

ANGELCONNECT08

NEWS RELEASE

**10th April 2008
FOR IMMEDIATE RELEASE**

SLATTERY IT TO HOST INAUGURAL ANGEL CONNECT!

So you've got an idea. It's a big idea. You need money. You need an ANGEL!

Angel Connect 2008 will hit Sydney on Tuesday the 15th April, 2008 and Melbourne on Thursday the 17th April, 2008. The brainchild of Sydney based communications agency, Slattery IT, Angel Connect includes sessions on attracting angel investment and the role of an Angel after the funding is granted.

Juliet Potter, Director, Autochic.com.au and a speaker at Angel Connect 2008 is well versed on the pros and cons of angel investment. In 2000, Juliet launched the world's first automotive website for women. In addition, she also implemented the first automotive brand and communication initiatives for women to help facilitate change in the male-dominated automotive industry. She found that angel funding helped grow her business.

"I found two investors who brought not only money but market knowledge that helped me to determine if I was steering my business in the right direction," Juliet said. "While angel investment may not be for everyone, it's important to assess all your options."

According to Mike Cannon-Brookes, co-founder of Atlassian Software Systems, Angel Connect also provides opportunities for Angel Investors to network with Australia's top entrepreneurial talent. Mike is an Angel Investor in New York based Homethinking, a website which provides quantitative and qualitative tools that help people make more informed decisions when it comes to choosing a broker to sell their house.

"It's really important to hold these events and share ideas on how best to build global high-growth tech businesses. Getting investors and young companies in the one room is a great way to facilitate meetings between entrepreneurs and Angels!"

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Mike Cannon-Brookes
Co-founder, Atlassian Software Systems

Angel Connect will take place on Tuesday the 15th April from 2.00pm to 5.30pm at the Sydney Mint and in Melbourne on the 17th April from 2.00pm to 5.30pm at the State Library of Victoria.

For more information about Angel Connect and the speakers, visit: www.slatteryit.com.au/AngelConnect2008/

Angel Connect – Melbourne is sponsored by Multi-Media Victoria.

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For more information or to arrange a photo, interview or press pass, please contact:

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Sydney Event Details

Date: Tuesday 15th April, 2008; 2.00pm - 7.00pm

Venue: The Sydney Mint, 10 Macquarie Street, Sydney

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

Melbourne Event Details

Date: Thursday 17th April, 2008; 2.00pm - 7.00pm

Venue: State Library of Victoria, 328 Swanston Street, Melbourne

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

About Angel Connect

Following on from the success of the VC Connect events held across the country in 2007, Slattery IT is hosting "Angel Connect," designed to tell you everything you need to know about the process of Angel Investment!

Angel Connect will take place in Sydney on Tuesday 15th April, 2008; from 2pm to 7pm.

The Angel Connect program will include sessions on: Meeting and attracting Angel Investors, Understanding the expectations and motivations of Angels; Doing the deal; Working together; Clever Angels and Active Investors and Collaborating with other Investors.

Attendees will be given ample opportunity to network and meet potential partners, investors, mentors and friends. Attendees of Angel Connect will include: entrepreneurs and employees of Australian ICT companies; Venture Capitalists; Incubators, Angel Investors; Research Facilities, Universities; Service Providers; Government.

Angel Connect is supported by AIMIA, TiE, Smart Company, AVCAL, The Department of State and Regional Development, ATP Innovations, Founders Forum, Angels Institute, Austrade and ANZA Tech.

Angel Connect – Melbourne is sponsored by Multi-media Victoria.

Speakers include:

- Philip Alexander, CEO, OrderPoint Australia
- Roger Allen, Chairman, Allen & Buckeridge
- Rob Antulov, Co-Founder & CEO, 3eep Pty Ltd
- Doron Ben-Meir, Founder & Managing Partner, Prescient Venture Capital
- Nick Birrell, Venture Executive, Innovation Capital
- Mike Cannon-Brookes, CEO & Co-founder, Atlassian Software Systems
- Amanda Gome, Publisher, Smart Company
- Mark Jones, Founder, Filtered Media
- Ron McCulloch, Chairman, VioCorp
- John Murray, General Partner, Technology Venture Partners
- Juliet Potter, Director, Autochic.com.au
- Silvio Salom, Executive Chairman, Gramercy Ventures
- David Skellern, CEO, National ICT Australia (NICTA)
- Prof Michael Vitale, Director, Commercialisation, Monash Asia-Pacific Centre for Science and Wealth Creation
- Ian Webster, IRM
- Scott Wilkie, Vice President, Arasor International