

MEDIA RELEASE:

**ICT GEELONG
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Ex-Deakin Uni Prof wins \$50,000 I.T. Invention Test

A technology project called *ComWriter*, developed by ex-Deakin University Professor, Linda Glassop, took out ICT Geelong's \$50,000 *I.T. Invention Test* at *The Technology Entrepreneurship Forum* on 1st November 2012.

The \$50,000 *I.T. Invention Test* – an investment pitching competition - was the highlight in a day where leading technology entrepreneurs and start-up investors educated around 140 attendees in Geelong. Keynote speakers included;

- Jerry Engel – Founder of the Entrepreneurship Center at the University of California (Berkeley)
- Leni Mayo – Founder, Director and Investor in companies including 99designs, Flippa, Site Point and Learnable
- Stuart Richardson – Managing Partner & CEO of Adventure Capital
- Sebastien Eckersley-Maslin – Founder of BlueChilli and co-founder of more than 15 tech start-ups

ComWriter is a writing platform designed specifically for the cloud. It enables academics and students in higher education to write to academic standards in a structured way.

“The platform empowers individuals to write quickly with a focus on content, resource annotation, automatic formatting and collaboration from anywhere in the world. Comwriter has significantly greater functionality than incumbent platforms and will deliver productivity gains for researchers, academics and students.” say Prof. Glassop.

Prof. Glassop is already piloting *ComWriter* with a number of universities, and with 9,000 universities and 44 million university students globally, she sees a significant global opportunity awaiting.

Linda wins \$10,000 in cash, 12 months mentoring, 3-months tech incubator support and will be off to UC Berkeley in May 2013 to undertake a 1-week Executive Entrepreneurship & Venture Capital Program.

See the *ComWriter* Investment Pitch and Prof. Glassop's Interview at www.itinventiontest.com.au.

Runners-up was *goParcel*, developed by James Marin from Sydney. *goParcel* is a virtual courier network that meets the growing “immediate, after hours and weekend delivery markets” from e-

retailing and the business-to-business. *goParcel* was launched in the late 2012 and is already achieving good penetration into the Sydney market.

The other Runner's up, who will also take the trip to Berkeley, was Kym Huynh who has developed a concept called *WeTeachMe*. *WeTeachMe* has a vision of being the largest online marketplace to 'list, discover and create experience-based courses'. The business has recently been launched, and is promoting masterclass, workshop and course experiences in things like sushi making, cupcake decorating and kids art. Kym has already built an experienced advisory team around him to guide future growth of the business.

The top 10 entries to the pitching competition were also exclusively invited to a private entrepreneurship bootcamp facilitated Prof Engel, aimed at helping each of them progress their projects forward.

"The Forum was an excellent platform to educate businesses, research institutes, universities and government on key elements of successful technology entrepreneurship. When you look at the line-up of our speakers, the judging panel, the quality of the pitching competition entries and the sponsors it's pretty impressive". said Jon Roberts, Chairman of ICT Geelong.

The event, hosted by ICT Geelong, the I.T. advocacy body of the Geelong Region, was sponsored by the City of Greater Geelong, UC Berkeley, Pitcher Partners, Commercialisation Australia, Melbourne Angels, Future Capital .

"It reflects well on our city"s standing both local and internationally as a hub for innovation and our ability to reach out to the world to find the expertise to help boost our local innovators and entrepreneurs.

\$50,000 I.T. Invention Test Winners for 2012:

- **Overall Winner** – Linda Glassop with *Comwriter*
- **Runner's-up** – James Marin with *goParcel*
- **Runner's up** – Kym Huynh with *WeTeachMe*
- **Best Entry from a Geelong Business** – Frank Will from Ino8 Pty Ltd with *Tomorrow's Car*
- **Best Entry from a Deakin University Representative** – Hamid Abdi with *Green Deals for Short-Stay Accommodation*
- **Winner (Sports Technology)** – Brendan Denning from Albion Sports with *Albino customized helmets*
- **Runners-up (Sports Technology)** – Franz (Tino) Fuss from RMIT University with *Smart Gym*

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