

Innovation, Category Kings and Long Term Value Creation

A Panel discussion with legendary entrepreneurs, technologists, venture capitalists, industrialists and government strategists.

Melbourne Australia, March 21st, 2016

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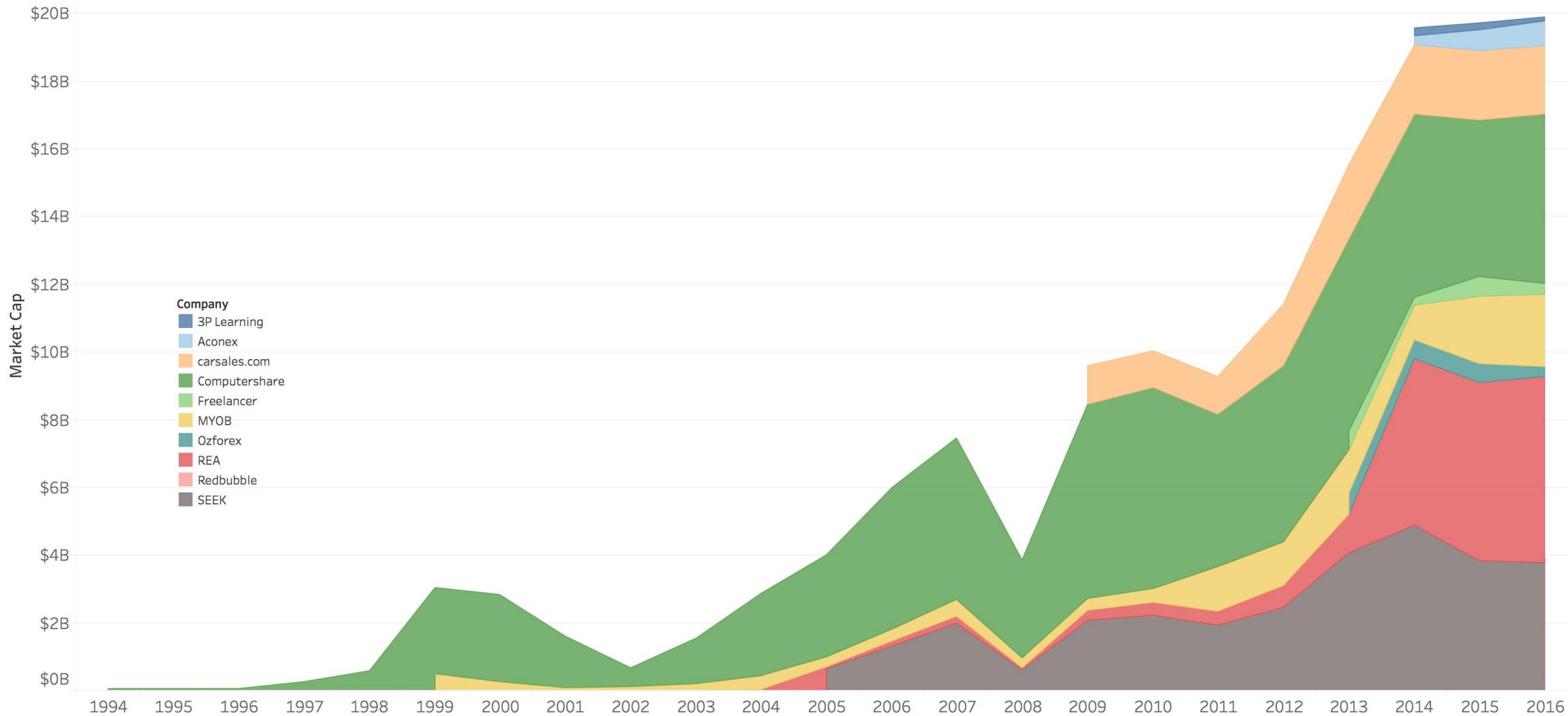
Australian Insights



