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**NEWSLETTER
JUNE 2008**

FROM THE CEO

GREAT EVENTS DOWN UNDER, GATEWAY TO US REGISTRATION TO OPEN IN JULY

It was wonderful to see so many Australian and New Zealand ANZA members at our **Bridge to the US** events in Auckland, Adelaide, Sydney and Melbourne in late May and early June. Those of you who attended know the Silicon Valley-style networking events delivered what was promised -- an example of how to effectively "work a room" to maximum benefit.

Our [photos](#) prove the point -- the evening sessions were productive -- and good fun!

Special thanks go to our hosts, Scott Kerse at PricewaterhouseCoopers in Auckland, Susan Andrews of the South Australian Government in Adelaide, Peter Gray of the New South Wales Government in Sydney, and Lillian Kassioras of the Victorian Government, DIIRD in Melbourne. Also thanks to our media sponsor [Australian Anthill](#) and our affiliate organizations Down Under for helping us spread the word and build momentum about ANZA and our programs.

ANZA mentor Steve Anderson and I filled our days with back-to-back 30-minute consultations, meeting a variety of exciting Aussie and Kiwi entrepreneurs ready to take their companies to the next level and look at the US market. Four attendees (one in each city) won a [FocUS Marketing Workshop](#) slot for their company -- an excellent value and the first step in our [Gateway to the US](#) program.

The workshops will be held around Australia and New Zealand the last two weeks of August. Leading American innovative tech analyst, Chris Shipley will be conducting these workshops with me, along with representatives from Southern Cross Venture Partners. These one-day sessions, good for two executives from each company, are the beginning of a 6-week journey, the Gateway to the US, which culminates in our 3-day Silicon Valley Summit in mid-October.

Watch for e-updates coming soon with exact dates, venues and registration details.

In the meantime, we at ANZA Technology Network bring you our usual roundup of market insight, events and ANZA company and member news in this newsletter. Remember, that if you have news and announcements to share with our 6,000+ members, please pass it along so that we can get it out to the network. This newsletter and our regular e-blasts are just another way ANZA continues to commit resources we have here in the US to assist Australian and New Zealand companies to do business in the large and lucrative US market.

Viki Forrest, CEO

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ANZA CEO's Advice on Pitching

Viki Forrest gave an interview to the [mobile enterprise growth alliance \(mega\)](#) last month while in Adelaide. mega is a workshop lab in South Australia, Victoria and New South Wales in which ideas for mobile content and applications are developed with the direct supervision of Australia's leading industry experts before being pitched to a panel of investors. Viki's advice, however, is relevant to first-time entrepreneurs and serial entrepreneurs alike. Read "Silicon Valley Maven Offers Hot Pitch Tips to mega Participants" [here](#) (click on "News", then go to the article title).

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Australian Anthill Announces 30 under 30 Entrepreneurs

They collectively turnover hundreds of millions of dollars each year, yet some are barely out of university. They are proud to be Australian, but they see their home-grown success as little more than a stepping stone.... Anthill introduces you to the future of business in Australia, and for many, that future holds great promise in the global marketplace. (Read [more](#))

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

- **The New York Times** -- June 18, 2008 -- "At social site LinkedIn, only the businesslike need apply" -- In the midst of Silicon Valley's recession-proof enthusiasm for community-oriented websites, LinkedIn, the most boring of the social networks, is grabbing the spotlight. Read [more](#).
- **TNS Media Intelligence** -- June 11, 2008 -- "US advertising expenditures increased 0.6 percent in first quarter 2008" -- Internet advertising up by 8.5% vs. Q1 2007. Read [more](#).
- **Hitwise, an Experian Company** -- June 10, 2008 -- "Google receives 68% of US searches in May 2008" -- and 87% in the UK. Google continues its online search domination, with Yahoo! garnering just 20% of US online searches and 43 other search engines combined accounting for the remaining 12%. Read [more](#).

- **Atlantic Monthly** -- June 4, 2008 -- "How Silicon Valley made Barack Obama this year's hottest start-up" -- How the Obama campaign used computers, cell phones, PDAs and social networking to win the Democratic nomination for president. Read [more](#).
- **San Jose Mercury News** -- June 1, 2008 -- "Face-to-face: Social networking can't substitute for meeting in person"-- And what better place to get the lowdown on this than at the Wall Street Journal's sixth annual D: All Things Digital Conference, which boasted names in the house like Gates, Ballmer, Bezos, Yang, Diller, Murdoch and Zuckerberg (just to name a few). Read [more](#).

