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NEWSLETTER

February 2008

[From the CEO](#)

[Success in the US Tour of Australia and New Zealand, 3-14 March 2008](#)

I hope you're as excited as we are about next month's [Success in the US tour!](#) Ever since we announced this amazing **FREE** event, registrations have been pouring in. There's still time to register, though, so if you've been thinking about attending, please don't wait another minute. Click [here](#) now to join me, **Southern Cross Venture Partner VC Larry Marshall** and **serial entrepreneur Sheryle Bolton** as we talk about:

- Innovative technology sectors of the US market -- what's hot, what's not and future predictions
- Raising venture capital and funding -- how to go from zero to a billion and beyond
- Aussie and Kiwi success in the US (and failure) stories -- what to do, what not to do
- Inside info on Silicon Valley -- from three of the "most connected" tech insiders with keen Australian/New Zealand insight. To read bios on Larry, Sheryle and Viki, please click [here](#).
- Personal experiences -- raising money, industry booms (and busts), Silicon Valley culture

CEOs, senior executives and entrepreneurs of innovative tech, medtech and biotech companies are strongly encouraged to attend. Each session will feature a Q&A driven by *your* questions about *your* business and *your* plans for exploring the US market.

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**Come join us in a city near you on these dates at these venues.
[Register now!](#)**



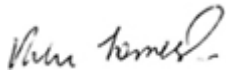
City	Date	Time	Venue
AUCKLAND	Mon, 3 March	4pm-7pm	Ernst & Young, Level 18, 41 Shortland St., Auckland
ADELAIDE	Tues, 4 March	5pm-8pm	Adelaide Pavilion, Cnr South Terrace & Peacock Rd., Adelaide
PERTH	Wed, 5 March	4pm-7pm	TBA
SYDNEY (Medtech/Biotech)	Mon, 10 March	8am-10am	NSW Trade & Investment Centre Level 47, MCL Centre, 19 Martin Place, Sydney
SYDNEY	Mon, 10 March	4pm-7pm	NSW Trade & Investment Centre Level 47, MCL Centre, 19 Martin Place, Sydney
BRISBANE	Tues, 11 March	4pm-7pm	Macquarie Bank Level 26, Central Plaza One 345 Queen Street, Brisbane
MELBOURNE	Wed, 12 March	4pm-7pm	Investment Centre Victoria Level 46, ANZ Tower, 55 Collins St., Melbourne
MELBOURNE (Medtech/Biotech)	Thu, 13 March	8am-10am	AusBiotech Level 1, 322 Glenferrie Rd., Malvern
CANBERRA	Fri, 14 March	2pm-5pm	TBA

Perth and Canberra venues coming soon! If you are from one of these cities and [register now](#), we will notify you on the venue update by email.

Also, please note that we are holding separate sessions for medtech/biotech companies in Sydney and Melbourne. If you are a medtech/biotech company in another city, you will find useful information at the regular session in your city -- or you may consider attending in Sydney or Melbourne.

Don't miss out on this **FREE** opportunity to meet with Larry, Sheryle and myself. We are also inviting the CEO of an ANZA participating company to join us on each stop on the **Success in the US** tour to share his/her experiences on doing business in the US market. And, a representative from your local [Southern Cross Venture Partner](#) office will be there, too. If you only attend one **FREE** event this year, make it be ANZA's **Success in the US** tour of Australia and New Zealand. [Register today.](#)

I look forward to meeting with you in March!



Viki Forrest
CEO, ANZA Technology Network

[ANZA Gateway to US Promotional Video Now Available](#)

Santa Fe Films has produced a 1-minute promotional video of our **ANZA Gateway to the US** program. It's posted on our website homepage. You can view it by clicking [here](#).

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Air New Zealand Renews as ANZA'S Partner Airline

We're pleased to announce that [Air New Zealand](#) has renewed its support as ANZA's **Partner Airline** for 2008. Air New Zealand has been a long-time supporter of ANZA and our work with Australian and New Zealand companies. We encourage all ANZA members to always make your travel plans using the Air New Zealand booking agent on the ANZA website [homepage](#). You'll always find competitive fares and some great deals for domestic and international travel.