Regional Category Kings have dominated the landscape

Regional Kings Market Cap

Tech Industry in Australia

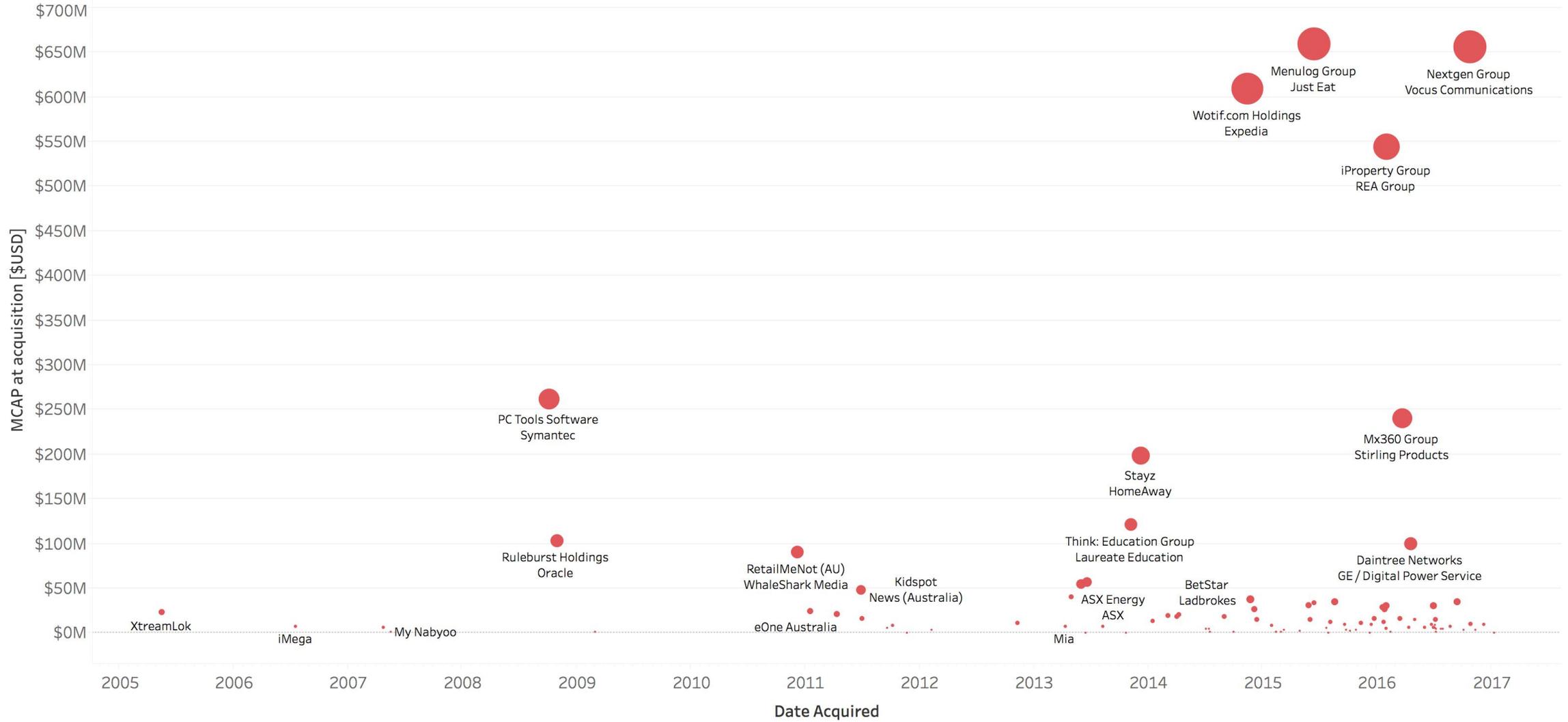


(c) Play Bigger, LLC. Data: PitchBook

Sum of Market Cap for each Date Year. Color shows details about Company1. The data is filtered on King Type, which keeps Regional.

Regional Kings Acquired

(with acquiring company)



(c) Play Bigger, LLC. Data: PitchBook

MCA at acquisition for each Company Name. The data is filtered on HQ Country, which keeps Australia. The view is filtered on Company Name, which keeps 92 of 587 members.

These legends adapted a
global category for their region



The first truly Global category king has emerged...

Global Kings Market Cap

Tech Industry in Australia



Company
Atlassian
Looksmart
Quokka Sports



(c) Play Bigger, LLC. Data: PitchBook

Sum of Market Cap for each Date Year. Color shows details about Company. The data is filtered on King Type, which keeps Global.



A new generation of
aspiring category kings
are emerging...



