

**MEDIA RELEASE**

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## **AUSTRALIAN STARTUPS FIND SUPPORT AT TECH23**

**What:** Tech23 2014 – a landmark tech startup event, where innovative Australian tech start ups can meet customers, partners and investors, and win significant prizes.

**When:** 23 October 2014

**Where:** The Auditorium, NSW Teachers Federation Conference Centre; Surry Hills; Sydney

**SYDNEY:** Now in its sixth year, Tech23 has established itself as one of the landmark events on the Australian tech startup calendar. The event, which is currently accepting applications from local tech startups, provides a remarkable opportunity for Australian innovators to show off their business model, win useful prizes, and form meaningful relationships with potential clients, partners and investors.

“You never know who you might meet at Tech23,” says event founder Rachel Slattery. “The entire event is orchestrated to put young tech companies in direct contact with the people that will help their business grow. There is no cost to apply because we want the very best twenty-three.”

The Tech23 comprise twenty-three of Australia’s most innovative technology startups, selected to present their business model to a panel of industry experts and an audience made up of over 400 entrepreneurs, investors and incubators, and leaders of R&D and IT&T organisations and enterprises. Companies in their very earliest stages of development are invited to apply for the associated Innovation Island exhibition, visited by attendees during Tech23 networking breaks.



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– RACHEL SLATTERY  
Director, SlatteryIT

Tech23 2012 participant Dr Dror Ben Naim, founder of online learning tool Smart Sparrow, emphasises the significance of the exposure his company gained by participating in Tech23. “Tech23 really helped with media, social proof and credibility,” says Ben Naim, who has recently signed deals with international learning provider Jones & Bartlett, and Central Queensland University. “Tech23 really helps put the Australian startup scene on the map.”

This year’s event, to be held in Sydney on 23 October, is set to attract well over 150 applicants from across Australia and the technology startup landscape at various stages of their development. Slattery says that the Tech23 selection panel look for “clarity of vision and potential for high-growth”. With support from sponsors like NICTA and CSIRO, there is also an emphasis on businesses with IP developed with the support of Australian R&D organisations.

Tech23 has been a launching pad for many of Australia's most successful startups, including social recommendation site Posse, whose founder Rebekah Campbell connected with her company's first angel investor and chairperson at Tech23. Other success stories include those of taxi booking app GoCatch, which met two of its three initial investors at Tech23 2010, and bug tracking service Bugherd, who were introduced to their investors Starfish Ventures in 2011.

The prizes on offer at Tech23 2014 include the ATP Innovations Explorer Award, which grants its winner a week of hosted meetings with potential investors and customers in Silicon Valley, and generous cash prizes from REA Group and Bendigo Bank. A number of Tech23 alumni have also donated prizes that will help their peers succeed. Mobile content enablement innovator bigtincan's 'Enterprise Mobility Leadership Award' comes with a trip to Boston to meet with and learn from their management team about business on the East Coast. Other alumni, such as BugHerd, are offering mentoring sessions and subscriptions to their services.

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