



_southstart

FRONTIERS OF THE FUTURE

CELEBRATING THE COLLISION OF PEOPLE,
IDEAS AND TECHNOLOGY

18-22 NOVEMBER 2019



AN INVITATION TO DELVE INTO A WORLD OF DISCOVERY.

Since its inception in 2013, SouthStart has continued to provide our community with the opportunity to develop a stronger understanding of the South Australian innovation ecosystem and celebrate the groundbreaking innovation taking place in Adelaide, Australia and abroad.

After a successful 2018 event, plans for SouthStart 2019 are well underway and we invite you to continue to support our mission to unite, connect, inspire and catalyse the disruptive ideas and amazing people doing incredible things in our community.

With an anticipated attendance of 1000 guests - magnified by an online audience - SouthStart 2019 will continue to dive into the heart of the new industrial revolution, and the people standing within it.

While we are still planning to stage a "conference" program, this year we are also working to curate a number of satellite events during the SouthStart week (18-22 November) - executing on our vision to transform SouthStart into a festival.

We will invest as much in the human elements that make an experience both valuable and memorable, as in the program content that they use to rationalise their time away from family and work.

We invite you to review this snapshot document, and contact us to discuss how you can support the creation of a human-led, inspired and thought-provoking experience which stands as a catalyst for change within South Australia.



A PEOPLE-FIRST MOVEMENT



WITH QUALITY CONNECTION OPPORTUNITIES



AUTHENTIC HOSPITALITY EXPERIENCES



AND EXTENSIVE KNOWLEDGE DISCOVERY



GATHERING INSPIRING HUMANS MAKING THEIR DENT IN THE UNIVERSE.

Our local, interstate and international speakers delivered thought-provoking content, intended to inspire our audience and raise their awareness of the diversity of conversation which exists within entrepreneurship.

JOHN HENDERSON
PARTNER AT AIRTREE VENTURES,
SOUTHSTART '18

AN IMMERSIVE EDUCATIONAL EXPERIENCE.

“Wine, tech and talent. South Start is now firmly the leading technology gathering in Australia. The connections with fellow entrepreneurs, financial partners and amazing speakers makes this a must for Sine to attend. Being able to hear from so many talented visionaries in one cool setting with a glass of SA’s finest wine, just all works. The total closer for us is the ability to tell our story, recruit and grow.”

Antony Ceravolo
Founder & CEO at Sine.

3 DAYS

NOV 21: CAPITAL RAISING WORKSHOP | INVESTOR SHOWCASE | SPEED-NETWORKING OPENING NIGHT
NOV 22: CONFERENCE DAY 1 | PEEL STREET PARTY
NOV 23: CONFERENCE DAY 2 | CLOSING PARTY

804 REGISTRATIONS



68% MEN
32% WOMEN

FOUNDERS, STUDENTS, ACADEMICS, CONSULTANTS, SERVICE
PROFESSIONALS, TEACHERS, INVESTORS, SCIENTISTS + MORE

39 SPEAKERS



54% MEN
46% WOMEN



46% SA (N = 18)
46% INTERSTATE (N = 18)
8% INTERNATIONAL (N = 3)



"All the team at SouthStart did an amazing job of making me feel welcome in their city, and the event itself was one of the most organised I've had the privilege of being involved in.

It's really inspiring to see startup hubs around Australia realising the value that they have to offer to the world and pulling together as a community. The spirit of sharing and collaboration in Adelaide is palpable and SouthStart has a key role in ensuring its future."

Cameron Adams
CPO and Co-Founder at Canva.



SHARING STORIES FROM PATHS LESS TRAVELLED.

"Flight departing now. Thanks so much for this amazing week. Coming here alone was a good idea, I got to meet all of you and be outside my bubble for the first time in years. It feels sad to leave, which is really atypical for me. For the first time in more than a decade I feel proud of my home country. Thanks for that."

Lewis Horne
CEO at Uniti Electric Car.

THE OPPORTUNITY IS HERE, NOW IT'S TIME TO EDUCATE.

As industry 4.0 evolves, the societal and economic benefits arising from innovation are fast unfolding nationwide. Five years ago, [startups] “simply weren’t a part of the national political conversation in Australia” (Office of the Chief Economist, 2017).

Now, policy initiatives are well underway to foster deep economical transformation, and the community is noticing.

Through a combination of those policies, our expertise in deep technology, our quality of life, and an ingrained entrepreneurial spirit, South Australia has the opportunity to be an internationally relevant innovation economy.

Critical to the journey towards the transformation of industry, governance, systems, culture and more, are the humans who drive the change. That’s where SouthStart comes in.

Over the last 18 months the SouthStart team has attended Myriad, StartCon and Sunrise - Australia’s three leading conferences - and also attended international events such as Rise in Hong Kong, Startup Grind’s Global conference in Silicon Valley, TechCrunch Disrupt in Berlin, and a startup accelerator in mainland China.

By having a presence in these ecosystems, we were able to strengthen our positions within the broader innovation community and leverage these relationships at SouthStart.

Many of our relationships with the SouthStart speakers were formed organically through collisions at events like these. Moving forward, we will continue to make an effort to attend national and international events, to represent South Australia’s innovation community.



2018 SPONSORS

We were humbled to be supported by so many incredible sponsors in 2018, and we look forward to inviting past and future sponsors to continue supporting SouthStart's growth path.