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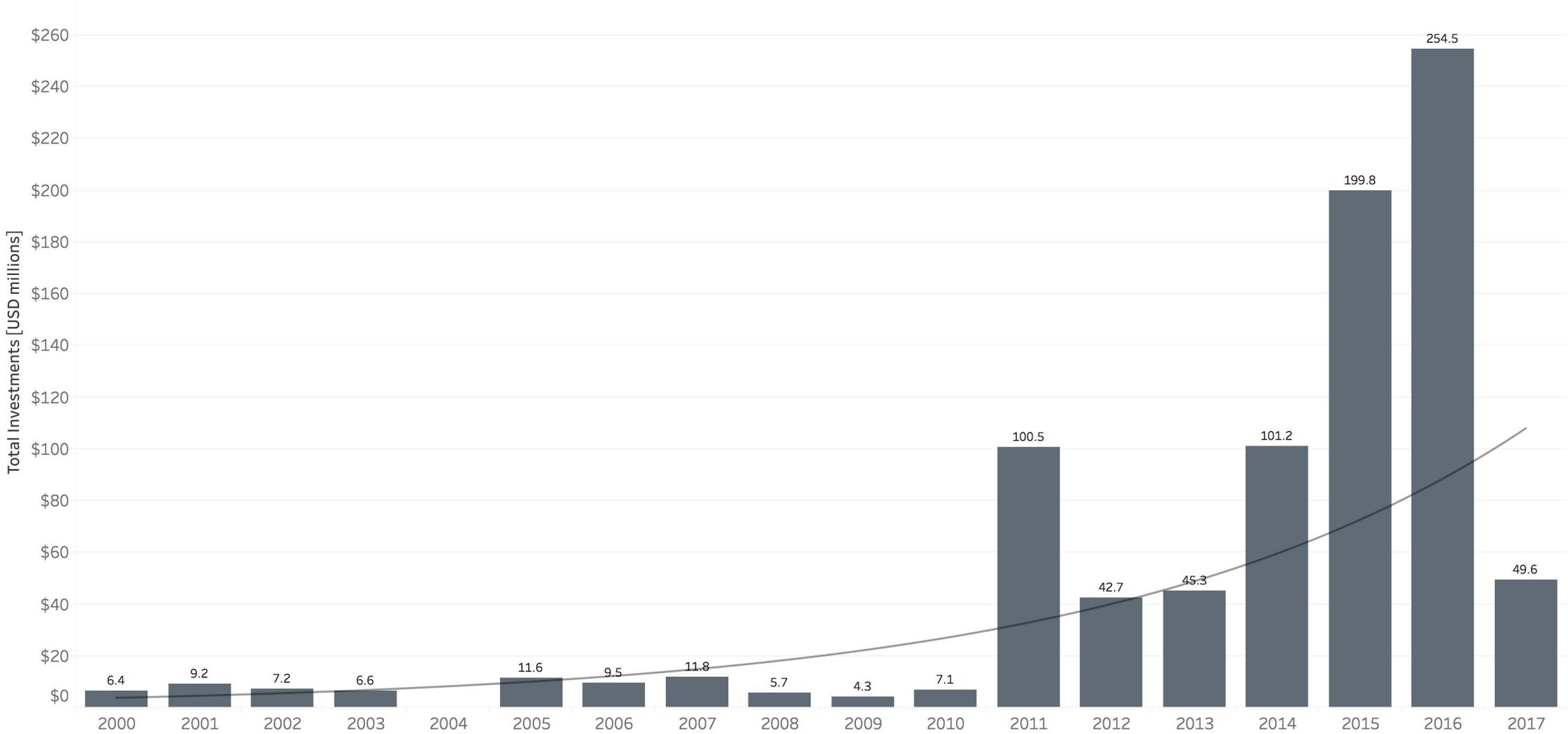
ThreatMetrix.



Fueled by an invigorated and energized Venture Capital and Entrepreneurial community

Venture Capital Investments in Australian Tech Companies

by VC's with an Australian HQ



(c) Play Bigger, LLC. Data: PitchBook

Sum of Deal Size for each Deal Date Year. The view is filtered on Deal Date Year, which excludes Null.

Aspiring category kings need
to design a global category...

By practicing the new
discipline of **category design**

So lets talk about it...

With a Legendary **PANEL**

who are driving this renaissance.

Panelists



Al Ramadan

Co-Founder of Play Bigger Advisors, Co-Author of “Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets”, and Monash alumnus.



John Bertrand AO

International Sportsman, Tech Innovator, Philanthropist, Legend of Australian sport and Monash alumnus.



Rick Baker

Co-Founder, Blackbird Ventures



Didier Elzinga

Co-Founder & CEO – Culture Amp



Samantha Wong

Partner, StartMate



Prof. Jon McCormack

Director, Monash sensiLab

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MONASH University

