



ANZA TECHNOLOGY NETWORK

4TH ANNUAL GATEWAY TO THE U.S. CONFERENCE PROGRAM

THE ANZA TECHNOLOGY NETWORK AUSTRALIAN AND NEW ZEALAND TECHNOLOGY SHOWCASE CONFERENCE 2005

www.anzatechnet.com/conference2005

AUSTRALIAN AND NEW ZEALAND BOOT CAMP SEMINARS

Thank you for registering to attend the Boot Camp Seminars.

Attending the Boot Camps will maximize your involvement in the conference. We believe your participation will be both valuable and critical to your success at the conference.

Find below the information you need to prepare for and attend the Boot Camps. The information is under the following topics:

1. **Location, times and contact information for each location in Australia and New Zealand.**
2. **Overview of the program.**
3. **30-second Elevator Pitch - what to think about and prepare before the Boot Camp.**
4. **Showcase Presentation - what to prepare and how to deliver the presentation at the Boot Camp, recommended content, tips to make the presentation more powerful and relevant to the audience.**

1. Locations, Times and Contacts

The Boot Camp host in each location is responsible for the logistics on the day. If you have any questions regarding registration or preparation for the Boot Camp or for the conference please contact viki@anzatechnet.com.

City	Date/Time	Host	Location
Melbourne	Aug 30, 2005 8:30am – 5pm	David Sajfar dsajfar@microsoft.com	Microsoft Pty Ltd Level 9 Como Office Tower 644 Chapel Street South Yarra VIC 3141
Canberra	Aug 31, 2005 8:30am – 5pm	Deborah MacKay Deborah.Mackay@act.gov.au	Canberra Business Promotion Centre Boardroom Regatta Point Commonwealth Park Acton ACT
Adelaide	Sep 1, 2005 8:30am – 5pm	Susan Andrews Susan.andrews@state.sa.gov.au	Adelaide Pavilion Cnr South Tce & Peacock Road Adelaide SA [Parking off Sir Lewis Cohen Ave]
Perth	Sep 2, 2005 8:30am – 5pm	Sandra Daly Sandra.daly@doir.wa.gov.au	Dept of Industry & Resources Conference Room 601 1 Adelaide Terrace

			East Perth Western Australia 6004
Brisbane	Sep 5, 2005 8:30am – 5pm	Brent Phillips Brent.phillips@premiers.qld.gov.au	Department of the Premier and Cabinet Trade and International Operations Division Conference Space Level 19, 111 George Street Brisbane QLD 4000
Christchurch	Oct 3, 2005 8:30am – 5pm	George Arnold George.arnold@nzte.govt.nz	TBA
Wellington	Oct 4, 2005 8:30am – 5pm	Microsoft	Microsoft Wellington Mobile on the Park Level 12 157 Lambton Quay Wellington NZ
Auckland	Oct 5, 2005 8:30am – 5pm	Microsoft	Microsoft Auckland Level 3 7-9 Fanshawe Street Auckland NZ
Sydney	Oct 6, 2005 8:30am – 5pm	Belinda Cooney Belinda.Cooney@macquarie.com	Macquarie Bank Mezzanine Level, 1 Martin Place Sydney NSW 2000

2. Overview of the Program

8:30-9:30 **Welcome and Introductions**

9:30-10:00 **How to Maximize the Opportunity of the Conference**

- Overview of the conference
- Overview of the mentors program
- Setting realistic expectations

10:00-12:00 **Deliver 5-minute Company Presentation (includes morning break)**

- Each participant will deliver the 5-minute company presentation they prepared during pre-work, providing the opportunity for the consultants and participants to learn about each company

12:00-12:30 **The 10-point Survival Guide**

- How to maximize your opportunity in the US market

12:30-13:30 **Lunch**

13:30-13:45 **The 3-minute Product Positioning Statement**

- Tools and lessons on how to structure and deliver the statement

13:45-14:45 **Practice and Rehearse 3-minute Product Positioning Statement**

- Each participant will practice the 3-minute statement with feedback from consultants and participants

14:45-15:00 **The 30-second Elevator Pitch**

- Tools and lessons on how to structure and deliver the pitch

15:00-16:00 **Practice and Rehearse 30-second Elevator Pitch**

- Each participant will practice the 30-second elevator pitch with feedback from consultants and participants

- 16:00-16:30 **The One-sentence Company Description**
 - Each participant will write a one-sentence description for each company
- 16:30-17:00 **Marketing Collateral – The ‘One-pager’**
 - An essential tool for communicating effectively in today’s market
- 17:00 **Close**

3. 30-second Elevator Pitch

As the legend goes... you’re riding an elevator, as the doors open in walks the investor/partner/employee of your dreams; you have the time it takes to get from the ground floor to the 10th floor to sell your winning business idea. That’s the basic premise behind the Elevator Pitch.

