

If you cannot read this email, please click [here](#)

**A N Z A**  
TECHNOLOGY  
N E T W O R K

TECHNOLOGY  
N E T W O R K



**NEWSLETTER  
NOVEMBER 2008**

**FROM THE CEO**

**GATEWAY TO US SUMMIT SUCCESS STORIES**

Last month's Gateway to the US Summit in Silicon Valley was an incredible success. While I could use this space to tell you how pleased I was with the CEOs of our 12 amazing companies, their performance under pressure and the wide range of technologies they presented to a US audience of tech execs, entrepreneurs and investors who are reeling from some pretty serious economic fallout in the US -- I'm going to invite you watch our short highlight video produced by Santa Fe Films and then let you tell me what you think.



Now -- if you have a minute, please send me a quick [email](#) with your feedback. We'd love to know your thoughts about the look and feel of our Summit and continuing association with the Plug and Play Tech Center. Remember, it's not too early to get on board for 2009! If you know of a company that might benefit from ANZA's programs, please pass on this newsletter.

We've got lots more highlight coverage below. Read on to find out who took home the Gateway's Guy Manson Award for Hottest Company at the Summit, which company bested 42 others and took second place at Plug and Play's International Extreme Pitch Competition, see photos from the DEMO pit and closing night BBQ and much, more more.

Again, I'd like to extend my personal thanks to all of the presenting companies for coming to the Gateway to see firsthand what is really happening in Silicon Valley, our coaches and Business Forum presenters for their tireless dedication to the ANZA Technology Network, our Summit volunteers and the Plug and Play Tech Center for an all-around job well done!

Viki Forrest, CEO

## Table of Contents

- [From the CEO: Gateway to US Success Stories](#)
- [Neuro Vision Technology Wins Guy Manson Award for Hottest Company at Summit](#)
- [TheBroth Takes Second Place Overall at Plug and Play's Extreme Pitch](#)
- [See the Photos! The 2008 ANZA Gateway Summit in Review](#)
- [Postcards from Perkistan -- A Gateway Company Blogs About Their Adventures in Silicon Valley](#)
- [More New Media Features from ANZA](#)
- [TechNation Australia Interview with Jeremy Liew of LightSpeed Venture Partners](#)
- [Advance VC Business Forum Predicts US Recession to Last to 2010](#)
- [Press Watch: Business News Roundup from Australia, New Zealand and the US](#)
- [ANZA Companies in the News](#)
- [Announcements and Opportunities](#)
- [Calendar](#)

[Back to Top](#)

## NEURO VISION TECHNOLOGY WINS GUY MANSON AWARD FOR HOTTEST COMPANY AT SUMMIT



[Neuro Vision Technology \(NVT\)](#) from Adelaide, developers of the NVT Rehabilitation System, won the Guy Manson Award for Hottest Company at this year's Gateway.

CEO Gayle Clarke and Allison Hayes of NVT accepted the award, which includes a head start in ANZA's Fast Track program, from ANZA CEO Viki Forrest (left) and Larry Marshall from Southern Cross Venture Partners (right).

The NVT Rehabilitation System is a brain-training software system that enables people with acquired or traumatic brain injury to see 80% better. NVT has already demonstrated its readiness for the US market, with half of VA hospitals' polytrauma units using NVT and another 1 million worth of orders in its sales pipeline.

"The Guy Manson Award will allow us to build on our successes in the US and reach thousands of people with acquired or traumatic brain injury -- those who have come back from Iraq or Afghanistan, for example -- to help them see better more quickly," said Clarke. (Read the ANZA press release [here](#)).

[Back to Top](#)

## **TheBroth TAKES SECOND PLACE OVERALL AT PLUG AND PLAY'S EXTREME PITCH**



Following the ANZA Summit company presentations on Tuesday, October 21, the 12 ANZA companies joined the Plug and Play International Extreme Pitch Session to deliver 2-minute pitches alongside 31 other start-ups from around the world.

Judges included VCs from Draper Fisher Jurvetson, Lanza techVentures, Quadrangle Group, Worldview Technology Partners, Venrock and Benchmark Capital. They chose 5 finalists to come back and deliver longer pitches and take part in a Q&A. ANZA Gateway's Markus Weichselbaum of [TheBroth](#) got the callback.

Markus did the Aussie contingent proud, pitching TheBroth's PuzzleBee and Kickmania applications developed for Facebook. TheBroth came in second place overall, besting companies from Canada, Spain and Israel. A prestigious win for the TheBroth, the Aussies and ANZA Technology Network.

[Back to top](#).

## **[SEE THE PHOTOS!](#) THE 2008 ANZA GATEWAY SUMMIT IN REVIEW**



The 2008 ANZA Gateway to the US presenting companies (left) posed for a group photo at the end of a successful day of Business Forums that featured speakers like Ryan Junea (YouTube), Brian Solis (FutureWorks PR), Chris Shipley (The Guidewire Group), Jennifer Zanich (Xumii), Jarmal Richard (jdr legal), Tom Cervantez (Davis Wright Tremaine), Steve Larsen (Krugle) and many more bright and talented ANZA Technology Network members who lent their expertise on the subjects of funding, marketing, legal issues, CEO leadership and Silicon Valley culture.

