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# 2016 TECH PIONEERS

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AUSTRALIA & NEW ZEALAND



H2 VENTURES



Investec



Out of the Ordinary®

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## About this Report

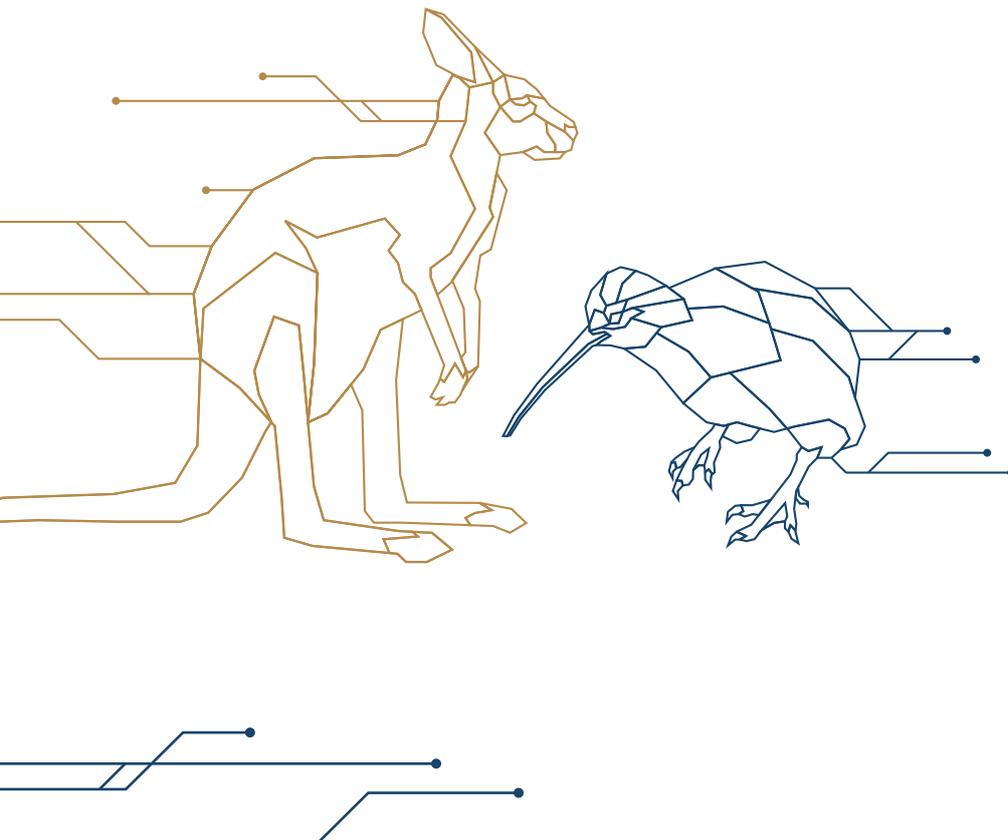
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We are pleased to present the inaugural 'Tech Pioneers Report', which showcases the most exciting and pioneering startups from Australia and New Zealand. These are the companies at the leading edge of the 'ideas boom' and the drivers of the economy of the future.

The Tech Pioneers 50 are those companies using technology to the best advantage and driving disruption within a variety of industries and sectors. These companies have a commitment to excellence, superior customer experience and a demonstrated ability to do one thing in a market better than anyone else.

The process for selecting the top 50 pioneers involved a wide search for pioneering companies to create a comprehensive list that was then ranked based on 5 factors: total capital raised, rate of capital raising, location and degree of sub industry disruption and the judging panel's subjective rating of the degree of product, service, customer experience and business model innovation. A formula was then used to combine this data and determine the overall ranking.

The report has been prepared by H2 Ventures, one of Australia's leading venture capital firms, with the support of Investec Australia, a distinctive specialist lender and asset manager.



# Foreword from the Prime Minister

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Australia's economy is transitioning from a resources-led investment boom to one that is built on innovation, technology and trade.

Innovation is fuelling the diversification of Australia's economy, and the pace and scale of digital disruption is providing more opportunities for Australian businesses to leverage technology in new and exciting ways.

Technology is breaking down barriers, making it easier for local businesses to access new and increasingly wealthy markets across Asia.

The 50 tech startups featured here on the pages of the 2016 Tech Pioneers report are among those leading the charge.

Each demonstrates the power of technology to disrupt the status quo and are helping position our region as a leading innovation hub.

They also highlight the importance of early stage capital for startups to be able to invest and grow.

That is why my Government's National Innovation and Science Agenda will make it easier for startups to access early stage investment. Investors will now be able to access a 20 per cent tax offset and capital gains tax exemption on investments in innovative startups.

We are also making changes to Early Stage Venture Capital Limited Partnerships (ESVCLPs), including a 10 per cent tax offset for capital invested in new ESVCLPs, and establishing new commercialisation funds such as the \$250 million Biomedical Translation Fund.

These changes are supporting our economy's transition and will help foster a new generation of digital disruptors.

Congratulations to the Tech Pioneers of 2016.

**The Hon. Malcolm Turnbull, MP**  
**Prime Minister of Australia**



# Introduction

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The 'Tech Pioneers Report' analyses the Australian and New Zealand Tech startup space and highlights those companies that are taking advantage of technology and driving disruption across a range of industries and sectors.

The companies in the Tech Pioneers Top 50 are some of the most exciting companies in Australia and New Zealand. They collectively employ over 5,000 people and export products and services to markets around the world.

We've selected the 'Tech Pioneers 50' following extensive research and analysis based on data relating to five factors:

1. Total capital raised;
2. Rate of capital raising;
3. Geographic & sector diversity;
4. Consumer & marketplace traction; and
5. X-factor: degree of product, service and business model innovation

The above assessment criteria reflects the fact that venture capital invested is a relevant measure of innovation which in turn fuels enduring competitive advantage. Venture capitalists seek this enduring competitive advantage over and above anything else.

The companies named in this report all take a well- deserved position. Nonetheless, there are many other exciting and creative companies across Australia and New Zealand and we look forward to future stars emerging.

The top 10 companies in the Tech Pioneers 50 for 2016 are:

1. Atlassian (NSW)
2. Xero (New Zealand)
3. Envato (VIC)
4. Campaign Monitor (NSW)
5. Canva (NSW)
6. OFX (NSW)
7. Freelancer (NSW)
8. Vend (New Zealand)
9. Invoice2go (NSW)
10. WiseTech Global (NSW)

You can read all about these companies, and many others, in the following pages.

We encourage you to visit [www.techpioneers.com.au](http://www.techpioneers.com.au) to find out more.



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## Symbols Explained

- How many staff work at the company
- How large is the business
- What level of social media and user engagement do they have?

## The 2016 Tech Pioneers

<b>#01</b> Atlassian	<b>1</b>	<b>#19</b> Prospa	<b>19</b>	<b>#38</b> Vigil Monitoring	<b>38</b>
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<b>#08</b> Vend	<b>8</b>	<b>#26</b> Rocket Lab	<b>26</b>	<b>#45</b> Nano-Nouvelle	<b>45</b>
<b>#09</b> Invoice2go	<b>9</b>	<b>#27</b> Ingogo	<b>27</b>	<b>#46</b> Data Republic	<b>46</b>
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<b>#15</b> Harmony	<b>15</b>	<b>#33</b> Smart Sparrow	<b>33</b>		
<b>#16</b> Shoes of Prey	<b>16</b>	<b>#34</b> Snakk Media	<b>34</b>		
<b>#17</b> Siteminder	<b>17</b>	<b>#35</b> Catapult Sports	<b>35</b>		
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# V

## Geographic Distribution of Startups

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The top 50 companies are located across Australia and New Zealand. Atlassian is located in Sydney, NSW; Xero in Wellington, New Zealand; and Envato in Melbourne, Victoria. Each of these companies is an amazing success story and each is a catalyst for future startup innovation in their respective city.

The Tech Pioneers in 2016 includes:

- 27 companies from New South Wales
- 9 companies from Victoria
- 2 companies from Queensland
- 10 companies from the North Island
- 2 companies from the South Island



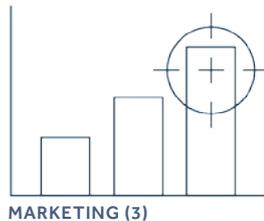
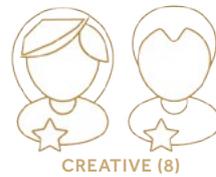
# Tech Categories

Through the Tech Pioneers report we have categorised the companies into categories and sub categories. The three categories are SaaS, Marketplace and Hardware. The sub categories are: Fintech, Creative, Services, Health, Education, Energy, Ecommerce, Marketing, Data, Software, Transportation, Entertainment and Sport Tech.

The Tech Pioneers 50 in 2016 includes:

- 15 SaaS companies
- 21 Marketplace companies
- 5 Hardware companies

This industry diversity is encouraging as it indicates innovation is alive across many parts of the economy and future stars will be born across a variety of industry sectors.



# vii

## The Founders Path

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When, in 2011, Tim Fung was preparing to move, he encountered a situation that we've all experienced. The job was a big one, with lots of parts: packing a life in one location and then lifting, transporting, unpacking, and assembling that life somewhere new. He found a friend with a truck and friends to help with the labour. The group spent the weekend transporting Tim's life from one apartment to the next. The currency of choice in these situations, beer, was an ideal trade for most services rendered. For that friend with the moving van, filling weekends with favours for beer was leaving him emotionally and financially stretched.

