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ANZA TECHNOLOGY NETWORK

TECHNOLOGY
NETWORK



**NEWSLETTER
MAY 2008**

FROM THE CEO

ANZA's BRIDGE TO THE US COMES DOWN UNDER

We've got exciting news! Due to popular demand following our March Success in the US tour, we are bringing our [Bridge to the US](#) program to Australia and New Zealand, 26 May - 6 June.

The Bridge to the US is a powerful two-part program that includes a Silicon Valley-style networking event in Auckland (26 May), Adelaide (27 May), Sydney (2 June) and Melbourne (4 June) from 5:30 to 7 pm. This is guaranteed to be a fun and practical event designed to get you to "network outside the box" and extend and improve existing networks. All registrants for the networking event who provide their company description as part of the registration process qualify for a **FREE 30-minute consultation** with myself and ANZA mentor Steve Anderson.

Check out all the details about our [Bridge to the US](#) program and register by clicking [here](#). All high-tech, biotech/medtech, clean tech, Web 2.0, IT and new media companies interested in, planning or already doing business in the US market are encouraged to attend and request one of our FREE 30-minute consultation spots. So, if you're reading this and think of any companies who can benefit from this valuable opportunity to gain information about the current state of the US market and what it takes to get there from leading American cross-Pacific business expert Steve Anderson and myself, I strongly encourage you to refer them to the [Bridge to the US](#).

And -- as an added incentive, everyone who qualifies for the 30-minute consultation goes into a draw for a [FocUS Marketing Workshop](#) slot in a city near you this August. This is a \$495 USD value that is good for two representatives from your company to attend this day-long intensive immersion into US marketing practices. We will draw one winner at each Bridge to the US networking event. You must be present to win.

We have lots of news in this newsletter, so I hope you will block off some time to read it through. There have been a couple of interesting profiles of ANZA companies and members in the Australian press and lots of news from various sources about the state of the US economy. We've provided the links to these

stories for you here. Although the overall picture in the US is unsettled, innovation and deals continue to flow through Silicon Valley. I look forward to talking with many of you about this when I see you at our Bridge to the US events.

One last note -- we really encourage those of you not in Auckland, Adelaide, Sydney or Melbourne to make every attempt to attend the networking event in the city nearest you. We will try to accommodate your travel schedule and assign you a 30-minute consultation slot that best suits you. I look forward to seeing you and discussing your company's US market plans with you soon.

Bridge to the US Silicon Valley-style Networking Schedule*

City	Date	Time	Venue
Auckland	Monday, 26 May	5:30 - 7:00 pm	PricewaterhouseCoopers Level 21 188 Quay Street
Adelaide	Tuesday, 27 May	5:30 - 7:00 pm	Adelaide Pavilion Cnr South Terrace & Peacock Road
Sydney	Monday, 2 June	5:30 - 7:00 pm	NSW Trade & Investment Centre Level 47, MLC Centre 19 Martin Place
Melbourne	Wednesday, 4 June	5:30 - 7:00 pm	Investment Centre Victoria Level 46, ANZ Tower 55 Collins Street

*If you're based outside of these cities, please consider attending in a city near you.

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What is Silicon Valley-style Power Networking?

We've got tips from some of Silicon Valley's most successful entrepreneurs. We've asked them to share their secrets for working a room and leaving it not only with value in their own back pockets but having delivered value to those they've met. We'll be sharing these tips with [Bridge to the US](#) registrants via e-mail a week before the events. We'll review these tips at the start of each networking session prior to giving you a chance to try them out. So, order a fresh stack of business cards and come prepared to increase and enhance your existing network. Our hosts will provide wine, beer, soft drinks and light refreshments to give you the sustenance to power network, Silicon Valley-style!

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Angel Investment

Tony Course [an ANZA Technology Network member] has a brilliant idea, and he thinks it could make a lot of money, especially in the United States. The only problem is he needs \$1 million. *Read the rest of the Business Review Week article by Kath Walters by clicking [here](#).*

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PRESS WATCH: What They're Saying about the US Economy

- **CNETnews.com** -- April 25, 2008 -- Google's chief economist waxes optimistic about Internet sector --The US economy as a whole may not have the sunniest prognosis lately, but Google's chief economist and other industry watchers...have diagnosed the Internet sector as relatively healthy. Read [more](#).
- **Portfolio.com** -- April 17, 2008 -- Google to the rescue -- It's not often that you hear an entire industry give a collective sign of relief. But it happened for Internet advertising on Thursday [April 17] when Google said -- recession or not -- it's powering ahead. Read [more](#).
- **San Jose Mercury News** -- April 13, 2008 -- SV150: How Silicon Valley tech companies can weather a recession -- If there's a recession going on, someone forgot to tell Silicon Valley. Read [more](#).
- **VentureBeat.com** -- April 2, 2008 -- Some venture investors heading for the cellars, as larger economic problems loom --...There is still reason to deny start-ups will be impacted...."I'm fairly bullish,"said Jason Green, a partner at Emergence Capital. "The broader economy is tough for consumers. But I'm not seeing signs of change in valuations or start-ups." Read the whole story [here](#).