Office of the
South Australian
Chief Entrepreneur



Government of South Australia
Department for Industry and Skills



CITY OF
ADELAIDE



NEW VENTURE
INSTITUTE



University of
South Australia

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Fourteen
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South Australia

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marketing

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Design + Brand + Digital

spark
festival

99starts

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DISTILLERY



proactiv
digital

OTHER TESTIMONIALS

"Conferences like SouthStart are an important and fundamental component of our startup ecosystem, providing the opportunity to showcase our entrepreneurs and startups to a national and international audience of mentors, thought leaders and investors,"

- Jim Whalley, Chief Entrepreneur for South Australia.

"I'm really excited to interact with the local talent in Adelaide. [Collaboration] spawns innovation and SouthStart is a fantastic opportunity to connect entrepreneurial and creative individuals for this purpose. It's imperative to support these communities across all of Australia, not just in the main hubs of Sydney and Melbourne. Here at StartupAUS, our mission is to facilitate homegrown talent by fostering the right skills and relationships – exactly what SouthStart is all about!"

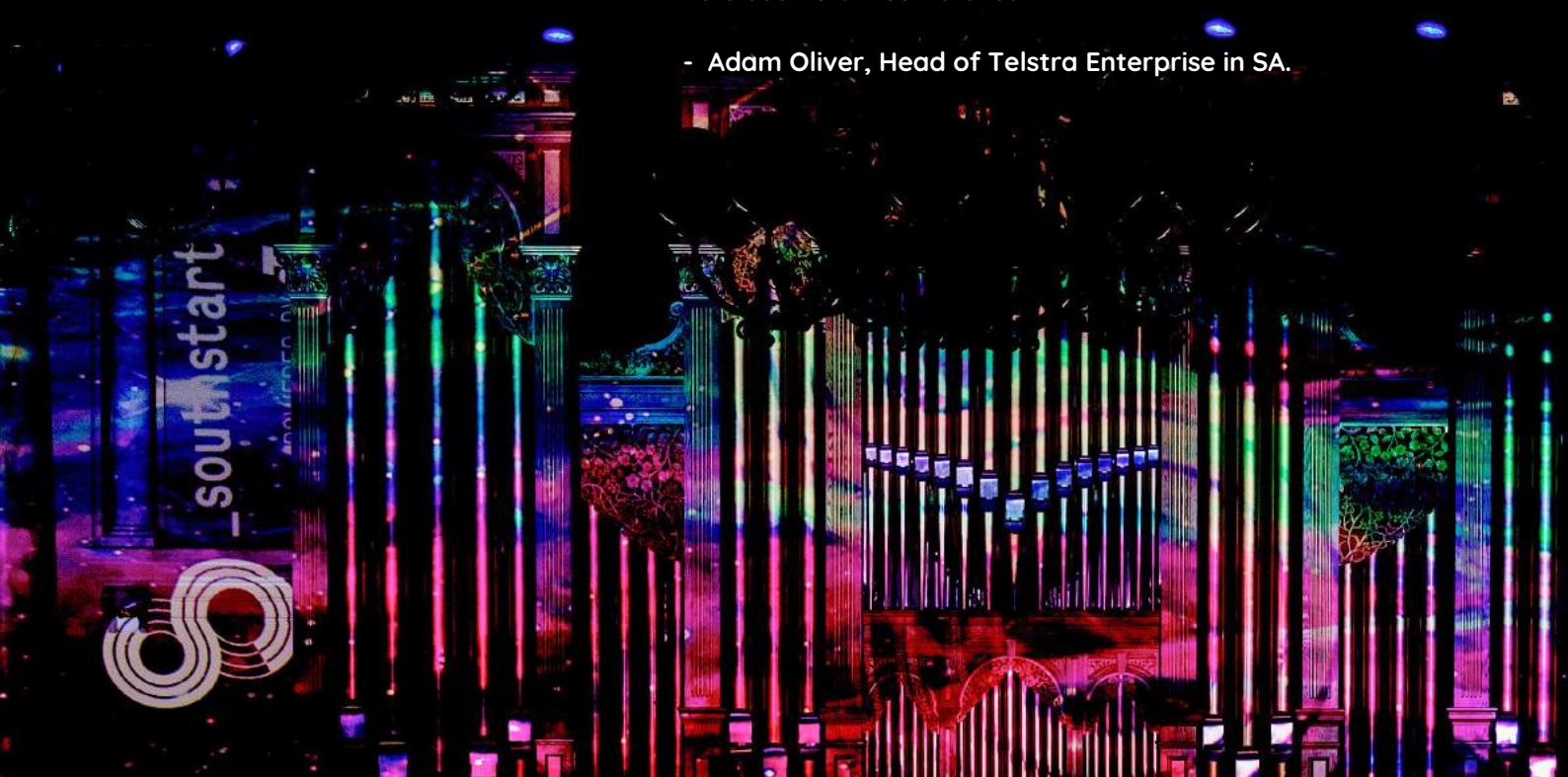
- Alex McCauley , CEO at StartupAUS.

"Events like SouthStart add to the opportunity-rich environment we are creating here for business. Supporting this conference also helps attract the best and brightest minds to Adelaide who will inspire new ideas and help established startups tap into new markets across Australia and around the world."

- The Minister for Industry and Skills, the Hon David Pisoni MP.

"Telstra has demonstrated commitment to supporting the growth of small to medium businesses and investing in South Australia. [We] look forward to being part of the 2018 SouthStart Conference."

- Adam Oliver, Head of Telstra Enterprise in SA.



WANT TO GET INVOLVED? LET'S CHAT.



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