What makes the story of this particular move—something we've all been through—worth telling? Because this move led Fung to become a founder. Fung and his co-founder Jono Lui were driven by the question "with so many people looking for work across Australia, why don't we ever ask these people to help us with all of these types of jobs?"

The pair dug to the core of the problem. "The answer was 'trust'. We didn't have a simple way to connect with these people in a trusted system," says Fung. The solution? Airtasker: an amazingly successful Australian tech venture connecting those seeking work with those in need of help.

The most critical trait of a founder is the recognition of problems as opportunities, not simply inconveniences. Here the Airtasker crew isn't alone. Cyan Ta'eed, a graphic designer who co-founded Envato in 2006, found that designers like her had

limited access to the resources that they wanted to buy and sell. Further, she was frustrated by the state of marketplaces, which "were taking around 90% of the proceeds ... meaning the creator of the work was getting a pittance."

With her co-founders, Ta'eed channelled these problems into Envato, a community of over six million people creating and purchasing custom content.

In 2012, admits Zoe Pointon, "OpenAgent was just an idea we were toying with after having experiences of extremely varied quality with real estate agents." Pointon and Marta Higuera, co-founders, started asking around. Their problem was not unique. Although specific experiences ranged widely, for those selling a home, "there was no one place to find the necessary information." The pair built OpenAgent to solve that problem.

Shaun Holthouse, founder of Catapult Sports, finds inspiration in seeking solutions to problems. "The idea of being contrarian and being original is energising," he said, "it creates this feeling of boundless possibility and optimism."

Founders with a problem and solution are eager to learn, and the search for product-market fit educates fast. "When we built Envato's first product," says Ta'eed, "we built in every bell and whistle without much testing." She estimates that drove up the time and cash cost by a factor of four. Now, she prefers her team to "build and launch a really basic product and test, test, test."

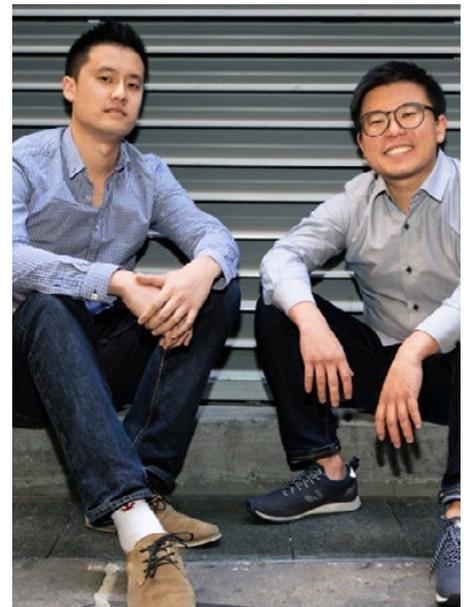


**"The idea of being contrarian and being original is energising."**

*Shaun Holthouse, Founder of Catapult Sports*

**"The answer was 'trust'. We simply didn't have a simple way to connect with these people in a trusted system."**

*Tim Fung, Co-founder of Airtasker*



**“Something we didn’t realize was how much satisfaction we would get from bringing together a group of incredibly smart, committed and driven people.”**

*Zoe Pointon, Co-founder of OpenAgent*

This minimum viable product (MVP) approach allows startups to iterate fast, find their market, and grow into it. Focusing development on an MVP also frees Envato to “never assume we know what the customer wants,” having found it much more useful to “really listen to them before we build the bells and whistles.”

Jodie Fox, founder and CEO of Shoes of Prey, recommends to “do everything before you are ready,” and despite struggling with perfectionism, she “had to learn to create an MVP, to release things that were imperfect for testing, and about the process of iteration.”

This doesn’t mean that tech founders shy away from building. Rather, in Holthouse’s words, founders tend to be “defiantly creative” as they work towards “making something that wasn’t there before, that people thought wouldn’t work or couldn’t survive.”



Ta’eed shared that her founding team “worked long, long hours, but it became addictive because people were actually using this thing we built and we watched it gaining traction every day.” This is the builder’s high, a feedback loop in which working on a product drives new customers, and those customers fuel further work. Higuera feels similarly: “I get a lot of drive and pride from OpenAgent’s success to date and the fact that we are providing a great service to the public.”

In the best cases, that’s how things go. You create a great product, traction follows, and then you get to build a great team—your team. “As the company grows,” Airtasker’s Fung learned, “the greatest ‘leverage’ that the founders or the CEO can have is building a great team.” He continues that the founder’s role then shifts to “motivating [that team] with a strong vision and then creating a good culture and environment.”

Pointon shared that experience at OpenAgent: “We thought success would be measured in terms of market share or revenue. Something we didn’t realize was how much satisfaction we would get from bringing together a group of incredibly smart, committed and driven people.”

At Xero, co-founder and CEO Rod Drury has built a successful accounting platform allowing companies of all scales to access the latest and greatest cloud based accounting solutions. As his team grows he finds his focus shifting as well. “For me now [the most important thing] is that my team is successful, that they are doing meaningful work, changing the game, and achieving their career and financial goals.” That’s a long way from a founding team of just a few.

From building a product to building a team, there’s no break in the personal growth and education inherent to founding a startup.

At OpenAgent, Higuera feels that “Change and learning are also some of the best things about startup life and probably the reason why startups are so addictive.” Higuera and Pointon’s team “change all the time,” and that principle has become core to their product. “Learning and change is part of OpenAgent’s DNA and why we have been so successful.”

Drury of Xero embraces the cycles of challenge and growth, “With each mountain climbed, there is always a new one right behind it. Achieving those summits is addictive for entrepreneurs.”

The path of a founder may sound ideal: quit your job, solve a problem, build a team, and watch your empire grow. But that sort of trajectory is far from the norm. "You know that most startups die," says Holthouse.

He continues, "to succeed, you are against the odds. You have to be an outlier." Even as an outlier, success never comes overnight. The life of a founder is far from easy.

At Shoes of Prey, Fox and her team worked long, hard hours. Fox shares that she "would wake up, pull my computer onto my lap in bed and work until I was hungry and had to tear myself away." She would "fall asleep the same way... computer on lap, screen on, desperate to get as much done as fast as possible."

The Envato founding team "didn't take a day or evening off for about six months," and Fung "built everything [at Airtasker] from scratch," with a workload that "varied from doing product optimisation, creating marketing collateral and plans, building our PR presence, hiring new staff, and raising capital."

But that was just on the product side. To help Airtasker grow, "my co-founder Jono and I also ended up completing a number of tasks - from late night KFC deliveries to retail shop fit outs!" In Tim's words, building a startup is "like running a marathon but not knowing where the finish line is."

Peter Beck, founder of Rocket Lab, would agree with the inherent difficulty, but reminds us that "the tough stuff is as



**"The tough stuff is as important as the fun stuff. It shapes you, grows you and makes you."**

*Peter Beck, Founder of Rocket Lab*



**"With each mountain climbed, there is always a new one right behind it. Achieving those summits is addictive for entrepreneurs."**

*Rod Drury, Co-founder & CEO of Xero*





## “Do everything before you are ready.”

*Jodie Fox, Founder & CEO of Shoes of Prey*

important as the fun stuff. It shapes you, grows you and makes you.” He’s highlighting another characteristic of a successful founder—perseverance. He continues, “needless to say there are always hard times but it is best not to dwell on these.”

At OpenAgent, the early marathon days demanded perseverance. What else is there when you are building a client base without a product and a product without a client base? Higuera and Pointon “had no real estate agents on board. We simply went out there and got clients and backed ourselves to sign agents up on the go.” That’s a lot of work. They built a tech driven real estate company “with no real estate experience, no funding, no brand, and no sales experience.”

They both agree that the journey to OpenAgent was worth it. For Higuera, “being an entrepreneur is the hardest yet most rewarding thing I have ever done.”

That is in part because the difficulty pays off. Successful founders see gains both personal and financial. But that rewarding feeling that the OpenAgent founders feel is also because they’ve built something with a real, meaningful impact. For most of us, a home sale is a big life event. Pointon

feels that “people deserve a great sale with the minimum fuss.” In some ways, starting OpenAgent was an easy decision for her: “When we first started OpenAgent, we knew this was a very big opportunity and we knew that we would be helping people through some of life’s biggest moments.”

For Fung, Airtasker has become the trusted platform that he found lacking. His team has a user base of over half a million and has created over \$40 million in jobs. That is real, meaningful impact.

“I feel like I am tremendously privileged to be in the position I am in,” says Ta’eed of Envato, “so while a core goal is to maintain a growing, profitable business, I also want to be running a business that is ethical and innovative and enhances the lives of our employees and community.” This reward, beyond the economics and products and metrics, is difficult to quantify. But the success hasn’t gone to Ta’eed’s head. She maintains a clear determination and focus on the problem that first started her down the founders’ path. For Ta’eed, the designers using Envato are “the talented ones”, and her team’s role is “to deliver that community of 6 million people to discover their talent and use their stuff.” Like the rest of the startups in this report, deliver they have.



## “I also want to be running a business that is ethical and innovative and enhances the lives of our employees and community.”

*Cyan Ta’eed, Co-founder of Envato*

# 01

## Atlassian



### At A Glance

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**Tagline:**

Unleash Your Team's Potential

**Located:**

Sydney, Australia

**Year Founded:**

2002

**Key People:**

Scott Farquhar, Co-Founder

Mike Cannon-Brookes, Co-Founder

**Website:**

<https://www.atlassian.com/>

**Staff:**



**Size:**



**User Engagement:**



**Category:**

SaaS

**Ownership:**

Public

### Company Description

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Atlassian provides collaboration, development, and issue tracking software for teams. They aim to advance the power of collaboration with products including JIRA, Confluence, HipChat, and Bitbucket.