The conference will present many opportunities to pitch your business, whether it is in an elevator, at a dinner, in the corridor or at a more formal business meeting. The Americans are trained and experienced at this unique business tool and Australian and New Zealand attendees need to be as well.

We intend to spend considerable time on the elevator pitch at the Boot Camp. It’s critical that every attendee can deliver the pitch effectively when they arrive at the conference. Here are some tips to think about before you arrive at the Boot Camp.

Five Hints & Tips for Making a Successful Elevator Pitch

The elevator pitch is the most important 30 seconds you will ever have to get your point across. The challenge for someone delivering such a pitch is communicating a lot of information within a short period of time in a cogent, logical and most importantly, compelling way. Below are a few hints and suggestions to keep in mind when developing an effective and compelling elevator pitch.

1) Create a short, one line description, or tag line, of what your start-up does and how it does it.

This one line should not exceed more than 10-12 words if possible. This is your tag line: short, crisp and catchy. Its purpose is not to fully encompass every nuance of your entire value proposition, but rather to tell the listener just enough to allow them to determine whether or not they want to hear more.

2) Do not waste your time justifying your space.

There is a saying that if you have to explain how big your space is then it is not big enough. There is much truth in this. While having a few figures such as current dollar-size of a market plus forecast growth rates may be necessary in some cases, they are usually not necessary.

THE MOST IMPORTANT THING TO REMEMBER IS: DO NOT JUSTIFY OR OVER-ANALYZE THE ASSERTIONS THAT SUPPORT YOUR FIGURES. AN ELEVATOR PITCH IS NOT A DEBATE AND YOU ARE NOT IN A COURT OF LAW. YOUR TIME WOULD BE MUCH BETTER SPENT EXPLAINING YOUR VALUE PROPOSITION IN GREATER DETAIL OR SIMPLY RESPONDING TO QUESTIONS. ONLY PROVIDE DETAILED JUSTIFICATION IF ASKED.

3) Follow this basic format and address these three questions in every Elevator Pitch: a) Why is it worth doing? b) How are you going to do it? c) Why are you going to win?

a) Why is it worth doing? This means: What is the opportunity? What is the problem you are looking to solve? Will customers pay money for you to make this problem go away?

b) How are you going to do it? This means: How will you implement your product, service, et al? How will you populate your target market? How will you sign-up your customers and partners? How will you do all this before your competitors do? How will you get customers to pay you money?

c) Why are you going to win? This means: Does your team or technology or existing customer base or all of the above grant you a decisive, substantial and sustainable advantage over both existing and future competition? First-Mover Advantage is NO guarantee that you will win - the Fast-Follower is not always a bad spot to be in. Consider it this way: your start-up is pursuing a great opportunity - which other companies also must be pursuing - why would someone want to bet on you instead of another company?

4) Tell the listener a bit about yourself.

If you are the entrepreneur, it is important to establish "cred" with the listener. Spend some precious time in talking about yourself, where you are from, e.g. former jobs/positions and prior accomplishments either with the current start-up or elsewhere. Do not brag but do not similarly shy away from talking in a matter-of-fact manner about your accomplishments and/or experience and other qualities that make you qualified to be the head of your start-up.

5) Never, ever, ever say that you have no competition.

It is an immutable fact that your company has competition. It may simply be the case that your competitors are not direct competitors but larger, existing companies in somewhat similar spaces that could easily crush you if they wished to enter your space after you have validated it. If you really do not have competition, then this is bad, as it is probably a sign that your space is not validated, i.e. if it is worth doing, then why are you the only one doing it?

4. Showcase Presentation

This will be a full rehearsal of the presentation you plan to give at the Conference in November.

Please bring the presentation on a removable USB "thumb" drive to the Boot Camp; a laptop and projector will be provided for the presentations.

Find below recommendations for the content and layout of your presentation.

