

Silicon Valley success for savvy Aussies

• By Lia Timson

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Simon Ratner (left) and Ryan Junee.

If you have a technology idea, don't dawdle or doodle. Move to Silicon Valley and sell it to Google. That's the message from young Australian entrepreneurs honoured last week by the University of Sydney Alumni of the Year Awards.

The two former engineering and IT students, Ryan Junee and Simon Ratner, plus Julian Frumar, a graduate from neighbouring University of NSW, started Omnisio, a video annotation and mash-up technology start-up in October last year.

Six months later, they launched it to the public and immediately attracted the attention of Google-owned YouTube, which snapped it up in July for an undisclosed sum and an employment contract for all three.

Omnisio lets people add speech bubble annotations to videos, tag people and highlights, make compilations and synchronise them with PowerPoint presentations for easier sharing. Some of its features have already been adopted by YouTube, while others are being integrated.

The three partners hadn't thought they would hit the jackpot so early in the company's life, but say it wouldn't have been as easy had they not started it in Silicon Valley.

Mr Junee says the tech haven provides all the expertise start-ups need.

"On top of that, there's an amazing tolerance for failure - since it's expected that the majority of start-ups will fail," he says.

His advice for others dreaming of a similar feat?

"Just do it. Don't waste too much time writing a formal business plan, worrying about the state of the market, worrying about potential competitors - you are going to change and correct your course as you go. The best thing you can do is start."

LINK

www.omnisio.com

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