



ANZA  
TECHNOLOGY  
NETWORK

5TH ANNUAL  
GATEWAY TO THE U.S.  
CONFERENCE PROGRAM

30 OCTOBER - 1 NOVEMBER, 2006  
PLUG AND PLAY  
SUNNYVALE, CALIFORNIA

As an Australian who has worked in the technology industry for over 20 years – and in Silicon Valley for the past 6 years – I believe the entrepreneur with classic Australian or New Zealand business discipline, innovative strength, creative problem solving and pure ‘Down Under’ determination who is ready, willing and able to adapt to the speed, focus and subtle but important cultural differences demanded in the US is destined for success – that’s what ANZA is all about.

VIKI FORREST  
CEO, ANZA TECHNOLOGY NETWORK

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# CONFERENCE PROGRAM

| DAY ONE - MONDAY, OCTOBER 30, 2006 |  |
|------------------------------------|--|
| Time                               | Scheduled Event  |
| 0730-1800                          | <b>Registration</b>  |
| 0800-0900                          | <b>Feedback Sessions with Mentors</b>                                      |
| 0900-1200                          | <b>Company Pitch Rehearsals &amp; Coaching</b>                             |
| 1200-1300                          | <b>Lunch</b>   |
| 1300-1600                          | <b>Company Pitch Rehearsals &amp; Coaching</b>                             |
| 1600-1700                          | <b>Feedback Sessions with Mentors</b>                                      |
| 1800-2000                          | <b>Opening Cocktail Party and Welcome<br/>Sponsored by Air New Zealand</b> |

| DAY TWO - TUESDAY, OCTOBER 31, 2006 |   |
|-------------------------------------|---|
| Time                                | Scheduled Event   |
| 0800-1500                           | <b>Registration</b>   |
| 0900-1030                           | <b>Funding Your Business in the US Business Forum<br/>Sponsored by Macquarie Bank</b><br>An insightful look at what venture capitalists are looking for in today's environment. This session covers the relationships between Australian/NZ and US VCs in helping companies build a bridge across the Pacific.  |
| 1100-1200                           | <b>Company Pitches<br/>Sponsored by Plug and Play</b><br>Companies deliver their pitches in 5-minute slots.   |
| 1200-1330                           | <b>Lunch</b>  |
| 1330-1430                           | <b>Company Pitches<br/>Sponsored by Plug and Play</b><br>Companies deliver their pitches in 5-minute slots.   |
| 1500-1630                           | <b>Dancing with Elephants: Leveraging Platform Partners Business Forum<br/>Sponsored by Guidewire Group</b><br>Very large companies feed on the innovation of smaller technology startups in order to survive. Small, new companies need strong initial partners and customers to grow. It's a mutually beneficial dance. But how do these dance partners find one another and how do very small companies best engage with the giants of the industry? |
| EVENING                             | <b>Halloween</b>  |

DAY THREE - TUESDAY, NOVEMBER 15, 2005

| Time      | Scheduled Event   |
|-----------|---|
| 0800-1800 | <b>Registration</b>   |
| 0900-1030 | <b>Australian and New Zealand Migration Success Stories Business Forum</b><br><b>Sponsored by Government of South Australia</b><br>There are valuable lessons to be learned from CEOs who have who have successfully migrated their businesses from Australia and New Zealand and built sustaining businesses in the US. Interact with a panel of CEOs who have created great "Success Stories" in the US.  |
| 1100-1230 | <b>Bootstrap Marketing Business Forum</b><br><b>Sponsored by Dateline Media</b><br>Leading marketing and media experts will provide an insight into how emerging growth technology companies can gain traction using innovative marketing technology tools and tactics. Big marketing budgets are no longer the only leverage for marketing traction.   |
| 1230-1400 | <b>Lunch</b>  |
| 1400-1530 | <b>Navigating the Legal Minefield Business Forum</b><br><b>Sponsored by Davis Wright Tremaine LLP</b><br>Legal experts will cover the legal roadmap on starting and building your business in the US. Our panel of experts will cover incorporating in the US, immigration options, IP and how to make the most of your relationship with your lawyer.  |
| 1600-1730 | <b>Keynote with Michael Masnick, CEO &amp; President, Techdirt, Inc.</b><br><b>Sponsored by New Zealand Trade &amp; Enterprise</b><br>Techdirt's core mission is to help people make better business decisions consistently by getting the right information to the right people at the right time. Techdirt does this by combining the power of human experts with the latest technologies to turn raw data into valuable, relevant, accurate, reliable and (most importantly) useful information. |
| 1800-2000 | <b>Closing Cocktail Party</b><br><b>Sponsored by Austrade</b>   |

