



RAISING *the* BAR ENTREPRENEURSHIP



TUESDAY 1 OCTOBER

10 ENTREPRENEURS. 5 VENUES. 1 NIGHT.

The Alma

James Muecke
6.30pm

How to use your passion to change the world

James has lived and worked as a volunteer doctor in Africa and as an eye surgeon in the Middle East, and has taught in ten countries in Asia. He founded Sight For All in 2008, turning his boundless energy into a fight against blindness in some of the poorest communities of the world. Through social entrepreneurship, James has used his passion to create an organisation that is now impacting on the lives of one million people every year. In this lecture, James draws on confronting personal experiences to illustrate the power of social entrepreneurship and the ingredients needed to create a successful social impact organisation that can truly change the world.

Paul Steffens
8.30pm

Will a robot take your job? Learn how to future-proof your career

In a future where 40% of current jobs will be displaced by robots, AI and automation, an ability to adapt and respond nimbly to workplace change will be essential. So what can people do to future-proof their careers? Professor Paul Steffens argues that entrepreneurial thinking and being entrepreneurial will be a key to success. Hear how developing an opportunity orientation, being proactive and innovative, developing resilience to overcome barriers and adopting a future orientation will help you navigate an exciting new world. This thinking might also just help you to start South Australia's next Unicorn.

Little Bang Brewing Company

Tom Rayner
6.30pm

AgTech from space – how tiny satellites are solving massive problems

Rapid advances in technology over the past 20 years have dramatically altered global access to space. Satellite miniaturisation, advanced manufacturing and cloud processing infrastructure are just some of the developments that are having fundamental impacts on industry and society. Myriota is an Adelaide-based communications company which has developed world-first nanosatellite technology that provides direct to orbit, large scale, and low cost connectivity to monitor massive numbers of remote devices. This lecture takes you through the exciting changes that have defined the New Space age, South Australia's pivotal role in advancing Australia's space interests, and what Myriota's fascinating technology means for farmers in remote and rural regions.

Timothy Angel
8.30pm

Driving optimal learning outcomes through AR/VR

Traditional methods of learning delivery can compromise both the learner and the organisation in terms of outcomes. Tim Angel of Cortex Interactive shares how his LAAMP solution has been successful in challenging the conventional thinking around learning and development. Through use of innovative virtual reality and augmented reality technologies to drive optimal engagement, resulting in a smarter, safer and more skilled workforce.

The Colonist

Kirk Drage
6.30pm

Why startups typically fail and what the data shows

Startup failure levels are extreme by any benchmark. This is an issue of increasing community importance as we seek to create not only new jobs and companies, but new kinds of jobs and new kinds of companies that harness new technologies, rather than be disrupted by them. Thankfully the global access and openness afforded by the internet is transforming the once foggy journey to success and making it more available. This session will look at what we can learn about replicating the journey to success and why, even with this knowledge freely available, startup failure rates are still so high.

Andrew MacDonald
8.30pm

Design Thinking: the creative mind set

Building and running a global consulting firm and working as a Director of a Business School, provides Dr Andrew MacDonald with a unique perspective on "thinking about" and then ultimately disrupting industries. Design thinking is a continuous process for the entrepreneur, who must find new problems and then iterate to discover new ways to answer them. Successful intrapreneurs and entrepreneurs begin by answering the question "who is the customer?" and then work backwards to the technology. Design thinking utilises the designer's toolkit like mindset and touchpoints to create unique customer experiences that they actually want. Andrew will offer insights, ideas and stories of working with companies including SAP, UBS, ANZ, Possible Worldwide and Telstra, in more than 35 countries that will enable participants to determine a better future for their themselves, their business and their customers.

The Maid

Leila Henderson
6.30pm

Where business funding meets spin

Reputations can take years to build and only a moment of negative media coverage to break. But did you know that your reputation could affect your business funding efforts? Using her own and other real life experiences as a guide, Leila will talk about the role that reputation plays in raising capital:

- The power of media communication -- why PR is an important tool in your fundraising efforts
- Investor relations -- what's involved in keeping your investors informed before and after the round
- Keeping up the momentum -- once you board the fundraising train, how to keep the wheels turning using online tools and networks

Doug Adamson
8.30pm

Funding from five sources

Join Doug, an experienced entrepreneur as he talks through the funding journey of a business. Doug has bootstrapped several companies with no external funding, obtained external financing from different sources for several of his businesses, has had one go into administration, and successfully exited other businesses. In addition, he has worked financing start-up businesses as a venture capitalist, an angel investor, and an advisor facilitating government grants.

Republic	
Drew Evans 6.30pm	Partnering with Research - from ideas to products Academic research is often seen as unrelated to what happens in 'the real world'. Related to this, Australia has one of the lowest rates of research-industry collaboration in the OECD countries. Rather than this being an issue, it is actually an opportunity for growth. Globally there are many companies that make good use of university research to grow. Can this be done in South Australia? Yes. In this lecture, Associate Professor Drew Evans will explore the ways in which business minded researchers can enable entrepreneurship and assist companies to grow. From his experience of over a decade at the interface between research and industry, Drew will showcase the partnerships and their successes in advanced manufacturing and new technology here in South Australia. For example, the development new automotive parts for global export with SMR Automotive, and creation of new agricultural sensors with Sentek Pty Ltd.
Jennifer Ma 8.30pm	Key learnings from raising start-up capital in Australia Raising capital in Australia is challenging, even when you have the brightest idea or opportunity. Capital can be raised from a range of sources including HNW, family office, VC or corporates. Which are right for you and when? At what price on what terms? What the common pitfalls for early stage companies seeking capital support for growth. I'll share with you my experiences in advising a range of early stage companies in their capital raisings.