



NEWS RELEASE

**6th August 2007
FOR IMMEDIATE RELEASE**

VC CONNECT SA RETURNS TO ADELAIDE

Budding entrepreneurs can listen to the war stories of Australia's leading Venture Capitalists and successful entrepreneurs; when VC Connect hits Adelaide on August 30, 2007.

VC Connect 2007 follows on from the success of VC Connect events across Australia over the past four years; facilitating the dialogue between some of Australia's most innovative entrepreneurs and potential investors.

"The companies that generally speak at VC Connect are the Venture Capitalists and fast growing ICT organisations that have successfully gained capital in the past," said Amanda Heyworth, CEO of Playford Capital. "So it's a great opportunity for entrepreneurs to learn what the expectations of Venture Capitalists are and whether VC backing is correct avenue for them to pursue."

The conference arms attendees with a comprehensive knowledge of the VC process, with sessions such as closing the deal and funding strategy high on the agenda.

However, according to Roger Sexton, Chairman of the South Australian Venture Capital Board (SAVCB), it's the invaluable networking that makes VC Connect such a success.

"The SAVCB is very pleased to be involved in an initiative that promotes new business and business growth in South Australia," said Dr Sexton. "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."

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Roger Sexton, Chairman, SAVCB

Matthew Michalewicz, founder and managing director of SolveIt Software, will also join the VC Connect speaker panel. Matthew is the founder of TechMentor, a mentoring program for early-stage entrepreneurs wanting to raise venture capital. He has more than a decade's experience founding, running and exiting high growth companies –some of which he has improved his ownership stake for a profit of several thousand percent.

"VC Connect goes a long way to demystifying the VC process and putting the pros and cons into perspective," said Mr Michalewicz. "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."

VC Connect will take place on Thursday, August 30, from 11:45am - 7pm at the Hyatt Regency Adelaide, North Terrace, Adelaide. VC Connect is sponsored by the Venture Capital Board and Playford Capital.

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

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Event Details

Event: VC Connect SA

Date: Thursday, 30th August

Time: Noon – 7 pm

Venue: Hyatt Regency Adelaide, North Terrace, Adelaide, SA

Price: \$220; \$110 for *Entrepreneurs and employees of public funded research institutions and start-ups.*

VC Connect SA is supported by Austrade, Solution City, AusIndustry, ICT Council for SA, AIMIA, TiE, Smart Company, AIIA, AVCAL, and ANZA Technology Network, Australian Anthill, AIC and In-Business South Australia.

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:

- Andrew Bollen, Investment Manager, Playford Capital
- Ivor Frischknecht, Investment Director, Starfish Ventures
- Roger Price, General Partner, Innovation Capital
- Matthew Michalewicz, Founder/Managing Director, SolveIT Software
- Elaine Saunders, CEO, Dynamic Hearing
- Dr Leanna Read, Managing Director & CEO, TGR BioSciences
- And many more!

For more information regarding VC Connect and the speakers, visit:

www.slatteryit.com.au/vcconnect2007