For 2008, Air New Zealand will be offering ANZA members **exclusive discounts** when you book your travel using the booking agent on our homepage to attend an ANZA event here in the States like a Fast Track Summit or the Gateway to the US. When you register to attend an ANZA event, you will receive a code number from us to use when booking your upcoming travel on Air New Zealand. It's that easy!

Air New Zealand honors miles from many partner airlines, and has programs that allow you to accrue miles into other frequent flyer accounts. To find out more about making Air New Zealand your regular carrier and take full advantage of your ANZA membership and this Airline Partnership, please contact Viki at viki@anzatechnet.com.

Fermiscan Named Australian Innovator of the Year at G'Day USA's Australia Week Innovation Shoot Out

[Fermiscan](#), the New South Wales competitor at G'Day USA's Australia Week Innovation Shoot Out, took top prize in New York last month at this second annual event. The company has created the Fermiscan Test, a revolutionary safe, non-invasive technology that utilizes x-ray diffraction of hair fibers to screen and monitor women of all ages for breast cancer.

Fermiscan bested innovative companies from the five other Australian states. One of the prizes Fermiscan claims as Australian Innovator of the Year is a slot in the ANZA [Gateway to the US](#) program later this year.

Congratulations, Fermiscan. We look forward to following your progress, which includes making testing available for women in Australia in 2008.

Read the complete ADVANCE press release [here](#), which also includes a video link to Fermiscan's post-prize interview on Fox Business News.

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[Southern Cross Venture Partners Open Silicon Valley Office](#)

[Southern Cross Venture Partners](#), a leading Australian venture capital firm, officially opened its Palo Alto office late last month, marking its footprint in the heart of Silicon Valley. The Sydney-based firm, which closed a US\$150 million (AU\$170m) fund in mid-2007, will work with top tier US venture funds to help Australia and New Zealand's world-class startups access the US and global markets for growth, follow-on funding and exit.

SXVP are strong supporters of ANZA. The Silicon Valley office will be headed by **Co-founder and Managing Director John Scull** and **Managing Director Larry Marshall**. John and Larry were part of the judging team for our Guy Manson Hottest Technology Award at last year's **Gateway to the US** summit and **Larry Marshall** will be an integral part of our **Success in the US** tour next month in Australia and New Zealand.

To read more about SXVP's new Silicon Valley office and services, click [here](#).

[Standing Out from the Crowd: Company Pitch Advice](#)

Australian journalist **Brad Howarth** offers his observations on Australian entrepreneurs making company pitches in Silicon Valley -- and where many of them fall short in last month's [Australian Anthill online](#). Brad's been at the last five ANZA **Gateway to the US** summits. He reiterates some tips on what potential US investors or business partners want to hear and how to deliver.

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[ANZA Companies in the News](#)

[Sienna Cancer Diagnostics](#), an ANZA Fast Track company, has announced a US licensing agreement with **Geron Corp.** in Menlo Park, CA. The agreement will allow Sienna access to critical granted patents and intellectual property related to the detection or measurement of telomerase activity, an enzyme active in most cancer cells. ([Read more](#))

[Buzka](#), one of the 2007 Guy Manson Award Winners at last year's ANZA Gateway to the US summit, gets a shout out in the 25 January 2008 **Rust Report** as "Aussies Worth Watching". ([Read more](#))

[Send us your company news so we can report it to the 6,000+ ANZA Technology Network members in our next newsletter!](#)

[ANZA Network Members in the News](#)

After selling Affinity Internet to Hostway Corporation in 2007, ANZA Mentor **Simon Anderson** has joined the hot web analytics startup [Authenticlick, Inc.](#), as Vice President Strategy & Business Development. Authenticlick is the leader in the emerging market for web traffic quality scoring solutions for major online advertisers and ad networks. Backed by ITU Ventures and some of the most well-known executives and entrepreneurs in online marketing -- including Jim Davis (first VP Marketing of eBay), Larry Goodman (former SVP Sales & Marketing for CNN) and Paul Ryan and John Gentry (former executives of Overture) -- Authenticlick aims to drive greater transparency in the online advertising market and enable advertisers to dramatically improve ROI on ad spend. Authenticlick is headquartered in Los Angeles and has development offices in Seattle and India.