Presentation Content (5 minute presentation length)

Different companies will have different objectives for presenting at the conference. This is a guide to the content of your presentations and different topics may apply to different companies. Your slide presentation should contain between 8 & 10 slides. To help you focus your 5-minute presentation, remember to highlight the following key topics:

- Value Proposition/Business Purpose
- Problem & Your Solution
- Technology Description, if any (avoid technical language)
- Management Team (if impressive by US standards)
- Unfair Advantage Over Competition (proprietary description, if any)
- Market Drivers, Market Size and Market Share that will be Captured (bottom-up numbers)
- Customers (benefits -- so what?)
- Marketing & Leverage points (how you will reach your customers)
- Business/Strategic Relationships
- Revenue Model

- What you are looking for from your audience, don't hesitate to ask

The purpose of the 5-minute presentation is to establish credibility with the audience so they become interested in scheduling a follow-up meeting with you. In the US, executives know that five minutes is sufficient time for an entrepreneur to concisely provide an overview of the business. The 5-minute presentation should cover the essential elements of your **business plan** – it is not an in-depth description or demonstration of your product.

Presentation Format

You should use slides prepared with the PowerPoint Office 2000 version or above (800x600 OR 1024x768 resolution). This is important to ensure that your slides are compatible with the video projectors used for the presentations.

- Use 8 -10 slides and make sure all slides are presented horizontally
- Each slide should have no more than 8 lines of text, preferably 4-5 lines to ensure that font text is readable from a distance
- On slides that feature charts and graphs, make sure the axis labels are readable and uncomplicated
- Slide backgrounds should be dark. Dark green, dark blue or maroon backgrounds are recommended. Lighter backgrounds tend to "cheapen" the look of the slides.
- Text should be white or another readable font color that contrasts with a dark background.
- Remember to prepare slides using Microsoft PowerPoint Office 2000 or above (PC format)

Presentation Tips

- The goal of these presentations is to get the second meeting and to build awareness and interest in your company. Focus on explaining what you DO in the simplest terms, while briefly presenting an overview of the fundamental elements of your US business plan. It is during these second and subsequent meetings that you will drill down into the depths of your business, team and specifics.
- Put energy and passion into the presentation
- Don't use more than one presenter
- Avoid too much technical language
- Don't spend too much time discussing the idea and product and not enough time explaining the market, business opportunity, and revenue models
- Quantify the target market via a bottom-up summary of the potential paying customers. Go beyond a typical top-down percentage estimate of the global total available market. Do not simply quote an overall market size and then pronounce that your goal is to capture a percentage of it.
- Don't forget to explain how you will get to those that care and what does it cost to get to them? What is the cost to acquire the targeted customer set? What is the projected average sale cycle and cost to attract, distribute to and retain prospects and customers? Channel partners and costs?
- Resist the temptation to fall into the "if we build it they will come..." illusion. Know that it is not always the best technology or solution that wins. It is the best positioned and promoted solution. Think carefully about how you get the word out and the costs of the distribution and marketing channels.

- Avoid articulating wrong or far fetched numbers that turn off investors/partners – i.e. unfocused market size, no credible link between funding requirements and plans to use money. It is important to note that most people will not believe your final numbers. What they will observe is the basis of your logic and assumptions to gauge your savvy and understanding. They will either believe that your idea represents a large-scale opportunity or not.
- US attendees are very interested in how you will mitigate to the US and whether you have the commitment in terms of resources and management. Communicate to the audience how you are creating an unfair advantage.
- Open the presentation by making it clear exactly what your business is. Avoid long flowery introductions and establish the essence of your business early in the presentation. If you can't make it that simple, then you probably don't have a viable business model.
- Put your best foot forward. Whatever your strength is, whether it be experienced management, a dynamite technology, a proven track record for meeting milestones or a great solution to a serious problem, whatever that primary strength is should be the first thing you talk about after you've established the nature of your business.
- Focus on the pain and the painkiller. Talk about what problem your company solves and how much it reduces the costs or increases the revenues of your customers.
- It's important to describe your addressable market or revenue projections but more important is emphasizing the solution and the benefit to your customer.
- Never say, "We have no competition." This is the kiss of death. Every business has competition or alternative solutions, and if you are worth investing in, then you will know where that competition is, and you will plan to have an appropriate response to it.
- Make your presentation concise, only highlighting the key compelling ingredients of your business. Remember, the purpose of the presentation or business plan is to get a face-to-face meeting with a US target executive where you will have an opportunity to go into much greater detail.
- Make your PowerPoint slides brief, concise and bulleted AND avoid reading the slides verbatim.

We look forward to seeing you at the Boot Camp.