# PRESENTING COMPANY SCHEDULE

| TUESDAY 31ST OCTOBER |  |
|----------------------|--|
| TIME                 | COMPANY  |
| 11:00AM - 12:00PM    | cineSync<br>Fitness2Live<br>Dynamic Creative<br>TAG Technology<br>NetPriva<br>Daintree Networks<br>In The Chair    |
| 1:30PM - 2:30PM      | The Podcast Network<br>Austhink Software<br>Future Access<br>Digislide<br>Synetek Systems<br>Intelledox<br>Chortal |











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**Company** **DYNAMIC CREATIVE**  
**Unit 10, 13/23 Unley Rd.**  
**Parkside, SA 5063**  
**Australia**  
[www.DynamicCreative.com](http://www.DynamicCreative.com)

**Contact** **Frank Grasso**  
[frank@DynamicCreative.com](mailto:frank@DynamicCreative.com)

**Company Description** Dynamic Creative™ is search engine marketing software that solves a big problem for big websites. Dynamic Creative™ automates the creation of millions of highly targeted and content- rich ads, and publishes them to the major search engines. We save our clients thousands of hours that are usually needed for a typical search engine marketing campaign and increase their return on investment.

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**Company**                   **FITNESS2LIVE**  
**137 Burnley St.**  
**Richmond, VIC 3121**  
**Australia**  
[www.fitness2live.com.au](http://www.fitness2live.com.au)

**Contact**                   **Michael McCoy**  
[mmccoy@fitness2live.com.au](mailto:mmccoy@fitness2live.com.au)

**Company Description** Online interactive health and well-being service provider. Individual service users receive interactive health improvement and illness prevention programs, including health risk assessments, weight loss programs, personal diet and exercise programs. Organizations receive data on health improvements amongst their user populations (insurance policy holders, employees, etc.) and cost benefits of those health improvements (reduced insurance claims, better employee productivity etc.)

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## BUSINESS FORUMS

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### FUNDING YOUR BUSINESS IN THE US BUSINESS FORUM

**Tuesday, October 31, 2006, 9:00AM-10:30AM**

**Sponsored by Macquarie Bank**

*An insightful look at what venture capitalists are looking for in today's environment. This session covers the relationships between Australian/NZ and US VCs in helping companies build a bridge across the Pacific.*

**Moderator** Kevin Matsushita, Vice President Emerging Technology Practice, Silicon Valley Bank

**Panelists** Saeed Amidi, General Partner, Amidzad  
Jeremy Liew, Partner, Lightspeed Venture Partners  
Jane Lindner, Managing Partner, Jane Capital Partners  
Carol Sands, Managing Member and Founder, The Angels' Forum, The Halo Funds  
John Scull, Managing Director, Southern Cross Venture Partners  
Rahmon Coupe

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### DANCING WITH ELEPHANTS: LEVERAGING PLATFORM PARTNERS BUSINESS FORUM

**Tuesday, October 31, 2006, 3:00PM-4:30PM**

**Sponsored by Guidewire Group**

*Very large companies feed on the innovation of smaller technology startups in order to survive. Small, new companies need strong initial partners and customers to grow. It's a mutually beneficial dance. But how do these dance partners find one another and how do very small companies best engage with the giants of the industry?*