ANZA welcomes two new mentors to its [Fast Track to the US](#) program. **Olivier Jerphagnon** is a serial entrepreneur with a background in the telecom industry in the US and Europe. Fiberoptics and broadband communication are his areas of expertise. **Beatrice Tarka** is also a serial entrepreneur. She is currently the Founder and

CEO of [Mobissimo](#), a travel search engine. We welcome Olivier and Beatrice to the ANZA Network and look forward to the contributions they are eager to make to our Fast Track client companies.

John Scull, Co-Founder and Managing Director of [Southern Cross Venture Partners](#) talks about SXVP plans in Silicon Valley in a recent online edition of [Red Herring](#).

Everybody's talking about **DEMO Executive Producer Chris Shipley's** "[opening dance number](#)" prior to the DEMO keynote address at last month's DEMO show in Palm Desert. In addition to Chris's dance talents, she is the Co-Founder and Chairman of [Guidewire Group](#) and an ANZA mentor who helps lead our [FocUS Marketing Workshops](#) in Australia and New Zealand every year. We're looking forward to Chris being a part of the FocUS Marketing Workshops again in 2008. No word yet on if she'll help us with our choreography!

Share your news with the other 6,000+ ANZA Technology Network members in our next newsletter! Click [here](#).

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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 on the ANZA website [homepage](#) to book flights today. Fast Track clients attending the upcoming Summit in Silicon Valley should contact Anna Moisia at anna@anzatechnet.com for your **exclusive discount code** good for roundtrip travel to and from the US for this event.

IP 08/GLOBAL INTELLECTUAL PROPERTY TRENDS -- Produced by **jdrlegal Pty, Ltd.** -- a global IP law firm led by ANZA mentor **Jarmal Richards**. To obtain a copy of this 57-page report (in pdf format) outlining IP trends, patent trends, trademark trends and more for 2008, contact jarmal@jdrlegal.com.au.

INNOVIC'S NEXT BIG THING -- Calling all Australian

innovators and inventors. Is your new idea or innovation Australia's next big thing? Entries are now being accepted for [INNOVIC's Next Big Thing Award 2008](#). This prestigious annual event is a nationwide competition to find, showcase and award leading-edge new Australian innovations -- new ideas with potential to become the "next big thing". Over \$50,000 in prizes and valuable media exposure. Applications must be submitted by 14 March 2008. Click [here](#) for application form.

ANTHILL'S 30 UNDER 30 ENTREPRENEURS --Nominations now open. Self-nominate or nominate another deserving young entrepreneur for [Anthill Magazine's newest awards program](#). Nominees must be under 30 years of age on 1 June 2008. They can be working for their own company. They can be working for someone else. They just need to be able to demonstrate that they have an entrepreneurial mindset!

WESTERN SYDNEY IT CLUSTER -- A program of the NSW Department of State & Regional Development. Western Sydney's IT industry has 1,500 firms with an annual business turnover of more than \$3.5 billion. It represents the largest cluster of small and medium-sized IT firms in Australia. Find out more -- become a member: click [here](#).

THE VALLEY BEAT -- David Cannington hosts "the Aussie Voice in Silicon Valley" -- [The Valley Beat](#). David has interviewed several ANZA network members on this video program including [Jennifer Zanich](#) and [Raphe Patmore](#).

DATELINE MEDIA -- 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.

FROM THE DESK OF CHRIS SHIPLEY -- ANZA mentor, leader of Silicon Valley's prestigious Guidewire Group and executive producer of DEMO, Chris Shipley produces a monthly newsletter featuring her insights into the global technology market. Click [here](#) to subscribe.

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](#)

MARCH 3-14, 2008 -- ANZA and Southern Cross Venture Partners present "Success in the US" tour. FREE. March 3 (Auckland), March 4 (Adelaide), March 5 (Perth), March 10 (Sydney, tech & medtech/biotech), March 11 (Brisbane), March 12 (Melbourne, tech), March 13 (Melbourne, medtech/biotech), March 14 (Canberra). See "From the CEO" announcement in this newsletter or click [here](#) for details and registration.