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ANZA Companies in the News

[Aruspex](#), a 2007 Fast Track company, has received \$4 million in investment funding from Starfish Ventures. Aruspex is an innovative strategic work force planning solution enterprise founded by **Stacy Chapman** and **Tess Walton**. Stacy has recently relocated to the US to strengthen and build on Aruspex's US client base. Watch Stacy's interview about the company's US market traction [here](#) on the Valley Beat.

[5th Finger](#), another 2007 Fast Track company, has received \$7 million from Starfish Ventures to fund its growth in the US. 5th Finger is an Australian mobile marketing pioneer, founded in 1999. The company maintains US offices in San Francisco and New York.

The June 10 edition of the [Sydney Morning Herald](#) features Brad Howarth's look at Australian entrepreneurs breaking into and doing well in the US. Brad interviews **Tammy Halter**, CEO of [Broadcaster Media](#), an ANZA Fast Track company that is making serious inroads in the US market and several ANZA Technology Network members including John Scull of Southern Cross Venture Partners and David Cannington of the Valley Beat and the Hot House in San Francisco. (Read [more](#))

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ANZA Members in the News

[Xumii](#), the mobile service that will allow you to access feeds of activity from other social networks and services, led by **Jennifer Zanich**, is going into private beta testing this month. Zanich tells [VentureBeat](#), that Xumii is "an open version of Yahoo One Connect" -- and it will support Facebook, AIM, Windows Live, Google, Yahoo and Flickr. Since most mobile devices don't let you run more than one app at a time, Xumii's beta-stage ability to let you manage all contacts from all social communities in one place, get status updates from your mobile phone, social networks and IMs and maintain a personal mobile message board, among other features, is sure to have broad appeal.

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Announcements & Opportunities

JOB OPPORTUNITY -- Cleantech Ventures Pty Ltd, an Australian-owned and managed venture capital company, seeks to engage with experienced and successful entrepreneurs whose skills may be

brought into investee companies at CEO level as they grow into international markets. Candidates will be able to quickly form an affinity with the owners of these investee businesses and the issues they face. Must be able to demonstrate a history of leading, growing and driving early-stage businesses through the seed and/or expansion phase to exit via a trade sale or IPO, ideally into the US market. Candidates will be astute and combine commercial maturity with an engaging and personable nature. Interested parties should send CV to: info@cleantechventures.com.au. www.cleantechventures.com.au

JOB OPPORTUNITY -- Austhink seeks a Software Sales Executive based in San Francisco Bay Area, with some flexibility to work at home. Bright, motivated person to help drive growth in North America. Lead US direct sales initiatives and build sales team, Must have at least 3 years experience in consultative and solutions-driven software product sales, successful record in achieving sales targets, good range of contacts and a reputation for delivering results, systematic approach to business development and customer acquisition, ability to identify and present key customer benefits and value propositions and a professional presentation and exceptional communication skills. Apply for this job by sending email to: jobs@austhink.com. <http://austhink.com/jobs/software-sales>

JOB OPPORTUNITY -- Southern Cross Venture Partners, an Australian venture capital firm, seeks an Administrative Assistant to assist 2 to 3 team members based in Palo Alto, CA. The role offers flexibility of working 2 to 3 half days per week with an Australian fund and the chance to be part of a newly established venture firm. Please send email and resume to kshaw@sxvp.com. www.sxvp.com

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.

MEDIA SPONSOR AUSTRALIAN ANTHILL -- Announces nominations are now open for its [Cool Company 2008](#) awards. Applications must be entered by July 15, 2008. Third annual awards for companies that manage to stay one step ahead of the rest, who breed leaders who are rule-makers and rule-breakers, and are organizations that aspire to be admired. Know of an Australian company that is a trend-setter in attitude and action, that is quite simply "cool"? Click [here](#) to nominate them -- or nominate yourself.

[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 interviewed ANZA member Stacy Chapman, CEO and co-founder of the Australian innovative strategic work force planning solution [Aruspex](#) and her new base in San Francisco.