See all the photos [here](#).

[Back to Top](#).

## **POSTCARDS FROM PERKISTAN -- A GATEWAY COMPANY BLOGS ABOUT THEIR ADVENTURES IN SILICON VALLEY**

Justin Barrie and Dan Bisa from [Perkler](#), the online service that allows you to keep track of all your rewards and "perks," devoted several entries on their blog, [Postcards from Perkistan](#), to their adventures at the Gateway and Silicon Valley. Read their brilliant -- and amusing -- first-hand accounts [here](#).

[Back to Top](#).

## **MORE NEW MEDIA FEATURES FROM ANZA**

Not to be outdone by our friends Justin and Dan, ANZA also launched its [blog](#) on the eve of the Gateway Summit. We'll be posting relevant business news and ANZA Technology Network news here between newsletters.

We also have our own [video channel](#). If you enjoyed the Gateway Highlights video at the beginning of this newsletter, watch the "Welcome to Silicon Valley" video produced by [Santa Fe Films](#) that debuted at the Gateway Summit. Just click on the video below to play. Special thanks go to Jeremy Liew of Lightspeed Venture Partners, Steven Marder of Eureka and David Wright of Monitoring Division Inc. who lent their time to this project.



[Back to Top.](#)

## **TECHNATION AUSTRALIA INTERVIEW WITH JEREMY LIEW OF LIGHTSPEED VENTURE PARTNERS**

After taking part in the ANZA Gateway VC Business Forum, Jeremy Liew spoke with Kim Heras of TechNation Australia about the outlook for start-ups in Silicon Valley. Read the interview [here](#).

[Back to Top](#)

## **ADVANCE VC BUSINESS FORUM PREDICTS US RECESSION TO LAST TO 2010**



Advance presented the VC Business Forum at this year's Gateway Summit in collaboration with ANZA on October 21. An all-star panel of Silicon Valley VCs and angel investors sat down to frankly discuss the economic hard times in America and

what that means for start-ups coming to Silicon Valley. Read the Business Forum report [here](#).

[Back to Top](#)

## PRESS WATCH: BUSINESS NEWS ROUNDUP FROM AUSTRALIA, NEW ZEALAND AND THE US

- **New York Times** -- November 5, 2008 -- Global reaction to America's election of Barack Obama as the 44th President of the United States has been overwhelmingly positive. Read [more](#).
- **Australian Anthill** -- November 5, 2008 -- Editor James Tuckerman blogs on "What Obama Will Do for the US Economy." What can we expect from the 47-year-old Senator from Illinois who is the new President-Elect? Tax cuts and job creation are two immediate answers. Read [more](#).
- **Media Statement from Australian Labor Party** -- "US President-Elect Barack Obama" -- November 5, 2008 -- Prime Minister Kevin Rudd references American civil rights leader Martin Luther King, Jr., in his congratulations to President-Elect Barack Obama and the American people. Read [more](#).
- **National Business Review** -- "Clark and Key Congratulate Obama" -- November 7, 2008 -- Facing their own Federal election this Saturday, New Zealand Prime Minister Helen Clark and her opponent, National party leader John Key send their congratulations to President-Elect Barack Obama. Read [more](#).

Read more business news on the ANZA Technology Network [blog](#).

[Back to Top.](#)

## ANZA COMPANIES IN THE NEWS

Three ANZA companies made Australian Anthill's 2008 [Cool Company](#) list. They are:

- [Intranet DASHBOARD](#)
- [JobFit Systems](#)
- [3eep](#)

Do you have news about your company that you'd like to share with the 6,000+ ANZA TechNet members? Send it to "ANZA Companies in the News" at [viki@anzatechnet.com](mailto:viki@anzatechnet.com).

[Back to Top.](#)

## ANNOUNCEMENTS & OPPORTUNITIES

**PARTNER 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. Use the booking engine of the ANZA website [homepage](#) to book flights today. ANZA Network members planning trips to the US for ANZA events should contact Viki at [viki@anzatechnet.com](mailto:viki@anzatechnet.com) for our exclusive discount deal good for roundtrip travel to and from the US.

**AUSTRALIAN ANTHILL ONLINE** -- ANZA's media sponsor offers a free weekly newsletter full of tactics, tips and tools for entrepreneurs. Get on their mailing list by clicking [here](#).

**ADVANCE** -- The dynamic and diverse community of Australians professionals overseas committed to advancing Australia and Australians. Keep connected and find out about important events happening in your area of the world. Membership is free. Sign up by clicking [here](#).

**SILICON BEACH AUSTRALIA** -- Join the conversation and keep up-to-date on this Google Groups site devoted to the Aussie ICT sector.