Their three main products are JIRA, Confluence and HipChat. JIRA Software provides a purpose-built experience for software teams and lets teams plan, track, and release world-class software. Confluence is where you create, organize and discuss work with your team. And Hipchat, which is a private group chat for teams.

Atlassian's IPO in late 2015 valued the company at over six billion.





## Company description

Xero is changing the game for small businesses with easy-to-use online accounting software. The services they provide for small and medium businesses include; a full accrual accounting system with a cashbook, automated daily bank feeds, invoicing, debtors, creditors, sales tax and reporting.

The cloud-based software connects people with the right numbers anytime, anywhere, on any device. For accountants and bookkeepers, Xero helps build a trusted relationship with small business clients through online collaboration.

Xero is designed to be the accounting engine for small businesses, giving real time access to financial data for accountants and bookkeepers.

## At A Glance

**Tagline:**

Beautiful accounting software

**Located:**

Wellington, New Zealand

**Year Founded:**

2006

**Key People:**

Rod Drury  
CEO & Executive Director

**Website:**

<http://www.xero.com>

**Staff:****Size:**

\$ \$ \$ \$ \$

**User Engagement:****Category:**

Fintech SaaS

**Ownership:**

Public

## At A Glance

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**Tagline:**

Top digital assets and services

**Located:**

Melbourne, Australia

**Year Founded:**

2006

**Key People:**

Cyan Te'eed, Co-Founder & Managing Director

Collis Ta'eed, Co-Founder & CEO

Jun Rung, Co-Founder

**Website:**

<https://envato.com/>

**Staff:**

**Size:**

\$ \$ \$ \$ \$

**User Engagement:**

**Category:**

Creative Marketplace

**Ownership:**

Private



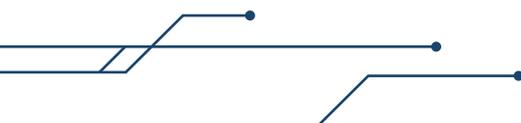
## Company Description

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Envato operates a group of digital marketplaces that sell creative assets for web designers, including themes, graphics, video, audio, photography and 3D models.

The network includes Envato Market, a network of specialist marketplaces, with over 9 million items to bring any and every creative project to life. Envato Studio connects clients with hand-picked freelance creative talent to create logos, landing pages, websites and more. Envato Tuts+ is a vast learning resource of free tutorials and subscription courses for in-demand creative skills. And Envato Video, a free iOS app, helps anyone turn their photos into beautiful, compelling videos to share.

Envato is a creative ecosystem with over 5 million members.





## Company description

Campaign Monitor allows you to design engaging email marketing campaigns with simple drag-and-drop tools. With designs guaranteed to look parallel in every inbox, on every device. Campaign Monitor offers a range of professionally-designed email marketing templates, a number of layouts, and the ability to match your brand .

The company makes it easy to attract new subscribers, send them email newsletters and generate reports on the results. Built from the ground up for agencies, Campaign Monitor's customers can manage all their clients from a single account.

Campaign Monitor allows customers to optimise results with their A/B testing platform, which allows customers to test subject lines, sender details and different email marketing designs.

## At A Glance

**Tagline:**

Elegantly simple email marketing

**Located:**

Sydney, Australia

**Year Founded:**

2004

**Key People:**

Dave Greiner, Co-Founder

Ben Richardson, Co-Founder

Alex Bard, CEO

**Website:**

<http://www.campaignmonitor.com>

**Staff:**



**Size:**



**User Engagement:**



**Category:**

Marketing SaaS

**Ownership:**

Private

# 05

## Canva



### At A Glance

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**Tagline:**

Empowering the world to design

**Located:**

Sydney, Australia

**Year Founded:**

2012

**Key People:**

Melanie Perkins,

Co-Founder & CEO

Cliff Obrecht,

Co-Founder & COO

Cameron Adams, Co-Founder  
& Chief Product Officer

**Website:**

<https://www.canva.com/>

**Staff:**



**Size:**



**User Engagement:**



**Category:**

Creative Marketplace

**Ownership:**

Private

### Company Description

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Canva is an online graphic design platform, empowering the world to create. It offers free access to a wide assortment of design tools and options, as well as premium options for paying customers.

Canva's platform combines a drag-and-drop design tool with a stock library of over 1 million photographs, illustrations and imagery, the platform also has free icons, shapes and a wide library of typefaces. Users can choose from hundreds of professional templates to create social media graphics, presentations, flyers, posters, invitations and more.

More than nine million customers have used Canva to create over 65 million designs.





## Company description

OFX is a global provider of online international payment services for personal and business customers, formerly known as the OzForex Group Limited. Established in 1998 with the aim of providing clients with a better deal, there are OFX offices in Sydney, Toronto, San Francisco, London, Hong Kong, and Auckland.

OFX technology also powers international money transfer services of Travelex, MoneyGram, ING Direct, Macquarie International Money Transfers and other international financial institutions. Their system is integrated with cloud accounting software providers Xero and Saasu, enabling users to pay foreign currency invoices at affordable rates.

Its parent company, OzForex Group Limited, is a publicly listed entity with shares traded on the Australian Stock Exchange under the code ""OFX".

## At A Glance

**Tagline:**

When it matters, OFX it

**Located:**

Sydney, Australia

**Year Founded:**

1998

**Key People:**

Richard Kimber, CEO

**Website:**

<http://ozforex.com.au>

**Staff:**



**Size:**



**User Engagement:**



**Category:**

Fintech

**Ownership:**

Public

# 07

## Freelancer



### At A Glance

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**Tagline:**

Hire expert freelancers for your online job

**Located:**

Sydney, Australia

**Year Founded:**

2004

**Key People:**

Matt Barrie,  
CEO & Chairman

**Website:**

<https://www.freelancer.com.au/>

**Staff:**



**Size:**



**User Engagement:**



**Category:**

Services Marketplace

**Ownership:**

Public

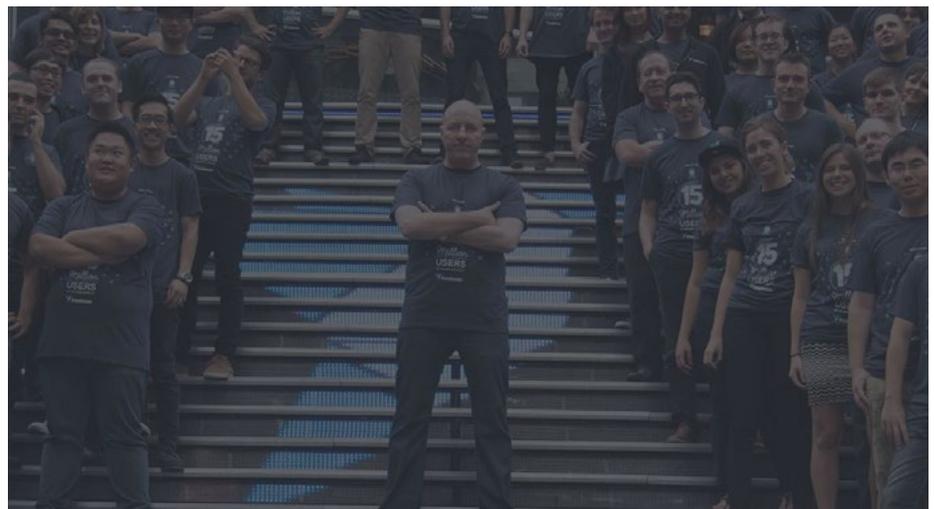
### Company Description

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Freelancer.com is the world's largest freelancing, outsourcing and crowdsourcing marketplace by number of users and projects. Freelancer.com has connected thousands of employers and freelancers from over 247 countries, regions and territories.

Through the Freelancer marketplace, employers can hire freelancers to do work in areas such as software development, writing, data entry and design right through to engineering, the sciences, sales and marketing, accounting and legal services.

With over 18 million registered users, Freelancer.com has posted more than eight million jobs.





### At A Glance

**Tagline:**  
Best Retail Point of Sales System

**Located:**  
Auckland, New Zealand

**Year Founded:**  
2009

**Key People:**  
Vaughan Rowsell,  
Founder & CEO

**Website:**  
<https://www.vendhq.com/>

**Staff:**

**Size:**  
\$ \$ \$ \$ \$

**User Engagement:**



**Category:**  
Fintech, SaaS

**Ownership:**  
Private

### Company description

Vend is a cloud-based point-of-sale (POS) and retail platform that gives retailers everything they need to manage and grow their business. Vend enables retailers to accept payments, sell in-store and online, manage their inventory, reward customer loyalty, and report on their business in real-time.

Vend works with a wide range of point-of-sale hardware, and is simple to set up — all you need is a web browser. Vend seamlessly integrates with other useful business tools, including accounting software Xero and QuickBooks Online.

Launched in late 2010, Vend is now used in over 15,000 stores across 140 countries and is seeing continued rapid global growth in 2015.

## At A Glance

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**Tagline:**

Don't spend the weekend sending invoices

**Located:**

Sydney, Australia

**Year Founded:**

2002

**Key People:**

Chris Strode, Founder & Chief Product Officer

Greg Waldorf, CEO

**Website:**

<http://www.invoice2go.com>

**Staff:**

**Size:**

\$ \$ \$ \$ \$

**User Engagement:**

**Category:**

Fintech SaaS

**Ownership:**

Private



## Company Description

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Invoice2go was created to give small businesses an alternate option to the fully fledged, expensive accounting systems. The lightweight mobile app allows small businesses to send invoices and track expenses, while also acting as a reporting tool.