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.

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

AUGUST 2008 -- [FocUS Marketing Workshops](#) in major Australian and New Zealand cities. Intensive 1-day workshop with ANZA CEO Viki Forrest, innovative tech analyst Chris Shipley and representatives from Southern Cross Venture Partners is the entry point to the [Gateway to the US](#) program. Exact dates and venues coming soon.

Other Events

JUNE 24, 2008 -- Sydney, Australia. [Video Rules: Commercialising Online and Mobile Video](#). Sponsored by AIMIA and VentureOne. Come hear the key experiences of leading industry players on how to effectively commercialise video across digital platforms, including mobile, IPTV, VOD and other entertainment channels. Presenters include representatives from Sony Pictures Television International, Telstra BigPond, Vodaphone, CNET, Fox Interactive Media, Google and many more. \$495 AUD (AIMIA members); \$595 AUS (non-members).

JULY 3, 2008 -- Melbourne, Australia. **How Big Is Your Idea? The Buck Starts Here.** Christo Partners presents this 2-hour seminar. Have you valued your opportunity? Have you considered the "opportunity

cost"? How much of your business should you allot to your investors? Event will be held from 6:00 to 8:00 pm at 440 Collins Street, Melbourne. Contact Phil Kennedy or Peter Christo on 1300 733 363, or register [here](#).

JULY 8, 2008 -- Palo Alto, CA. [SDForum Quarterly Venture Breakfast with PWC](#). Trends in venture investment in clean tech. Steve Bengston of PricewaterhouseCoopers will present an overview of investments in the sector and trends by technology in the industry (solar, biofuels, energy). A VC panel discussion will follow. \$20 for SDForum members; non-members can attend for \$25 when [registering](#) with the code **PWC08**.

JULY 14 (Silicon Valley) - JULY 15 (Sydney), 2008 -- (linked by video). [Future of Media Summit 2008](#). A unique experience linking highly participatory events on both sides of the Pacific to create deep insights into the future of media. These simultaneous events will be merged seamlessly by video, online discussion and cross-continental panels and conversations to include discussions on global media strategies, future of journalism, future of privacy and the future of TV and video. Speakers include Mark Scott, Managing Director of ABC, Mark Dorney, CEO Macquarie Media Group, Wendy Hogan, Managing Director of CNET and many more. \$149; ANZA members can attend for \$99. Register [here](#) and use code **ANZATech** for discount.

JULY 15, 2008 -- Menlo Park, CA. [To VC or Not to VC: Taking Money without Giving up the Farm](#). Whether you're a first-time entrepreneur with a game-changing idea or a seasoned veteran, this workshop is for you. Should you bootstrap? Take angel money? Venture onto the VC highway? It's a complicated decision and it could be the main factor in your success...or failure. This workshop is part of Dealmaker Media's Strategy Series. To register, click [here](#).

JULY 19-20, 2008 -- Boston, MA. **PodCamp Boston**. Learn, share and grow your new media skills. If you've been wondering how to get more involved in new media and social media, if you've thought about starting a blog, podcast or Twitter presence, PodCamp Boston is for you. Veteran new media adventurers also invited to come and share and learn from your peers. For more details and registration, click [here](#).

AUGUST 21, 2008 -- Menlo Park, CA. [SDForum Clean and Green Dinner Series](#). Panel discussion "Where's the Money?" Come network, have dinner and enjoy a panel discussion with Mike Hess (Mariah Power), Peter Liu (New Resource Bank) and Thomas Schulz (Cleantech Circle), followed by a Q&A. \$20 for SDForum members; non-members can attend for \$25 when [registering](#) with the code **GreenClean08**.

SEPTEMBER 7-9, 2008 -- San Diego, CA. [DEMO '08](#). Be where the brightest innovators, savviest investors, biggest buyers and most sought after press meet to experience innovation as it is unveiled for the very first time. It's the launchpad for emerging technology and it's run by ANZA member Chris Shipley. For more details, click [here](#).

NOVEMBER 13, 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 for FocUS Marketing Workshop and Gateway to the US registration in July. Our September newsletter will feature important announcements and agenda information for the Gateway Summit to be held in Silicon Valley in October. We will continue to keep you updated with important information and affiliate events and announcements as they develop.

FOR MORE INFO

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