MARCH 26-28, 2008 -- **Fast Track Summit** for second phase Fast Track companies. Silicon Valley, USA. Contact [Anna Moisis](#) for details and registration. Book travel on Air New Zealand using the booking agent on the ANZA website [homepage](#). Obtain Airline Partner discount code from Anna at anna@anzatechnet.com.

[Other Events](#)

FEBRUARY 19, 2008 -- Sydney, NSW. Future Exploration Network presents [Enterprise 2.0 Executive Forum](#). An intensive half-day summit that will uncover how Web 2.0 and social media technologies are creating value inside companies. Case studies will feature how leading organizations have benefited and identify key success factors for implementation. Top international and Australian speakers and strong audience participation. **Special discount for ANZA Technology Network members.** Regular price is AU\$495; discount is AU\$429. To register, click [here](#). Enter "ANZA" for discount code.

FEBRUARY 24, 2008 -- San Francisco, CA. VB Launch Party, 12-6 pm. That's right, Victoria Bitter has overcome the obstacles and will finally be available in America. [Cellar360](#) will be hosting a VB Launch Party featuring meat pies and Australian cheeses paired with VB and Australian wines. Guests will receive discounts on all Australian wines as well as 20% off any purchases of VB beer. To kick off the festivities, the Honorable David A. Lawson, Consul-

General for Australia will christen the first slab of VB sold.

FEBRUARY 26, 2008 -- Santa Clara, CA. [Virtual Goes Mobile](#). Presented by SDForum. An exciting afternoon dedicated to discovering and discussing mobile platforms for your business. Enter "VirtualMobile08" for a \$5 discount when you register by clicking [here](#).

MARCH 3-4, 2008 -- Sydney, NSW. [Broadband and Beyond 2008](#). International and local industry leaders will be on hand to offer all industry participants the opportunity to gain a better understanding of the scale and scope of the impact which broadband-enabled convergence will have on our industry and our community. Apple co-founder Steve Wozniak will deliver the keynote. Click [here](#) for more information.

MARCH 5, 2008 -- Sydney, NSW. [Pitching Competition](#). All entrants will win a FREE trip to TiECON in Santa Clara, CA, May 16-17, 2008. TiECON is the largest global conference for entrepreneurs and VCs. Click [here](#) for pitching competition details or call Murali on +61 414 892 361.

MARCH 31 - APRIL 2, 2008 -- Auckland, NZ. [NZBio Conference 2008](#). Enterprising Technologies -- Global Benefits is this year's theme as NZBio highlights the broadening impact of biotechnology across many industries and its growing importance to our future. For more details and to register, click [here](#).

MAY 12-13, 2008 -- Sydney, NSW. [AusMedTech 08](#). Australia's Medical Technology National Conference. This landmark conference will focus on commercialization, export-driven success of Australian medtech companies, innovation and development of a major, sustainable Australian industry focused on delivering high-quality, innovative solutions to medtech needs around the world. Click [here](#) for more information and registration.

JUNE 10-13, 2008 -- Melbourne, VIC. Australia-China BusinessWeek. Part of BusinessWeek Expo. The People's Republic of China is currently Australia's second largest export destination and is experiencing growth that will make it one of the world's strongest economies in less than a decade. Australia-China BusinessWeek will provide high-profile and unique business events and functions designed to show you how your business can play a role. Click [here](#) for details.

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In Memorium

It is with deep sadness that we report the passing of **Kimberly Fanning** on January 23, 2008. Kimberly was a founding partner of FMF Global Law Group in San Francisco and an esteemed ANZA Network member who sat on several of our "Navigating the Legal Minefield" panels at Gateway and Fast Track events. We will miss her contributions and insight on immigration law that she so graciously provided.

Please visit the [FMF website](#) to read more about Kimberly's life and work. You can also make a donation to the American Cancer Society in her memory.

E-Letters, Newsletters and More ANZA Events

Look for regular updates on the [Success in the US](#) tour in the next few weeks and our next newsletter in March. We will continue to keep you updated with important information and program dates and announcements as they develop with our e-updates.

FOR MORE INFO

ANZA Technology Network
<http://www.anzatechnet.com/>
Viki Forrest, CEO

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