The app works straight from phones, tablets or computers. The key features of Invoice2go include creation and sending of invoices, customisable invoice templates, reporting and analytics. The app also offers a secondary suite of features called Apps2go for receipt and expense tracking, creation of statements, gathering customer signatures electronically, and scanning product details.

Invoicing can be done on the spot, right when the job is finished.



### Company description

WiseTech Global is a global developer of cloud-based software solutions for the international and domestic logistics industries. Their software solutions are used to increase productivity and functionality, providing comprehensive integration and compliance capabilities.

WiseTech's leading product, CargoWise One, provides a sophisticated and comprehensive end-to-end logistics solution and forms an integral link in the global supply chain.

From single-office businesses to large multinational companies worldwide, their clients are able to improve their visibility, efficiency, quality of service, and profitability by adopting next-generation technology.



### At A Glance

**Tagline:**

Logistics Software, Supply Chain Execution Software

**Located:**

Sydney, Australia

**Year Founded:**

1994

**Key People:**

Richard White, CEO

**Website:**

<http://www.wisetechglobal.com/>

**Staff:****Size:**

\$\$\$ \$\$

**User Engagement:****Category:**

SaaS

**Ownership:**

Public

# 11

## 3P Learning



### At A Glance

**Tagline:**

We Love learning. It really is as simple as that.

**Located:**

Sydney, Australia

**Year Founded:**

2004

**Key People:**

Sam Weiss, Independent Non-Executive Chairperson

**Website:**

<http://www.3plearning.com/>

**Staff:****Size:**

\$\$\$ \$ \$

**User Engagement:****Category:**

Education SaaS

**Ownership:**

Public

### Company Description

3P Learning is the global leader in online learning for school-aged students, with their programs covering mathematics (Mathletics), spelling and literacy (Spellodrome), reading skills (Reading Eggs) and Science (IntoScience).

All of their e-learning programs are designed by educators and educational technologists and are fully aligned with over a dozen international curricula.

With independent learning encouraged and celebrated, learning becomes fun. 3P Learning is trusted by over 5.3 million students in over 17,000 schools across the world.



### At A Glance



### Company description

99designs has built the world's largest online graphic design marketplace. This marketplace connects more than one million talented freelance designers with creative people, genius entrepreneurs, savvy businesses, and anyone else who needs great work.

99designs works by a customer building a design brief, picking a design package and launching a contest on the platform. The customer then receives designs from a number of designers, they then pick their favourite and pay that designer.

99designs gives designers around the world the opportunity to access a global customer base and build their portfolios, while giving customers a fast, easy-to-understand process for sourcing design.

**Tagline:**

Logos, web design graphic design and more

**Located:**

Melbourne, Australia

**Year Founded:**

2008

**Key People:**

Patrick Llewellyn, CEO & President

**Website:**

<http://99designs.com.au/>

**Staff:****Size:****User Engagement:****Category:**

Creative Marketplace

**Ownership:**

Private

# 13



## Redbubble

### At A Glance

**Tagline:**

Uncommon designs by 350k+ independent artists

**Located:**

Melbourne, Australia

**Year Founded:**

2007

**Key People:**

Martin Hosking, CEO

**Website:**

<http://www.redbubble.com/>

**Staff:****Size:**

\$\$\$ \$ \$

**User Engagement:****Category:**

Creative Marketplace

**Ownership:**

Private

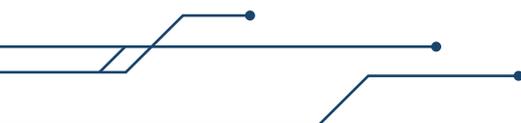


### Company Description

Redbubble helps artists turn their work into useable, wearable, hangable pieces and has created a marketplace for those products. Artists upload their work and receive commission without the hassle of production, marketing, sales, or shipping. Nearly half a million artists use Redbubble to share their work with consumers around the world.

If you're looking for unique t-shirts, wall art, iPhone cases or any other beautifully designed products, RedBubble present an alternative to the mass produced products, with one of a kind designs.

On the other hand, RedBubble is a marketplace for creatives, with the ability to sell designs and find a playground of like minded individuals displaying and discussing work. Their goal is to be a learning and collaborating space that is completely free.





## Company description

Aconex provides the world's most widely used collaboration platform. It is a cloud solution for managing project-wide information and processes online in the world of construction, infrastructure, energy and resources projects.

Aconex allows owners, contractors, construction managers, EPCs, project managers and consultants to collaborate securely, efficiently and easily. The product is designed to help teams finish early and under budget.

Over the last 14 years, the Aconex collaboration platform has been used on projects worth over US\$800 billion, by more than 500,000 users across 70 countries.

## At A Glance

### Tagline:

The #1 cloud platform connecting teams on the world's largest projects.

### Located:

Melbourne, Australia

### Year Founded:

2000

### Key People:

Leigh Jasper, Co-Founder & CEO

Rob Phillpot, Co-Founder & Senior Vice President, Product & Engineering

### Website:

<http://www.aconex.com>

### Staff:



### Size:



### User Engagement:



### Category:

Fintech Marketplace

### Ownership:

Public

# 15

## Harmoney



### At A Glance

**Tagline:**

Where everyday people lend money to everyday people

**Located:**

Auckland, New Zealand

**Year Founded:**

2012

**Key People:**

Neil Roberts, Founder & Joint CEO

Brad Hagstrom, Joint CEO

**Website:**

<https://www.harmoney.co.nz/>

**Staff:**



**Size:**



**User Engagement:**



**Category:**

Fintech Marketplace

**Ownership:**

Private

### Company Description

Harmoney is a peer-to-peer lending platform that matches borrowers with investors. Harmoney operates by connecting individuals who want to borrow with individuals who want to invest.

To list a personal loan in the marketplace, borrowers complete a 100% online application via Harmoney. Once approved, the borrower gets a personalised interest rate and then has an opportunity to tell their story; a chance to explain what they will use the money for.

Harmoney gives investors the ability to diversify their investments over hundreds, even thousands of individual loans by splitting loans into \$25 chunks.





### At A Glance

**Tagline:**

Live your life in shoes you love

**Located:**

Sydney, Australia

**Year Founded:**

2009

**Key People:**

Jodie Fox, Co-founder & Chief Creative Officer

Michael Fox, Co-founder & Co-Chief Executive Officer

Mike Knapp, Co-founder & Co-Chief Executive Officer

**Website:**

<https://www.shoesofprey.com/>

**Staff:****Size:**

\$ \$ \$ \$ \$

**User Engagement:****Category:**

Ecommerce

**Ownership:**

Private

### Company description

Shoes of Prey is a global, multi-channel retail brand that enables shoppers to design their own shoes online. Design your own shoes and get exactly what you want.

The company specialises in flats, heels, wedges, sandals, boots and more that can't be found anywhere else - because they're designed by shoppers, for shoppers.

Using the Shoes of Prey 3D Designer, customers choose the shape, colour and height of their shoes. Designs are handmade within four weeks and delivered worldwide.

They offer 'Style Help' with design advice, how to's and answers to a number of frequently asked questions.

# SiteMinder

## At A Glance

**Tagline:**

Attract, Reach and Convert

**Located:**

Sydney, Australia

**Year Founded:**

2006

**Key People:**

Mike Ford, Co-founder & Managing Director

Mike Rogers, Co-founder & Chief Technical Officer

**Website:**

<http://www.siteminder.com/>

**Staff:****Size:**

\$ \$ \$ \$ \$

**User Engagement:****Category:**

SaaS

**Ownership:**

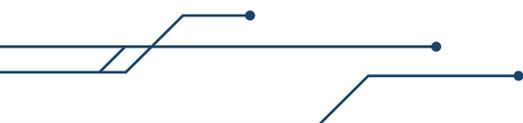
Private

## Company Description

SiteMinder allows hotels to attract, reach and convert guests across the globe. It is a hotel channel management and booking software provider, fully operational on the cloud. They have presence in more than 160 countries across six continents.

SiteMinder's products include The Channel Manager, the industry's leading online distribution platform; TheBookingButton, a wholly-branded booking engine for direct bookings via the web, mobile or social; Canvas, the intelligent website creator for independent hoteliers; and GDS by SiteMinder, a single-point of entry to a six-figure network of travel agents and the world's major GDSs.

With SiteMinder, rooms are booked, inventory is updated, margins are maximised and hoteliers tend to guests, not technology.





## Company description

Tyro Payments is the only independent EFTPOS provider in Australia competing with the major retail banks, servicing the small business community.

Tyro is one of the pioneers of the fintech space, founded in 2003. Tyro was a response to the Reserve Bank of Australia's call for competition.

A banking institution with technology in their DNA, Tyro holds authority to acquire credit and debit card transactions and does not take money on deposit. Now servicing over 12,000 Australian merchants handling over \$6.5B in transactions.

## At A Glance

### Tagline:

Integrated EFTPOS solutions tailored to your needs

### Located:

Sydney, Australia

### Year Founded:

2003

### Key People:

Andrew Rothwell, Co-Founder & VP Sales

Peter Haig, Co-Founder & Head of Product

Jost Stollmann, Executive Director & CEO

### Website:

<http://www.tyro.com>

### Staff:



### Size:

\$ \$ \$ \$ \$

### User Engagement:



### Category:

Fintech Marketplace

### Ownership:

Public

# 19

## Prospa



### At A Glance

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**Tagline:**

Business loans made easy

**Located:**

Sydney, Australia

**Year Founded:**

2012

**Key People:**

Beau Bertoli, Founder & Joint CEO

Greg Moshal, Founder & Joint CEO

**Website:**

<http://prospa.com/>

**Staff:****Size:**

\$\$\$ \$ \$

**User Engagement:****Category:**

Fintech

**Ownership:**

Private



### Company Description

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Prospa provides unsecured business loans to Australian small businesses. Prospa can approve loans for under \$20k in less than 24 hours.

