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ANZA TECHNOLOGY NETWORK

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NEWSLETTER SEPTEMBER 2008

FROM THE CEO

GATEWAY TO US SUMMIT PARTNERS WITH PLUG AND PLAY'S EXPO SHOWCASE AND DEMO OF INTERNATIONAL START-UPS

I'm incredibly excited to make this announcement! Our [Gateway to the US Summit](#) will be held this year at the Plug and Play Tech Center in Sunnyvale, CA on October 20-22. And, this year we are partnering with Plug and Play to offer our Gateway companies and attendees the added value of being a part of [Plug and Play's International EXPO Showcase and DEMO of International Start-Ups](#) on October 21.

The International EXPO and DEMO provides our Australian and New Zealand Gateway companies the opportunity to showcase their company and products alongside companies from Europe, the Middle East and Asia. This DEMO opportunity is in addition to the Gateway summit presentation sessions and will extend the exposure of our Gateway companies to an expanded audience of Silicon Valley executives and investors interested in doing business with companies from around the world.

While the value of this partnership is obvious to our Gateway companies -- there is also added value for ANZA members and guests who will attend the Gateway Summit on October 21. The morning begins with the [Advance](#) "Funding Your Business in the US" business forum including Philip Korn of Silicon Valley Bank and Jeremy Liew of Lightspeed Ventures. This is followed by our Feature Presentation, the Gateway Company Pitches. After lunch, we join Plug and Play's International EXPO Showcase and DEMO of International Start-Ups. Two of our Fast Track companies will represent Australia and New Zealand, and then all of the ANZA companies will be on display at the DEMO. You can join us for this full-day, including the evening cocktail party and Guy Manson Award for the hottest Gateway

Company of 2008 -- all for just \$95. [Registration](#) is open now.

We have a lot of work to do in the next five weeks to get ready for what I believe will truly be ANZA's best Gateway to the US Summit ever. I look forward to seeing many of you at the Plug and Play Tech Center in Sunnyvale on October 21. We'll be sending email updates as more information takes shape. And, I encourage those of you who will attend to RSVP on [Facebook](#) at our ANZA Technology Network Gateway to the US Summit page.



Viki Forrest, CEO

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VOLUNTEER AT THE GATEWAY TO THE US SUMMIT

If you would like to volunteer at the Gateway to the US Summit -- or know someone who would -- please contact ANZA's Operations Manager, [Jennifer Hull](#). Volunteering at the Summit is a great way to meet new people and make connections. It also allows you to attend all pitching sessions, events and business forums on October 21 and October 22, as volunteer duties permit.

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ANZA'S FOCUS MARKETING WORKSHOPS DOWN UNDER




[Guidewire Group's](#) Chris Shipley and partners from [Southern Cross Venture Partners](#), Bill Bartee and Gareth Dando, joined ANZA CEO Viki Forrest at this year's FocUS Marketing Workshops in Auckland, Adelaide, Sydney, Brisbane and Melbourne August 20-29. More than 60 executives attended the full-day interpersonal coaching sessions to prepare for doing business in the US marketplace. You can read Chris's blog entries on some of

the participating companies on the DEMO.com website under the headlines "[G'Day! Sightings from Down Under](#)" and "[Internet Innovation Thriving in Australia](#)".

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ATTENDING ANZA'S GATEWAY TO THE US SUMMIT? RSVP ON FACEBOOK

 Register to attend the Gateway to the US Summit today for just \$95 by clicking [here](#). Then put your face up on [Facebook](#) and see who else is attending by going to the ANZA Technology Network Gateway to the US Summit page and RSVP.

TECHNATION AUSTRALIA INTERVIEWS WITH VIKI FORREST AND CHRIS SHIPLEY

While touring Australia with the FocUS Marketing Workshops last month, both Viki and Chris had time for an interview with [TechNation Australia](#), a technology news, review and analysis site with a focus on start-ups and Internet companies related to Australia. These are insightful pieces conducted by TechNation Australia writer and editor Kim Heras that dig below the surface as to how the powerhouse that is the US tech industry can better support the start-up community in Australia. Read

both interviews by clicking on "[Interview with Viki Forrest, CEO ANZA Technology Network](#)" and "[Interview with Leading Technology and Product Analyst Chris Shipley](#)".

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SPECIAL OFFER FROM OUR MEDIA SPONSOR ANTHILL MAGAZINE



We're pleased to announce that through our alliance with Anthill Magazine, we have arranged a special subscription offer for ANZA members living in Australia.

Subscribe to Anthill Magazine for 12 months using the code ANZA and pay just \$29.95 (inc. GST).

To take advantage of this great offer, simply click [here](#), fill in your details and enter the code **ANZA** when prompted.

Don't delay, as this offer is only available to the first 50 ANZA members!

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ADVANCE'S SPORT TALKS TO BUSINESS: THE PRESSURE GAME RECAP



Several ANZA members were in attendance at this September 8 event in at the Kirkland & Ellis law offices in San Francisco for [Advance's](#) Sport Talks to Business: The Pressure Game. This was a conversation between well-known business leader Al Ramadan, whose sport experience includes being the CTO of of Australia's team in the 1995 America Cup challenge and Australian Football League star James Hird, who is now venturing into the business world. Both Australians agreed that there is an incredible amount of innovation coming out of Australia, and that Americans have the resources to help Australians bring that innovation to the marketplace.

