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For immediate release:

October 8, 2009

Tradeslot Wins ANZA Technology Network's Gateway to US Guy Manson Award

Victorian-based B2B Auction Technology Company Takes Top Honors among Australian Companies at Silicon Valley Summit

Sunnyvale, CA – October 8, 2009 – [Tradeslot](#) was named the “Hottest Company” last night at the conclusion of the 2009 [ANZA Gateway to the US Summit](#) at the [Plug and Play Tech Center](#) in Sunnyvale, CA.

Pitching alongside 9 other Australian-founded companies taking part in an intensive three-day immersion in Silicon Valley, Tradeslot, from Melbourne, Victoria captured the Guy Manson Award for its real-time combinatorial auction platform that dramatically improves the efficiency and profitability of B2B transactions for both buyers and sellers. The award is given to the Australian or New Zealand company deemed “most ready” to do business in the US marketplace.

“Tradeslot was the clear winner among our judging panel,” said Viki Forrest, ANZA CEO. “The companies were rated on market opportunity, their solution to an existing problem or market need and their readiness to do business in the US. This company is ready to be here.”

The Guy Manson Award includes a 25 percent discount to the ANZA Fast Track to the US program. The mentoring program works with Australian and New Zealand entrepreneurs to significantly accelerate their company's expansion into the US market.

Tradeslot CEO Jesco d'Alquen accepted the award from ANZA and [Starfish Ventures](#). Starfish Ventures investment principal John Dyson took part in a Q&A judging panel session during the pitches along with Eliane Fiolet of [Ubergizmo](#) and Simon Anderson of [Pictage.com](#).

“When you have a start-up there are as many reasons to believe as there are doubts,” said d'Alquen. “The Guy Manson Award definitely helps me know that I am on the right path.”

This year's line-up of Gateway companies was particularly impressive in that it represented innovation at every level: technology, business models and customer acquisition.

Other presenting companies included: Earth Utility, iPOWOW!, myCaRMS, myownpad, Software Shortlist and Spinergy. Company bios are available at:
<http://www.anzatechnet.com/page-3/parent-1/section-1.html>

Past winners of ANZA's Guy Manson Award include Neuro Vision Technology, Buzka, Silenceair, cineSync, Digislide and In the Chair (now StarPlayit).

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For more information:

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Starfish Ventures: <http://www.starfishvc.com/>

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ANZA Technology Network is the leading independent organization connecting the Australian, New Zealand and US innovative technology sectors. Through its Gateway and Fast Track to the US programs ANZA has assisted hundreds of Australian and New Zealand companies as they enter the US market—more than any other non-government organization. For more information: <http://www.anzatechnet.com/>. This press release was prepared for ANZA Technology Network by [KazzaDrask Media](#). For more information contact us at 415-606-2085 or kazzadrask@yahoo.com.

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