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ANZA Companies in the News

SmartCompany.com's Mike Preston interviewed ANZA CEO Viki Forrest and profiled the CEOs of four ANZA companies in an April 10, 2008 story "[How to Fast Track Growth in the US -- Despite the Downturn](#)". Those featured are: Lee Trevena of [Synetek Systems](#), Clint Walker of [Rising Sun Research](#) (cineSync), Tim van Gelder of [Austhink](#) and Raphe Patmore of [Buzka](#).

Tammy Halter of [Broadcaster Media](#), an ANZA Fast Track Company gives an interview to the Daily Telegraph's New Technology Section, "[US Finally Gets the Message](#)." April 28, 2008.

Richard Benyon, CEO of [Decideware, Inc.](#) was recently interviewed on David Cannington's [ValleyBeat](#). Decideware was an ANZA Gateway 2005 company.

[Exinda Networks](#) will celebrate its Grand Opening on May 15 in Melbourne. Victorian Minister for Information and Communication Technology, the Honorable Theo Theophanous, MLC will be on hand. Exinda recently completed the Fast Track program and has developed a presence in the US market. They will keep their research facilities based in Melbourne.

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ANZA Members in the News

Brad Howarth's "[10 Aussie Digital Entrepreneurs with Stars and Stripes in Their Eyes](#)" [[SmartCompany.com](#), 22 April 2008] names six (count 'em, 6) ANZA members in the top 10, with two more listed in the accompanying list. All have made the leap to the US at various times and report success. They are: Simon Arkell of [Amazing Technologies](#); Simon Anderson of [Authenticlick](#) and [Ocean Avenue Ventures](#); Phillip Merrick of [webMethods](#) and [VisualCV](#); Andrew Nash of [Intersect Software](#) and [Pseuds](#); Alan Ramadan of [Quokka Sports](#) and Adobe; and Adrian Turner of [Mocana](#). Honorable mention went to Larry Marshall of [Arasor](#) and Con Nikolouzakis of [Exinda Networks](#).

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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.

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](#) and March 2008 Success in the US Tour of Australia and New Zealand. 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 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](#).

THE VALLEY BEAT -- David Cannington hosts "the Aussie Voice in Silicon Valley" -- [The Valley Beat](#). David recently moderated a "Future of Mobile Devices" panel in Silicon Valley, featuring Steen Anderson, co-founder of 5th Finger, Steve Goh, CEO of Mig33 and Mike Loftus, CEO of Broadcaster Media. The panelists talked about bringing their companies from Australia to the US. View the panel discussion by clicking [here](#).

DATELINE MEDIA -- Receive a daily dose of business, tech, life sciences, issues and trends from the USA with a 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.

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

MAY 26 - JUNE 6, 2008 -- ANZA's Bridge to the US comes Down Under! Auckland (26 May), Adelaide (27 May), Sydney (2 June), Melbourne (4 June). \$25 USD for Silicon Valley-style networking event; FREE 30-minute business consultations on doing business in the US with ANZA CEO Viki Forrest and ANZA mentor Steve Anderson. [Register](#) today! See complete details in the CEO Message at the top of this newsletter and at ANZA's [Bridge to the US webpage](#).

Other Events

MAY 13, 2008 -- Palo Alto, CA. SDForum presents [Teens Plugged In!](#) A teen-driven event where teens share their insights into their "always connected" way of life. Using technology to communicate like no generation before them, it permeates their lives and their interests drive innovation in a significant way. Register online: www.sdforum.org/teens08. Discount: **Teens08** (savings of \$10 for ANZA members).

MAY 19, 2008 -- Sydney, Australia. Centre for Innovation & Entrepreneurship invites you to [Meet the Entrepreneur John Grill](#). John is the CEO and co-founder of WorleyParsons Ltd, Australia's largest provider of professional services to the hydrocarbons, minerals and metals, infrastructure and power sectors. Click on this link to [register for this event](#).

E-Letters, Newsletters and More ANZA Events

Look for our next newsletter in the beginning of July. 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](#)

[Viki Forrest](#), CEO

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