).

January 17-26, 2008 – Los Angeles, CA and New York, NY. G’Day USA presents [Australia Week](#). The very best of Australian culture, fashion, food, wine, tourism and business are on display in this 2-city, 10-day event. The highlight for the tech-savvy will be the ADVANCE-sponsored [Innovation Day](#) in New York on January 23.

January 23, 2008 – New York, NY. Waldorf-Astoria Hotel. [Innovation Shoot Out](#). Part of [G’Day USA’s Australia Week/ Innovation Day](#), this event is sponsored by ADVANCE. Come see 6 of Australia’s most innovative companies pitch before a panel of judges. Moderated by *Business Week* Innovation Dept. Editor Reena Jana. The winner of the Shoot Out adds this prestigious award to their mantle, and collects \$30,000 in valuable marketing, mentoring and public relations services designed to assist in successful US

market entry and sustainability. To register, click [here](#).

January 28-30, 2008 – Palm Desert, CA. [DEMO](#). More than 70 of the world's most promising new technologies will be unveiled for the very first time. The hottest. The newest. The best. It's a sneak peek at the future of the technology business – and it's run by ANZA mentor Chris Shipley.

February 6, 2008 – Mountain View, CA. [IsraelWebTour](#) hosted by the California Israel Chamber of Commerce. Come see presentations of Israel's hottest Internet companies on the Microsoft campus in Mountain View. Click [here](#) for registration details for this exclusive one-day event.

February 12 (Wellington, NZ) and **February 20** (Auckland). Connect New Zealand sponsors Entrepreneur's Connection Breakfast. The Wellington date will feature tech company turnaround specialist Melissa Clark-Reynolds; the Auckland date will feature John O'Hara, who specializes in tech company expansion. For more information and registration details, click [here](#).

February 19, 2008 – Sydney, NSW. Future Exploration Network presents [Enterprise 2.0 Executive Forum](#). An intensive half-day summit that will uncover how Web 2.0 and social media technologies are creating value inside companies. Case studies will feature how leading organizations have benefited, and identify key success factors for implementation. Top international and Australian speakers and strong audience participation. **Special discount for ANZA Technology Network members.** Regular price is AU\$495; discount is AU\$429. To register, click [here](#). Enter "ANZA" for discount code.

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E-Letters, Newsletters and More

Look for our next ANZA newsletter in March. We will continue to keep you up-to-date with important information and program dates and announcements as they develop with our e-updates.

FOR MORE INFO

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