"What succeeds in the US is process and scale," Ramadan explained, "In the US, Silicon Valley is the center of excellence when it comes to technology. The tech industry is very mature here, but that's not where innovation comes from.

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

- **Silicon Valley Isn't Feeling Wall Street's Pain** -- September 16, 2008 -- Even after the epic meltdown in the financial sector this week, the San Jose Mercury News reports little sense of panic over these financial woes. In fact, for much of the Valley's innovation economy, the crisis on the other side of the country feels more than three time zones away. While three of the country's top 13 companies that took a hit on Monday, September 15, are tech giants -- Google, Apple and Microsoft -- none of them show any signs of mass layoffs or deviation from strategy to adapt to some new economic reality. Read [more](#).
- **DEMO Fall '08 vs. TechCrunch50: Who Won?** -- September 16, 2008 -- It was all everyone in Silicon Valley was talking, or at least Twittering, about all summer. Would the upstart [TechCrunch](#) take down the mighty [DEMO](#) come the second week of September, when both showcases for new technology were set to take place? Did TechCrunch knowingly schedule their event to coincide with DEMO to create competition where some was needed? Or is competition to give start-ups a chance to demo their new products altogether out of place? In the end, DEMO put 72 companies on stage, a record for their fall show. TechCrunch wanted 50 companies, they had 52. While both sides can claim success, the real winners here are undoubtedly the start-ups -- 124 new products from around the world made their debut in the US over a 3-day period. CNET had reporters and editors at both shows, and has provided a "[Top Ten Best of Shows](#)". [Yammer](#), a business version of micro-messaging company Twitter, won Best in Show at TechCrunch50 and [10 DEMOgods](#) were singled out for top honors at DEMO.
- The Australian Government has completed its review of the National Innovation System. Read the **Report on the Review** published on September 10, 2008 [here](#).
- **Doing Business 2009** -- September 10, 2008 -- Singapore, New Zealand and the US have the world's friendliest business climates for small businesses and startups. Australia ranks number 9 out of 181 countries, moving up a spot from last year. This report is compiled by the World Bank and the International Finance Corp. Read [more](#).
- **Australian Anthill** -- September 9, 2008 -- Editor James Tuckerman blogs on "The Recession Your Company Needed to Have" and gives this pertinent example: "In 1929, Kellogg's and the leading cereal maker at the time, Post, were in a close race to win the breakfast cereal market. When the Great Depression started, Kellogg's maintained their advertising spending while their rival Post cut back.... How many more boxes of Kellogg's product have been sold long after the Depression ended because someone had the vision to see a time of economic slowdown as the time to pull ahead of competition? And what happened to Post! Read [more](#) and add your comments.

- **Australia-US Sign Deal for Easier Investor Access** -- August 25, 2008 -- The Rudd government has signed a world-leading arrangement between Australia and the US that will pave the way for easier access by investors and financial markets to each other's financial systems. According to Senator The Hon Nick Sherry, Minister for Superannuation and Corporate Law, one of the most critical ways in which the Government can act to build Australia as a financial services hub is enable greater access to overseas markets. Read [more](#).

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ANZA COMPANIES IN THE NEWS

- [TheBroth](#), the Perth-based widget developer behind the successful Facebook app PuzzleBee (it's been used 38 million times and counting!), was included in Brad Howarth's [Sydney Morning Herald](#) innovation series last month. TheBroth is an ANZA Fast Track company.
- cineSpace, a product of [Rising Sun Research](#), a 2006 Gateway company from South Australia, has been purchased by US-based [Cine-tal Systems](#). cineSpace is the most widely used color management technology for film and television production. Cine-tal will continue to develop and market cineSpace as a standalone solution for color management in visual effects and digital imaging. The sale will allow RSR founder Clint Walker from Adelaide to move ahead with an exciting new venture.
- [NetPriva](#) (previously known as Foursticks), a South Australian software developer is being acquired by US-based Expand Networks. The announcement, made in a [press release](#) earlier this month, states that Expand Networks, a leading provider of WAN optimization controllers will acquire NetPriva, developer of software-only WAN optimization solutions. NetPriva participated in the Gateway program in 2003. The company is pleased to report that its team will remain intact and continue to work for Expand from Adelaide.
- [Buzka](#), the award-winning Perth company from Gateway 2007, has revamped its site. "Spots" are now folders, making it easier to manage your favorites, sharing links is simpler and the search engine has been radically improved. If you've been using Buzka, you should have received an email from Buzka Support letting you know you'll need new login info to access your account.
- [ZoomSystems](#), a Gateway 2002 company founded by Australian serial entrepreneur Gower Smith, continues to make headline news. ZoomSystems, manufacturer of airport vending machines will be teaming up with [US big-box retailer Best Buy](#) to put Best Buy branded vending machines in US airports starting this month. The machines will have cellphones, headphones, battery chargers and travel adapters for sale.