Using a smart proprietary technology platform and a fast, easy online application, Prospa focuses on the health of a business to determine creditworthiness, not the personal score of the owner. Small businesses can apply online for loans up to \$250k using the online application, get a fast decision and in many cases receive the funding in under 24 hours.

To evaluate the health of a business, Prospa uses an advanced lending platform - called ProspaScore - developed specifically for the Australian small business environment.



## Company description

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SocietyOne is a marketplace lender, an online financial community where investors and borrowers can connect to get a better deal. The SocietyOne technology platform reduces the cost of originating and managing consumer loans, and this operating cost advantage enables both borrowers and investors to get a better deal.

SocietyOne removes the cost and complexity of the traditional lending process, bringing borrowers and investors a better experience and a better deal. Their mission is to offer highly competitive personal loan interest rates and commensurate returns for investors in this asset class.



## At A Glance

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**Tagline:**

We've got a rate just for you.

**Located:**

Sydney, Australia

**Year Founded:**

2011

**Key People:**

Matt Symons, Co-Founder and Chief Strategy & Innovation Officer

Greg Symons, Co-founder and CEO of Clearmatch

Jason Yetton, CEO and Managing Director

**Website:**

<https://www.societyone.com.au/>

**Staff:****Size:**

\$ \$ \$ \$ \$

**User Engagement:****Category:**

Fintech Marketplace

**Ownership:**

Private



## At A Glance

### Tagline:

Making Virtual Reality Human

### Located:

Wellington, New Zealand

### Year Founded:

2014

### Key People:

Linc Gasking, Co-founder, CEO  
& Chief Reality-Maker

Eugene d'Eon, Co-founder  
& Chief Scientist

Toni Moyes, Chief Operating Officer

### Website:

<http://8i.com/>

### Staff:



### Size:

\$ \$ \$ \$ \$

### User Engagement:



### Category:

Entertainment

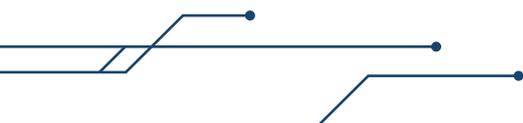
### Ownership:

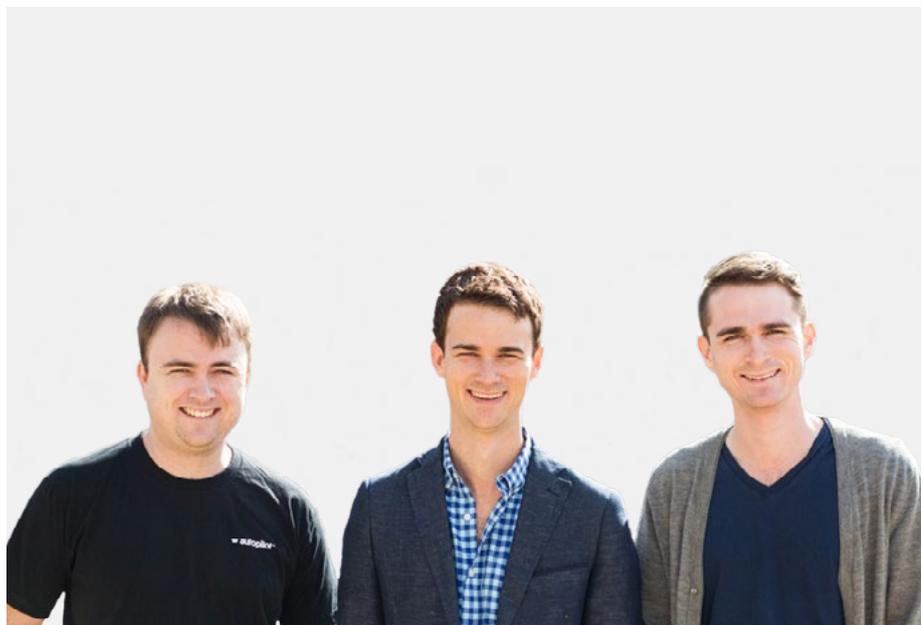
Private

## Company Description

8i is a technology company on a mission to make Virtual Reality human by empowering creators to create compelling and immersive virtual experiences featuring real people. Their technology brings virtual experiences to life with fidelity and realistic recordings of humans. The Virtual Reality gives you a sense of presence and freedom to move through space and time, opening up worlds of possibilities.

8i's proprietary technology transforms regular video from multiple off-the-shelf cameras into a hologram that viewers can walk around in virtual reality and augmented reality, or interact with on the web. This approach, called volumetric VR, is the next step forward in storytelling and human communication as it enables complete freedom of movement, true sense of presence, and real emotional connection with the person you're watching.





## Company description

Autopilot is a visual marketing software for automating the customer journey. Helping marketers connect their systems, create automated journeys, and convert leads into customers.

Built-in integrations to popular tools like Salesforce, Segment, Twilio, Slack, GoodData, and Zapier make it easy to connect systems and message consistently across online, offline and mobile channels including email, SMS, in-app messaging, and physical mail.

Autopilot helps companies of all sizes and industries to automate their marketing, rekindle old customer relationships, reach new audiences, and grow their bottom line.

## At A Glance

**Tagline:**

Email Marketing and Marketing Automation software

**Located:**

Sydney, Australia

**Year Founded:**

2012

**Key People:**

Michael Sharkey, Co-Founder & CEO

Chris Sharkey, Co-Founder & CTO

Peter Sharkey, Co-Founder & Chief Product Officer

**Website:**

<https://autopilothq.com/>

**Staff:****Size:****User Engagement:****Category:**

Marketing SaaS

**Ownership:**

Private

## At A Glance

### Tagline:

HVAC Energy Optimization for Commercial Buildings

### Located:

Sydney, Australia

### Year Founded:

2009

### Key People:

Michael Nark, CEO

### Website:

<https://www.buildingiq.com/>

### Staff:



### Size:

\$ \$ \$ \$ \$

### User Engagement:



### Category:

SaaS

### Ownership:

Public



## Company Description

BuildingIQ provides a unique Software-as-a-Service (SaaS) solution to optimise energy use in commercial buildings.

Their Predictive Energy Optimisation™ uses advanced algorithms to automatically fine tune and control HVAC (Heating, ventilating and air conditioning) systems resulting in savings while maintaining or improving comfort. Small changes in temperature and pressure result in customers savings of 10-25% in HVAC energy costs.

The solution makes buildings more energy efficient without affecting tenants' comfort. It helps owners, managers, and tenants reduce energy consumption, cost, and emissions, and obtain more value from their existing energy systems.





## Company description

Moula is an Australian provider of working capital for small and medium businesses. Moula has developed a unique platform that will analyse business data, providing funding that is relevant and appropriate to help you grow. They can fund between \$3,000 and \$100,000 over 6 months.

Moula provide fast access to working capital. Unlike traditional providers of capital, the process is entirely online and money is transferred within 24 hours.

There's no establishment fees or penalty for early repayment. Moula only charges interest on the outstanding balance.

## At A Glance

### Tagline:

Business Loans  
Quick. Smart.

### Located:

Melbourne, Australia

### Year Founded:

2013

### Key People:

Aris Allegos, Co-founder  
& CEO

Andrew Watt, Co-founder  
& COO

Piers Moller, Co-founder & CTO

### Website:

<https://moula.com.au/>

### Staff:



### Size:

\$ \$ \$ \$ \$

### User Engagement:



### Category:

Fintech Marketplace

### Ownership:

Private

# 25

## Nitro



### At A Glance

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**Tagline:**

Edit PDF, Sign & Share Digital Documents

**Located:**

Melbourne, Australia

**Year Founded:**

2005

**Key People:**

Sam Chandler, Founder & CEO

**Website:**

<http://www.gonitro.com/>

**Staff:**



**Size:**



**User Engagement:**



**Category:**

Software

**Ownership:**

Private

### Company Description

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Nitro is a document productivity company, changing the way the world works with documents. From the desktop to the cloud, Nitro makes it easy to create, edit, share, sign and collaborate—online or offline.

They endeavour to disrupt the PDF market with their products Nitro Pro and Nitro Cloud which are specifically designed for user accessibility and streamlining workflows.

Nitro Cloud is an easy way to share and sign documents—anytime, anywhere. From individual users to large enterprises, Nitro Pro gives users the tools to work smarter and faster.





## Company description

Rocket Lab's mission is to remove the barriers to commercial space. It was founded on the belief that small payloads require dedicated small launch vehicles and the flexibility not currently offered by traditional rocket systems.

Since its foundation in 2007 by New Zealander Peter Beck, Rocket Lab has delivered a range of complete rocket systems and technologies for fast and affordable payload deployment.

Rocket Lab's flagship engine, the 4,900lbf Rutherford, is a turbo-pumped LOX/RP-1 engine specifically designed for the Electron Launch Vehicle. Rutherford adopts an entirely new electric propulsion cycle, using electric motors to drive its turbopumps, and is the first oxygen/hydrocarbon engine to use 3D printing for all primary components.