**Moderator** Chris Shipley, Co-Founder, Guidewire Group

**Panelists** Guy Daley, Director Data Center Product Management, CISCO  
Kevin Ichhpurani, Vice President of Platform Ecosystem, SAP  
Anne-Marie Roussel, Director of Strategic and Emerging Business, Microsoft Corporation  
John Taschek, Salesforce

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### AUSTRALIAN AND NEW ZEALAND MIGRATION SUCCESS STORIES BUSINESS FORUM

**Wednesday, November 1, 2006, 9:00AM-10:30AM**

**Sponsored by Government of South Australia**

*There are valuable lessons to be learned from CEOs who have who have successfully migrated their businesses from Australia and New Zealand and built sustaining businesses in the US. Interact with a panel of CEOs who have created great "Success Stories" in the US.*

**Moderator** David Cannington, SVP Marketing and Business Development, Neochange, Inc.

**Panelists** Linda Jenkinson, CEO & President, LesConcierges  
Larry Marshall, Co-Chairman, Arasor  
Luceille Outhred, CEO, Digislide  
Kevin Russeth, CEO, QRSciences

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## BOOTSTRAP MARKETING BUSINESS FORUM

**Wednesday, November 1, 2006, 11:00AM-12:30PM**

**Sponsored by Dateline Media**

*Leading marketing and media experts will provide an insight into how emerging growth technology companies can gain traction using innovative marketing technology tools and tactics. Big marketing budgets are no longer the only leverage for marketing traction.*

**Moderator**      **Burton "Buzz" Bruggeman, Founder and CEO, Activewords**

**Panelists**      **Cathy Brooks, Analyst/Executive Producer, Guidewire Group**  
**Sarah Duckett, PR-Manager, DatelineMedia**  
**Christina Ellwood, Moreland Associates**  
**Cameron Reilly, CEO, The Podcast Network**

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## NAVIGATING THE LEGAL MINEFIELD BUSINESS FORUM

**Wednesday, November 1, 2006, 2:00PM-3:30PM**

**Sponsored by Davis Wright Tremaine LLP**

*Legal experts will cover the legal roadmap on starting and building your business in the US. Our panel of experts will cover incorporating in the US, immigration options, IP and how to make the most of your relationship with your lawyer.*

**Moderator**      **Tom Cervantez, Partner, Davis Wright Tremaine LLP**

**Panelists**      **Paul Hejiniian, Partner, Fragomen, Del Ray, Bernsen and Loewy**  
**Jarmal Richard, Founder and CEO, jdrlegal Pty Ltd.**  
**Kerry T. Smith, DLA Piper Rudnick Gray Cary US LLP**  
**Kathy Woeber Gardner**

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## KEYNOTE WITH MICHAEL MASNICK, PRESIDENT & CEO, TECHDIRT, INC.

**Wednesday, November 1, 2006, 4:00PM-5:30PM**

**Sponsored by New Zealand Trade & Enterprise**

*Techdirt's core mission is to help people make better business decisions consistently by getting the right information to the right people at the right time. Techdirt does this by combining the power of human experts with the latest technologies to turn raw data into valuable, relevant, accurate, reliable and (most importantly) useful information. Mike is the visionary behind Techdirt, building up the core idea into reality and recruiting the management team. In addition to providing the strategic direction for the company, Mike oversees all editorial aspects of the Techdirt's public and customer sites. Mike's insight into the realms of business and technology are the basis for his frequent posts to the award winning Techdirt blog. The widely followed, often quoted blog was launched in 1997. Prior to founding Techdirt, Mike worked in business development and marketing at Release Software, an e-commerce startup, and in marketing at Intel. Mike has a bachelor's degree in Industrial and Labor Relations and an MBA—both from Cornell University.*



To our members, mentors and volunteers – thank you – for your wisdom, energy and generosity. You are our greatest asset.

VIKI FORREST  
CEO, ANZA TECHNOLOGY NETWORK

# ANZA TECHNOLOGY NETWORK WISHES TO THANK ALL OUR SPONSORS