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.

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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 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 -- Has a special offer for ANZA members looking for press coverage in Australia and New Zealand. FREE publishing of your press release, indexed globally by Google News Alerts, FREE single-click sharing with your online networks, and FLAT FEE personalised distribution that takes hours out of the work and cost of media release distribution. ANZA members can sign up today by clicking [here](#).

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 or email

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+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!

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CALENDAR

ANZA Events

OCTOBER 21-22, 2008 -- Sunnyvale, CA. [ANZA's Gateway to the US Summit](#) at the Plug and Play Tech Center. \$95 for ANZA members and guests to attend full-day of pitching, VC business forum, EXPO of international companies DEMO'ing products and gala cocktail reception and awards. Register now -- and stay tuned for regular email, web and Facebook page updates on presenting companies, speakers and VIP attendees.

Other Events

SEPTEMBER 23-26, 2008 -- Sydney, NSW. [Web Directions South '08](#). Two-day

conference featuring leading international and local experts in web design and development. Front and back end web development, web app security, web design, interaction design and much more. Click [here](#) for more details and registration.

SEPTEMBER 25, 2008 -- Sunnyvale, CA. [Plug and Play Fall Expo](#). All-day event featuring 40 companies taking part in "extreme pitching", product exhibition and two keynotes: Scott McNealy from Sun Microsystems in the morning and Tim Draper from Draper Fisher Jurvetson in the afternoon. Click [here](#) for complete details and registration.

SEPTEMBER 26, 2008 -- San Francisco, CA. [AFL Grand Final 2008](#). Sponsored by the Australian American Chamber of Commerce. The Mezzanine, 444 Jessie Street at Mint. Annual AFL Grand Final Party starts at 6 pm. Big screen TVs, Australian wine, beer, pies and sausage rolls! \$18 members; \$28 non-members. RSVP to ozchamber@aol.com.

SEPTEMBER 29-30, 2008 -- Washington, DC. [InterAct 2008](#) -- The top creative, strategic and tactical marketing minds will speak about proven methods that Interactive Media and Web presence can achieve increase in market share, increase awareness through branding, increase sales through Web presence, increase profitability through e-commerce, increase knowledge of best marketing practices on the Web and more. Click [here](#) for more details and registration.

SEPTEMBER 30, 2008 -- Melbourne, VIC. [Pitch Club Melbourne](#). Event designed to boost entrepreneurship, innovation and growth. Come to pitch, come to network. The objective is simple. Pitch Club brings together a focused group of entrepreneurs, investors and advisers and provides an exclusive and spontaneous environment to interact, showcase ideas and promote business endeavors. Click [here](#) for more details and registration.

OCTOBER 1, 2008 -- Santa Clara, CA. [External Infrastructure: Cloud Computing and Beyond](#). All-day conference sponsored by SDForum to address the issues and controversies surrounding cloud computing, help understand the technologies and risks involved, and enable you to figure out what your company should do take advantage of the ongoing revolution. \$75 SDForum members; non-members can attend for \$89 by using discount code **Cloud08** when [registering](#).

OCTOBER 2, 2008 -- San Francisco, CA. [Startonomics](#) -- Simple, Actionable Metrics for Startup Success. One-day conference will cover topics such as Product Design and Development, Scalability for Startups, Revenue and Monetization Strategies, Creating and Implementing a Web 2.0 Marketing Plan, Viral Marketing and more. Speakers to include Andrew Chen, Amy Jo Kim and Jeff Veen. Click [here](#) for more info and registration.

OCTOBER 3-5, 2008 -- Melbourne, VIC. [Startup Camp Melbourne](#). Presented by Startup Australia. On the heels of a successful Sydney event last month, Startup Camp moves to Melbourne for this weekend get-together of people from different disciplines that have an interest in startups to create a complete startup in one weekend. It all starts with the idea, then making a business plan, pitching, design, development and marketing. Find out more by clicking [here](#).

OCTOBER 28, 2008 -- Hobart, TAS. [Angel Connect '08](#). Sponsored by the Tasmanian Government and SlatteryIT. This event will help assist entrepreneurs understand how to attract angel investment, the role of angels and how this fits into your funding program. Speakers include John Dyson from Starfish Ventures and Roger Allen, Chairman of Allen & Buckeridge. \$220 (incl GST; 50% discount for entrepreneurs and employees of of public-funded research institutions and start-ups). Click [here](#) for more info and registration.

NOVEMBER 12, 2008 -- Mountain View, CA. **Under the Radar**. Call for companies now open. This early-stage mobility conference is seeking startups specializing in content/media, enabling technologies, marketing and advertising, messaging, photosharing, SMS/MMS, social networking and more. Click [here](#) for details.

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.

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E-Letters, Newsletters and More ANZA Events

Look for upcoming e-updates with important announcements and developments as we continue putting together this year's [Gateway to the US Program and Summit](#). The Summit will be held in Sunnyvale, CA at the Plug and Play Tech Center, October 21-22, 2008.

FOR MORE INFO

[ANZA Technology Network](#)

[Viki Forrest](#), CEO

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