## At A Glance

### Tagline:

Innovative access to space

### Located:

Auckland, New Zealand

### Year Founded:

2007

### Key People:

Peter Beck, Founder & CEO

### Website:

[www.rocketlabusa.com](http://www.rocketlabusa.com)

### Staff:



### Size:

\$ \$ \$ \$ \$

### User Engagement:



### Category:

Transportation Hardware

### Ownership:

Private



### At A Glance

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**Tagline:**

Get from A-B, real easy

**Located:**

Sydney, Australia

**Year Founded:**

2011

**Key People:**

Hamish Petrie, Founder & CEO

**Website:**

<https://www.ingogo.com.au/>

**Staff:**



**Size:**

\$ \$ \$ \$ \$

**User Engagement:**



**Category:**

Transportation Marketplace

**Ownership:**

Private

### Company Description

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Ingogo is a taxi bookings and payments service for passengers and drivers. Ingogo offers a mobile app and website that's an easy way to book any type of taxi on any device. Ingogo lets you track your taxi location on the map and you can also call or text your driver.

The app has options to 'hail now' or book up to 48 hours in advance with thousands of fully licensed drivers on the platform.

Ingogo allows you to pay any way you want – cash, credit or through the app and has a pick up guarantee policy, which gives you a \$10 credit to your account if a driver does not show for an accepted booking.





## Company description

Unleashed Software offer simple, online inventory software that easily integrates directly with Xero, or can be run standalone to simply manage your stock.

Inventory management extends to the use of online e-commerce platforms such as Magento, where Unleashed can manage purchases and sales directly from a wide range of e-commerce platforms.

Beyond inventory control, Unleashed improves customer retention by analysing past inventory trends to predict the optimal future levels of stock to be held at different times of the year, adjusting for seasonal differences in demand.

## At A Glance

**Tagline:**

Inventory Software.  
Unleashed.

**Located:**

Auckland, New Zealand

**Year Founded:**

2010

**Key People:**

Gareth Berry, CEO

**Website:**

<https://www.unleashedsoftware.com/>

**Staff:****Size:**

\$ \$ \$ \$ \$

**User Engagement:****Category:**

Software

**Ownership:**

Private

## At A Glance

### Tagline:

Buy Wine online with our epic daily deals

### Located:

Richmond, Australia

### Year Founded:

2011

### Key People:

Justin Dry, Co-Founder & Joint CEO

Andre Eikmeier, Co-Founder & Joint CEO

Leigh Morgan, Co-Founder

### Website:

<https://vinomofu.com/>

### Staff:



### Size:

\$\$\$ \$\$

### User Engagement:

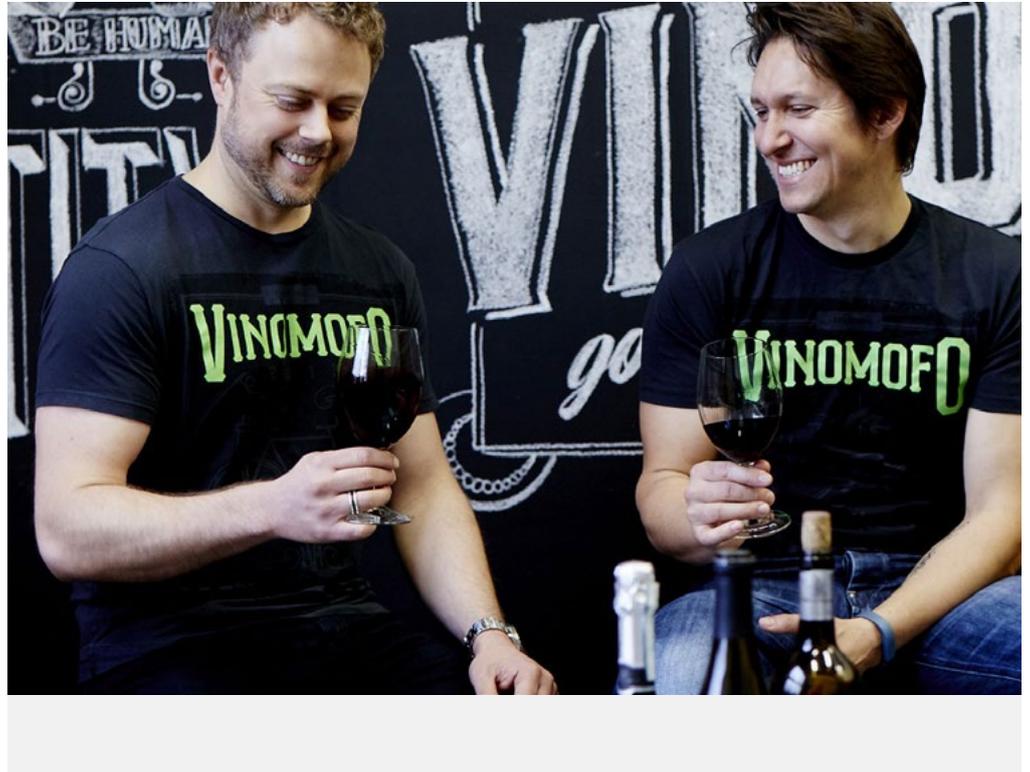


### Category:

Ecommerce

### Ownership:

Private

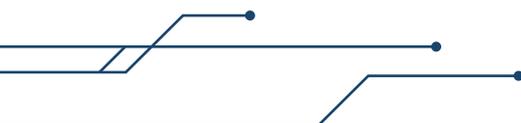


## Company Description

Vinomofu is all about good wine, real people, and the most epic wine deals on the planet. From cult classics to indie gems handcrafted in the sheds of tomorrow's legends, they source and sell wines that they drink and love.

Every day, a small selection of handpicked wines and wine-like things are available to members at affordable prices. Vinomofu works directly with producers around the world to find the wines they love, and curate them to your taste.

As a member, you get your very own personal Mofo Broker to look after you and help you find the wines you love, delivered to your door.



### Company description

For brands, agencies, and publishers, Image Brief is a resource to search images; brief for something custom (branded or specific); or to discover and hire a photographer.

For photographers, Image Brief is the place to sell, connect, and get hired. Sign up to license your images, respond to briefs, and get yourself in front of clients. Unlike other photography hubs, Image Brief services real clients with real needs, all in real time.

The marketplace contains searchable images where brands, agencies, and publishers can discover royalty free and rights managed images, all ready-to-buy.



### At A Glance

**Tagline:**

Un-Stocky Stock Images

**Located:**

Sydney, Australia

**Year Founded:**

2010

**Key People:**

Simon Moss, Co-Founder & CEO

Meg Moss, Co-Founder & Head of Content

Kris Sugandhi, Co-Founder

David Peterson, Co-Founder

**Website:**

[www.imagebrief.com/](http://www.imagebrief.com/)

**Staff:****Size:**

\$ \$ \$ \$ \$

**User Engagement:****Category:**

Creative Marketplace

**Ownership:**

Private

## At A Glance

### Tagline:

Save Time, Save Lives with iAuditor

### Located:

Townsville, Australia

### Year Founded:

2004

### Key People:

Luke Anear, CEO

### Website:

<http://www.safetyculture.io>

### Staff:



### Size:

\$ \$ \$ \$ \$

### User Engagement:



### Category:

SaaS

### Ownership:

Private

## Company Description

SafetyCulture makes safety accessible and affordable to everyone with the world's most used checklist inspection app, iAuditor. The product makes inspections easy with iAuditor by centrally managing teams and inspections.

iAuditor builds checklists, conducts inspections and creates instant reports. With over 20 million audits conducted worldwide using iAuditor, in over 80 countries. iAuditor is available for free through The App Store and Google Play Store.

They have developed software that provides user experience for the worker first, and then provides the reporting and analytics around that experience. Their goal is for everyone to have access to the best mobile safety management systems, working around the clock to help workers return safely to their families.





### Company description

Booktrack offers a new content creation and distribution platform that turns reading into an immersive movie-like experience.

Booktrack's patented technology lets anyone add a synchronized soundtrack to an e-book or other digital text content, with the audio paced to each individual's reading speed.

Booktrack 'Classroom' is a new way for students to read stories and texts accompanied by a movie-style soundtrack. In addition, students can create Booktracks, using their own writing or works being studied in school.

### At A Glance

**Tagline:**

Soundtracks for Books

**Located:**

Auckland, New Zealand

**Year Founded:**

2010

**Key People:**

Paul Cameron, Co-Founder, CEO & Director

Mark Cameron, Co-Founder & Director

**Website:**

<https://www.booktrack.com/content/>

**Staff:****Size:****User Engagement:****Category:**

Entertainment

**Ownership:**

Private

## At A Glance

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**Tagline:**

Teach to the student, not to the class.

**Located:**

Sydney, Australia

**Year Founded:**

2008

**Key People:**

Dror Ben-Naim, Founder & CEO

Shaowei Ho, Co-Founder,  
Head of Platform Experience

Zack Belinson, Co-Founder,  
Head of Smart Content

**Website:**

[www.smartsparrow.com](http://www.smartsparrow.com)

**Staff:**

**Size:**

\$ \$ \$ \$ \$

**User Engagement:**

**Category:**

Education SaaS

**Ownership:**

Private



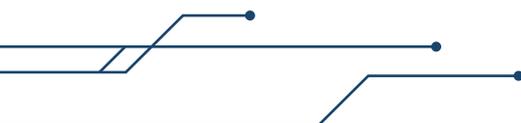
## Company Description

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Smart Sparrow is a learning design platform for next-generation courseware. Smart Sparrow enables every educator to create next-generation courseware and give each student an engaging and personalised learning experience that will help them succeed.

