



## NEWS RELEASE

**21st November 2007  
FOR IMMEDIATE RELEASE**

### **VC CONNECT HITS NSW**

After the success of VC Connect 2007 in South Australia and the Australian Capital Territory, budding entrepreneurs can now listen to the war stories of Australia's leading Venture Capitalists and successful entrepreneurs; when VC Connect NSW hits Sydney on December 6, 2007.

VC Connect is instrumental in facilitating the dialogue and networking opportunities between some of Australia's most innovative entrepreneurs and potential investors.

"You have Entrepreneurs, Venture Capitalists, Angel Investors, Service Providers and Research Facilities together in the one room which serves to highlight high potential ICT companies to Venture Capitalists," said Bill Bartee, Managing Partner, Southern Cross Venture Partners. "It's also a great opportunity for entrepreneurs to learn what the expectations of Venture Capitalists are, and whether VC backing is the correct avenue for them to pursue."

VC Connect arms attendees with a comprehensive knowledge of the investment process, with sessions including closing the deal and funding strategy high on the agenda.

Richard Webb, Chief Executive Officer & Executive Director, BlueFreeway is one of the many high profile speakers who will join the VC Connect panel. Prior to co-founding BlueFreeway, Richard successfully developed a number of publicly-listed and private companies. Between 2005 – 2006, Richard served as CEO of Citect where he launched a number of patented new products, expanded its geographic presence to 80 countries and delivered a three-fold increase in its share price prior to its successful trade sale to the French publicly listed industrial conglomerate, Schneider Electric.

"VC Connect goes a long way to demystifying the VC process and putting the pros and cons into perspective," said Mr Webb. "While VC funding isn't for everyone, it's important to have all the facts in order to make the best decision for your business – especially when you are just starting out."

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Richard Webb, CEO & Executive Director,  
BlueFreeway

According to Vicki Potts, Chief Financial Officer, Viator, VC funding was pivotal when Viator.com launched a new version of its consumer-direct site in 2006.

"The site development and enhancements were fuelled by two rounds of Series B financing," said Ms Potts. "\$6 million in November 2005 led by Washington D.C based Carlyle Venture Partners, with participation by Sydney-based Technology Venture Partner; and, \$4 million in spring of 2006 by the same investors."

Following the conclusion of the official VC Connect program, the 2007 Pearcey Award, aimed at encouraging and rewarding fresh and innovative talent in the IT profession, will be Presented by The Hon John Della Bosca, Minister for Education. Nomination forms can be found here [www.pearcey.org.au/index.php/Nominations](http://www.pearcey.org.au/index.php/Nominations)

VC Connect will take place on Wednesday December 6 from 2.00pm – to 5.30pm at the Australian Maritime Museum, 2 Murray Street, Darling Harbour, Sydney.

For more information about VC Connect and the speakers, visit [www.slatteryit.com.au/vcconnect2007](http://www.slatteryit.com.au/vcconnect2007)

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**For more information or to arrange and photo/interview, please contact:**

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**Event Details**

Date: Thursday 6th December, 2007

Time: 2.00pm – 5.30pm (with drinks and networking to follow)

Venue: Australian Maritime Museum, 2 Murray Street, Darling Harbour, Sydney

Cost: \$220 inc. GST (*50% discount for entrepreneurs and employees of public funded research institutions & start-ups*)

For more information regarding VC Connect and the speakers, visit [www.slatteryit.com.au/vcconnect2007](http://www.slatteryit.com.au/vcconnect2007)

VC Connect NSW is supported by AIMIA, TiE, AEEMA, Smart Company, Western Sydney IT Cluster, AVCAL and AIC.

**About VC Connect**

Australia's leading Venture Capital firms dedicated to investing in early-stage technology companies together with successful entrepreneurs, will share their experiences of how Venture Capital works at VC Connect.

Attendees will find out how to evaluate the right VC firm to meet their needs, hear the experiences of those who have built successful companies and achieved successful exits, and network with VCs, angel investors and technology entrepreneurs.

**Speakers include:**

- Bill Bartee, Managing Partner, Southern Cross Venture Partners
- Roger Buckeridge, General Partner, Allen & Buckeridge
- Alison Deans, Executive Director, Operations, netus
- Ross Halgren, CTO and Co-Founder, AsiaPac Sales, RBN
- Dax Kukulj, COO, RPO
- Nicholas McDonagh, Founding General Partner, Accede Capital Venture Partners
- Fiona Pak-Poy, General Partner, Innovation Capital
- Elaine Saunders, CEO, Dynamic Hearing
- Malcolm Thornton, Investment Director, Starfish Ventures
- Richard Webb, Chief Executive Officer & Executive Director, BlueFreeway
- Mike Zimmerman, Principal, Technology Venture Partners
- Vicki Potts, Chief Financial Officer, Viator