**NEWSMAKER PRESS RELEASE SERVICE** -- Special offer for ANZA TechNet members, 10% (only \$59 AUD) off on your next news release. A cost-effective way to spread the word about your company's achievements, products and opinions. Traditional media PR can be hit-and-miss. NewsMaker is a recession-proof new press release system that makes it easy for you to make the news! NewsMaker offers easy-to-use Press Release Wizard, Targeted Media List capability, Google News indexing, Social Media sharing and more. Click [here](#) to use the service with the 10% discount; or use the code **7be1** with an existing NewsMaker account. This offer is good until 30 January 2008.

**LARRY'S VC VIEW** -- LaserFocusWorld features Dr. Larry Marshall's VC blog. Many of you know Larry from his role with Southern Cross Venture Partners and his involvement with ANZA's [Gateway to the US](#). Larry blogs about his thoughts and reflections of the VC scene in Silicon Valley as well as the work he does with Down Under companies.

**GROW USA - IT JOBS IN THE USA.** Are you an Australian citizen? Do you hold a degree (or US equivalent?). Do you want to work in the US? If the answer is "yes", then chances are you qualify for the All-Australian E-3 visa. Our US clients include consulting and recruitment companies who in turn have clients across North America. We also work with several end-clients, including Microsoft. For more

information and the latest IT jobs, go to [www.growusa.com.au](http://www.growusa.com.au) or email [info@growusa.com.au](mailto:info@growusa.com.au); +61 424 177 944.

**AUSTRALIAN AMERICAN CHAMBER OF COMMERCE** -- San Francisco chapter (includes Silicon Valley) meets every third Thursday of the month for networking and drinks at the King George Hotel, 334 Mason (at Geary) from 6pm onwards. Open to all Australians and non-Australians in the San Francisco Bay Area. The AACC provide a variety of social, cultural and business platforms. To find out more -- click [here](#).

**DATELINE MEDIA & THE VALLEY BEAT** -- 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. Always available through Dateline is [The Valley Beat](#), David Cannington's interviews of Aussies making news in Silicon Valley.

**THE GUIDEWIRE** -- ANZA mentor, leader of Silicon Valley's prestigious Guidewire Group and executive producer of DEMO, Chris Shipley blogs about the world of global technology on The Guidewire. Click [here](#) to read.

**SOUTH FOOD+WINE BAR** -- Aussie and Kiwi ex-pats working in Silicon Valley are flocking to San Francisco's hip 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. Book your lunch, dinner or weekend brunch plans in advance -- South is a popular place!

[Back to Top.](#)

## CALENDAR

### ANZA Events

Visit the ANZA TechNet [blog](#) between newsletters to find out our plans for 2009 as they continue to develop.

### Other Events

**NOVEMBER 12, 2008** -- San Francisco, CA. Advance presents [Global Credit Crisis, Falling Stock Markets and How They Affect You](#).

Bernstein Global Wealth Management, 555 California Street, 43rd floor. 6:30 pm. Click [here](#) for registration info.

**NOVEMBER 13, 2008** -- Palo Alto, CA. SDForum presents [Crafting a Fundable Roadmap for Your Startup](#). All day event for startup entrepreneurs in the process of developing their business plan and seeking angel and VC funding. Hands-on workshops and expert panels featuring Laurie Lument-Garty (Deal Team Leader), Shai Goldman (SVB Capital Venture Exchange Program), Anthony Nassar (Venture Momentum). 8:30 am - 5:00 pm, followed by cocktail reception. \$75 SDForum members; \$95 non-members. ANZA TechNet members can attend for \$85 by registering with the code **Crafting08**. Click [here](#).

**NOVEMBER 19, 2008** -- Melbourne, VIC. [Mobile Feast Melbourne](#). Event designed to help you get your head around the opportunities a mobile web has to offer. How can businesses and consumers capitalise on the opportunities being served up by the mobile web. Speakers include Emily Freeman (Mobilist), Nick Love (Fox Interactive Media), Justin Moran (funkysexycool).

**NOVEMBER 20, 2008** -- Palo Alto, CA. [Advance's Word of Mouth Silicon Valley](#). Come join the Advance San Francisco Committee for drinks and an opportunity to forge professional and social relationships and tap into the Australian global support network and resources of Advance. Click [here](#) for more details.

**DECEMBER 1-16, 2008** -- Slattery IT hosts a series of **Funding Connect** events in Adelaide, Brisbane, Melbourne and Sydney. Click [here](#) for details and registration in a city near you.

**JANUARY 14-24, 2009** -- New York, Los Angeles, San Francisco. [G'Day USA Australia Week](#). The premium showcase of Australian culture, fashion, food, wine, tourism and business. The 2009 event will feature innovative tech events in San Francisco and Silicon Valley.

[Back to Top.](#)

## **E-Letters, Newsletters and More**

Look for our e-updates with important announcements and developments as they come about and our next newsletter in early 2009. Be sure to regularly check the ANZA [blog](#) -- and add your comments -- as we keep keep up on ANZA TechNet member news and

news on the business climate in Silicon Valley, the US, Australia, New Zealand and beyond.

**FOR MORE INFO**

[ANZA Technology Network](#)

[Viki Forrest](#), CEO

[Back to Top.](#)