Smart Sparrow is a global leader in adaptive learning. Over 500 institutions utilise the platform to create active and adaptive eLearning courseware. It was founded by Dr. Dror Ben-Naim, who led a research group in the field of Intelligent Tutoring Systems and Educational Data Mining at the University of New South Wales in Sydney, Australia, resulting in the development of the Adaptive eLearning Platform.

The platform makes courseware adaptive to better support at-risk students, motivate high achievers and maximise each student's potential.





### Company description

Snakk enables brands to reach their target consumers on smartphones and tablets by delivering engaging ads across a network of mobile websites, applications and games. The company's portfolio of technology aggregates a publisher's supply of ad space and matches it with an advertiser's demand.

Snakk is a market leader in combining dynamic creative with smart data-driven media solutions.

Snakk Media helps advertisers navigate and succeed in the new multi-screen world with targeted, measurable and engaging media and campaign outcomes.

### At A Glance

**Tagline:**

Geo Audience Specialists

**Located:**

Sydney, Australia

**Year Founded:**

2010

**Key People:**

Peter James, Chairman

Mark Ryan, Group CEO

Andrew Jacobs, Co-founder & General Manager

**Website:**

[www.snakkmedia.com](http://www.snakkmedia.com)

**Staff:**



**Size:**

\$ \$ \$ \$ \$

**User Engagement:**



**Category:**

Marketing Marketplace

**Ownership:**

Public

## Catapult Sports

### At A Glance

**Tagline:**

Wearable Technology for Elite Sports

**Located:**

Melbourne, Australia

**Year Founded:**

2005

**Key People:**

Shaun Holthouse, Founder & CEO

Igor van de Griendt, Founder & COO

**Website:**

<http://www.catapultsports.com>

**Staff:**

**Size:**

\$\$\$ \$ \$ \$

**User Engagement:**

**Category:**

Sport Tech Hardware

**Ownership:**

Public



### Company Description

As a global leader in athlete analytics, Catapult works with over 700 teams and institutes worldwide to quantify elite performance.

Catapult is changing the face of elite sport with evidence-based wearable tracking technology - a portable, flexible, scientifically-validated performance monitoring tool that forms a dashboard for athletes to avoid preventable injuries and rehabilitate safer.

Catapult protects thousands of elite athletes at the intersection of sport science and analytics. Retaining its research-based approach to innovation, Catapult enables insight into athlete risk, readiness and return to play. Catapult empowers coaches globally with scientifically-validated metrics for the advancement of athlete performance.



## Company description

Culture Amp is Culture Analytics for your company. Their service gives companies a way to quantify and develop their culture in an informed way. They accomplish this by providing customisable surveys combined with a intuitive dashboard and analytics engine.

Organisations can survey their employees, parts of their organisation, or ""pulse"" survey different employees in real-time. Culture Amp makes employee feedback actionable by providing engaging information that is digestible.

Their aim is to make the employee experience better.



## At A Glance

**Tagline:**

The Survey Platform for people and culture

**Located:**

Melbourne, Australia

**Year Founded:**

2010

**Key People:**

Didier Elzinga, Co-Founder & CEO

Jon Williams, Co-Founder & VP of Marketing

Douglas English, Co-Founder & VP of Engineering

Rod Hamilton, Co-Founder & VP of Product

**Website:**

[www.cultureamp.com](http://www.cultureamp.com)

**Staff:****Size:**

\$ \$ \$ \$ \$

**User Engagement:****Category:**

SaaS

**Ownership:**

Private

# Open Agent

## At A Glance

### Tagline:

Find the best real estate agents in your area

### Located:

Sydney, Australia

### Year Founded:

2012

### Key People:

Marta Higuera, Co-Founder & Co-CEO

Zoe Pointon, Co-Founder & Co-CEO

### Website:

[www.openagent.com.au](http://www.openagent.com.au)

### Staff:



### Size:

\$\$\$ \$\$

### User Engagement:



### Category:

Services Marketplace

### Ownership:

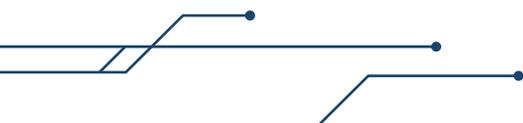
Private

## Company Description

OpenAgent was formed to fill a gap in the Australian real estate industry. The service provides property sellers with the information they need to find high quality agents to sell their home. Sellers benefit from the free service, while real estate agents are able to connect with their ideal clients.

The OpenAgent team includes ex-real estate agents, technology gurus and business leaders, who understand the challenges of working in a competitive real estate market.

OpenAgent looks at over 25,000 real estate agents to match consumers with the most suitable agent to sell a property.





### Company description

Established in 2012 to address the increased burden on healthcare systems, Vigil design, develop, integrate and distribute healthcare biometric wellness and environmental monitoring solutions that support people living well.

The Vigil system improves healthcare outcomes in home based personal healthcare management, hospital and managed care environments.

Industry specific hardware and software packages can be tailored to meet individual customer needs and integrated into existing operational systems, improving cost efficiency, quality of care and healthcare outcomes.

### At A Glance

**Tagline:**

Helping The World To Better Health

**Located:**

Auckland, New Zealand

**Year Founded:**

2012

**Key People:**

Alan Brannigan, CEO  
& Executive Director

**Website:**

<http://vigilmonitoring.com>

**Staff:**



**Size:**



**User Engagement:**



**Category:**

Health

**Ownership:**

Private

## At A Glance

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**Tagline:**

Top Consulting Talent  
On Demand

**Located:**

Sydney, Australia

**Year Founded:**

2012

**Key People:**

Bridget Loudon, Founder & CEO

Emily Yue, Founder & COO

**Website:**

<https://expert360.com/>

**Staff:****Size:**

\$ \$ \$ \$ \$

**User Engagement:****Category:**

Services Marketplace

**Ownership:**

Private

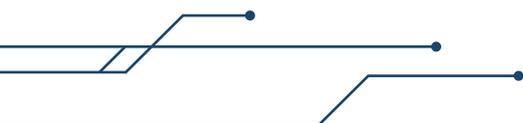
## Company Description

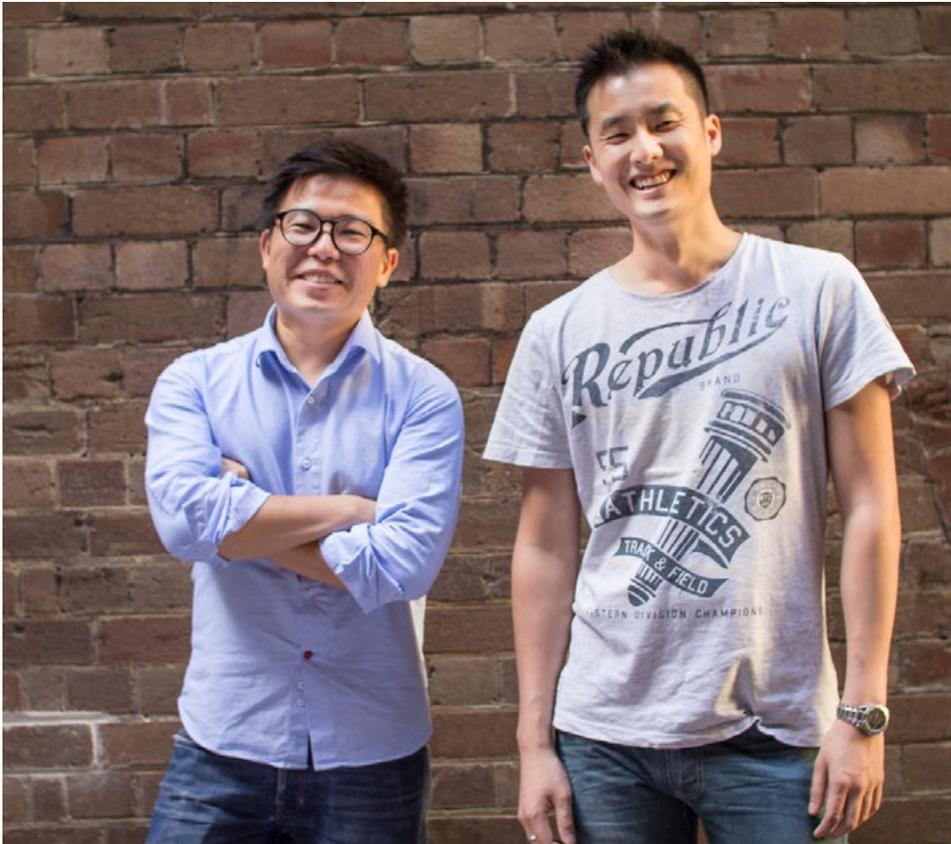
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Expert360 is an online platform that connects businesses with a global network of top independent consultants for project based work.

Their platform works by a consumer posting a project (describing what they need, objectives, and ideal candidate). The consumer can then interview experienced consultants and pick the best fit. Expert360 takes care of the contracts, invoicing, or payments on the platform.

They have over 7000 Experts across Australasia, North America, Europe and the Middle East, across multiple industries and capabilities.





### Company description

Airtasker is a community platform that connects people who need to outsource tasks and find local services, with people who are looking to earn money and are ready to work.

Airtasker can help you complete your home cleaning, handyman jobs, admin work, photography, graphic design or even build a website.

The online marketplace is for people and businesses to outsource tasks, with options to post a task or complete tasks. Airtasker helps connect people who need services completed with individuals who are eager and available.

### At A Glance

**Tagline:**

Get More Done

**Located:**

Sydney, Australia

**Year Founded:**

2012

**Key People:**

Tim Fung, Co-founder & CEO

Jono Lui, Co-founder & COO

**Website:**

<https://www.airtasker.com/>

**Staff:**



**Size:**



**User Engagement:**



**Category:**

Services Marketplace

**Ownership:**

Private

## At A Glance

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**Tagline:**

The Power to Unplug

**Located:**

Auckland, New Zealand

**Year Founded:**

2007

**Key People:**

Fady Mishriki, CEO

**Website:**

<http://powerbyproxi.com/>

**Staff:**



**Size:**

\$ \$ \$ \$ \$

**User Engagement:**



**Category:**

Energy Hardware

**Ownership:**

Private

## Company Description

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Power By Proxi is a wireless power solution. They believe in the future of wireless power and think it is paramount to enable this technology in a way that maximizes safety, reliability, efficiency, and value.

With solutions ranging from less than 1 Watt to Kilowatts, we provide consumer electronics and industrial suppliers with the freedom to wirelessly transfer reliable, efficient power in the most difficult places: from a miniaturised receiver inside a smartphone or wearable device, to mission critical applications in hostile environments such as a wind turbine control system.

PowerbyProxi was spun out of The University of Auckland in 2007 to commercialize cutting edge research undertaken by its scientists and engineers.





## Company description

DesignCrowd is an online marketplace which provides logo, website, print and graphic design services. Users gain access to freelance graphic designers and design studios around the world.

DesignCrowd gives you access to a 'virtual team' of over 500,000 designers from around the world - helping you to tap into the very best international design talent available, at a low cost.

Unlike traditional markets where users pay a professional to execute their design, DesignCrowd users can pick from designs around the world, with the average project receiving over 50 designs.

## At A Glance

**Tagline:**

Get the Perfect Custom Design, Every Time

**Located:**

Sydney, Australia

**Year Founded:**

2008

**Key People:**

Alec Lynch, Founder & CEO

Adam Arbolino, Co-founder & CTO

**Website:**

[www.designcrowd.com](http://www.designcrowd.com)

**Staff:****Size:**

\$ \$ \$ \$ \$

**User Engagement:****Category:**

Creative Marketplace

**Ownership:**

Private

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## At A Glance

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**Tagline:**

Online Investment Advisor

**Located:**

Sydney, Australia

**Year Founded:**

2013

**Key People:**

Chris Brycki, Founder & CEO

**Website:**

[www.stockspot.com.au](http://www.stockspot.com.au)

**Staff:****Size:**

\$ \$ \$ \$ \$

**User Engagement:****Category:**

Fintech

**Ownership:**

Private



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## Company Description

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Stockspot is Australia's first completely online and automated investment adviser and fund manager. Through their service a customer completes an investment profile about personal circumstances.

Stockspot then determines if investing in a diversified portfolio of Exchange Traded Funds (ETFs) is the right strategy. They will then match you with one of 5 Stockspot portfolios.

Stockspot's minimum investment amount is \$2,000. Portfolios over \$50,000 benefit from a reduction in fees, as well as the ability to personalise their portfolio with a range of investment themes.





### Company description

90 Seconds is the world's leading cloud video production platform, allowing brands to purchase, plan, shoot, edit and review video anywhere in the world, online and on mobile.

Their mission is to make web video affordable for all businesses and organisations, and create hundreds and thousands of jobs for video & film professionals all around the world.

Launched in 2010, 90 Seconds has worked with more than 1000 brands including Barclays, PayPal, Visa and Sony to produce high quality, fast, easy and affordable video content. To date over 10,000 videos have been produced in 70 countries. In some major cities, clients can start projects with advance notice of just 30 minutes.

### At A Glance

**Tagline:**

Your Cloud Video Production Platform

**Located:**

Auckland, New Zealand

**Year Founded:**

2010

**Key People:**

Tim Norton, Founder & CEO

**Website:**

<http://90seconds.com>

**Staff:**



**Size:**

\$ \$ \$ \$ \$

**User Engagement:**



**Category:**

Creative Marketplace

**Ownership:**

Private

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## Nano-Nouvelle



### At A Glance

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**Tagline:**

Unlocking the potential...

**Located:**

Marcoola, Australia

**Year Founded:**

2011

**Key People:**

Stephanie Moroz, CEO

Greg Morwood, COO

**Website:**

[www.nanonouvelle.com.au](http://www.nanonouvelle.com.au)

**Staff:**



**Size:**



**User Engagement:**



**Category:**

Energy Hardware

**Ownership:**

Public

### Company Description

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Nano-Nouvelle is a materials technology company developing products for its 3D nano-porous conductive membranes for energy, environmental, chemical and biomedical applications.

The team of scientists at Nano-Nouvelle are pushing the boundaries of functional materials with patent filings around its core technology. The first products in development are high performance battery electrodes, in which the high surface area of conductive material is particularly beneficial.

Nano-Nouvelle's current development is focused on applying active battery material to the conductive membrane to create the Tin Nanode™, a range of electrodes for high capacity and high power batteries.





## Company description

Data Republic provides a 'Trust Framework' enabling companies to exchange data in a secure, private and well-governed manner. The Trust Framework comprises two elements: the legal framework to enable multi-lateral data exchange under a single agreement, and the 'private by design' cloud based software platform that enables governance of data exchange and creation of data products.

Their mission is to make it faster, cheaper and safer to exchange data so customers can focus on driving personalisation and getting maximum value from their data.

Before Data Republic, it was hard and costly to set up the legal agreements and technical platform to share data in a way that is respectful of people's privacy whilst ensuring data security.

## At A Glance

**Tagline:**

Trust Platform for Secure Data Exchange

**Located:**

Sydney, Australia

**Year Founded:**

2015

**Key People:**

Paul McCarney, Co-Founder & CEO

Danny Gilligan, Co-Founder & Director

**Website:**

<https://www.datapublic.com.au/>

**Staff:****Size:**

\$ \$ \$ \$ \$

**User Engagement:****Category:**

Data Marketplace

**Ownership:**

Private



## At A Glance

**Tagline:**

The World is your Local

**Located:**

Sydney, Australia

**Year Founded:**

2010

**Key People:**

Rebekah Campbell, Co-Founder  
& CEO

**Website:**

<https://www.heyyou.com.au/>

**Staff:****Size:**

\$ \$ \$ \$ \$

**User Engagement:****Category:**

Services

**Ownership:**

Private

## Company Description

Hey You is evolving the way that people order and pay at cafes, restaurants and bars. They connect customers with businesses through their app, so that you can order ahead and pay through your mobile.

Their focus is around building connections between customers and businesses every day: from helping venues grow and run their businesses to transforming the way customers order at their favourite venues.

Their cashless system allows consumers to leave their wallet at home, and enjoy loyalty benefits without the hassle of cards and stamping.





### Company description

Martin Jetpack has developed the world's first practical jetpack, with potential usage spanning search and rescue, military, recreational and commercial applications, both manned and unmanned.

Martin Jetpack has been designed with safety in mind and for easy adoption, with pilot qualifications easy to obtain. The Jetpack is "fly by wire" so unlike other aircraft including helicopters it is relatively easy to operate it will be one of the safest light aircraft on the market.

The Jetpack can take off and land vertically (VTOL) and because of its small dimensions, it can operate in confined spaces such as close to or between buildings, near trees or in confined areas that other VTOL aircraft such as helicopters cannot access.

### At A Glance

**Tagline:**

Fly the Dream

**Located:**

Christchurch, New Zealand

**Year Founded:**

1998

**Key People:**

Glenn Martin, Founder

Peter Coker, CEO

**Website:**

<http://martinjetpack.com/>

**Staff:**



**Size:**



**User Engagement:**



**Category:**

Transportation Hardware

**Ownership:**

Public

## Equitise

## At A Glance

**Tagline:**

Capital from the crowd

**Located:**

Auckland, New Zealand

**Year Founded:**

2014

**Key People:**

Chris Gilbert, Co-founder  
& Managing Director

Jonny Wilkinson, Co-founder  
& Managing Director

Panche Gjorgjevski, Co-founder  
& CTO

Will Mahon-Heap, Co-founder  
& NZ Manager

**Website:**

<https://equitise.com/>

**Staff:****Size:**

\$\$\$ \$\$

**User Engagement:****Category:**

Fintech Marketplace

**Ownership:**

Private

## Company Description

Equitise enables Australian and New Zealand startups to raise capital in an intuitive, simple and social way. Bringing investors and business owners together, the Equitise crowdfunding platform simplifies the investment marketplace.

The platform removes traditional barriers to investing and sourcing capital by making the process quick, easy and safe. In doing so, their aim is to help businesses to grow and thrive.

The process on the platform works by entrepreneurs profiling their plans and setting a funding target, investors then commit money to their preferred opportunities. If the funding targets are reached, shareholder agreements are signed (if not, money is refunded).





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## Jayride



### Company description

Book airport shuttle buses, private transfers and more, online at fixed prices, with instant confirmation and a 100% refund guarantee. Jayride allows customers to compare transport options and book directly with hundreds of transport service operators across Australia.

A data company at heart, Jayride is a complete ground transport solution for any need. Jayride serves a wide range of customers including individual consumers, travel agents, or Meta Search platforms, Jayride's data integration capabilities give the travel industry the ability to book a full end-to-end travel experience.

Over 15,000 passengers have booked rides using Jayride.

### At A Glance

**Tagline:**

The best airport shuttle prices - guaranteed!

**Located:**

Sydney, Australia

**Year Founded:**

2012

**Key People:**

Rod Bishop, Founder & CEO

**Website:**

<http://au.jayride.com/>

**Staff:****Size:****User Engagement:****Category:**

Transportation Marketplace

**Ownership:**

Private

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