



Open data, applications and innovation ecology

eighteen

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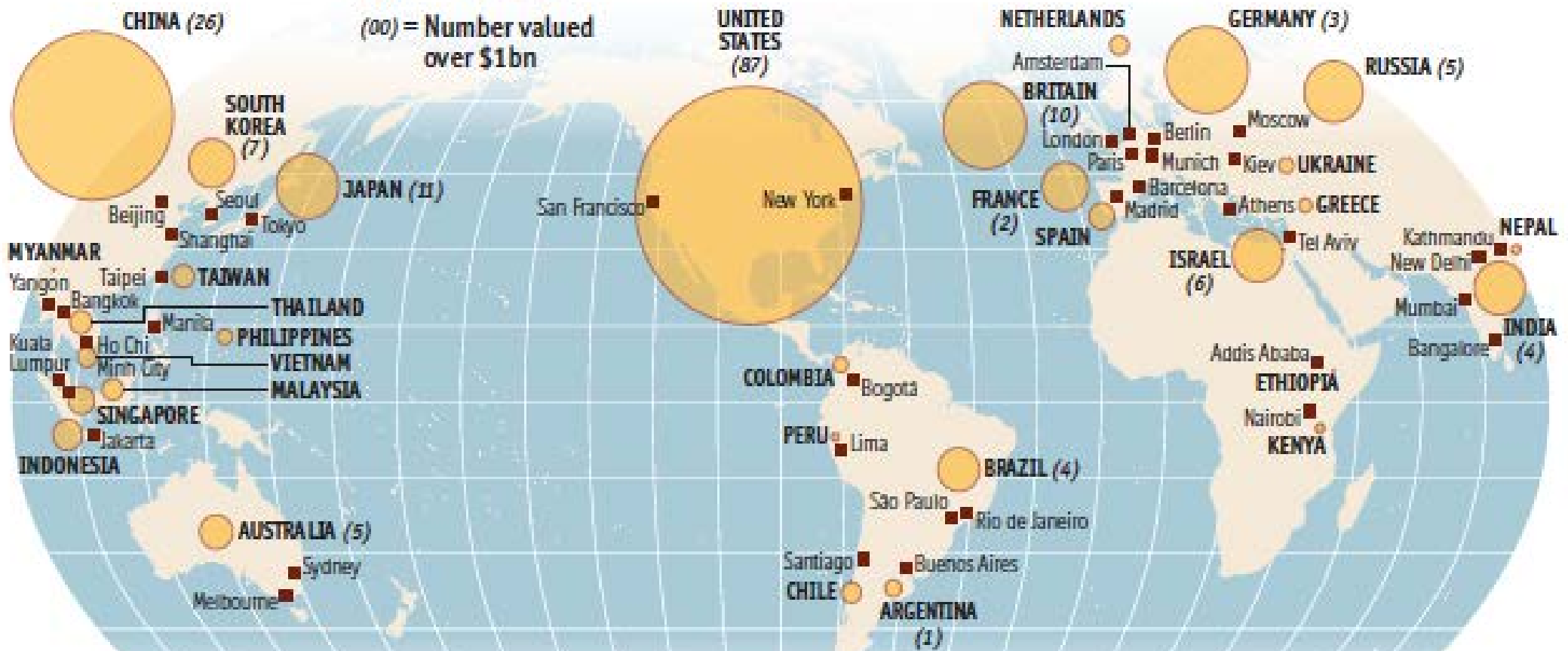
James Giblin
Dr Andrew Mears

Smart Future Cities 2015

Startups of the world



(oo) = Number valued over \$1bn



Source: Bowei Cai, World Startup Report.

Tech Startups

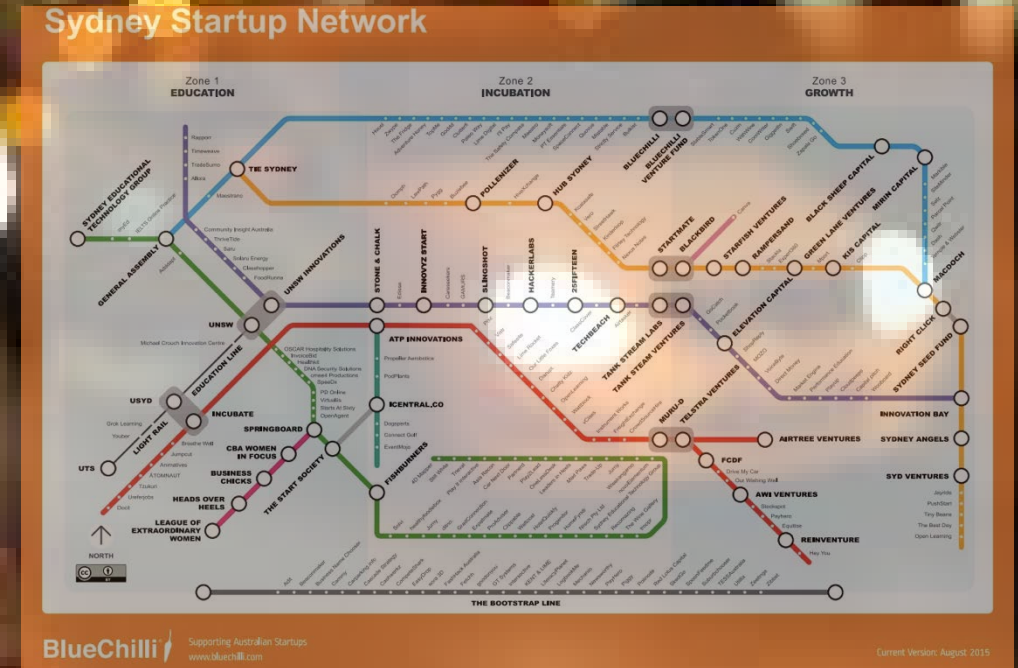
An emerging high-growth company that uses technology and innovation to tackle a large and often global market (StartupAUS)

“To grow rapidly, you need to make something you can sell to a big market. That’s the difference between Google and a barber shop. A barber shop doesn’t scale.” Paul Graham, YCombinator

“22% of Australia’s GDP, \$479 billion, in 2025 will be disrupted from the application of seven digital technologies alone ... But this doesn’t mean it will be captured by local companies.” SE-QLD Startup Ecosystem Report 2014

What cities do, makes a difference!

- Ecosystem as “exploded corporations”
- Lead by example
- Make space



“... the average town was like a roach hotel for start-up ambitions: smart, ambitious people went in, but no start-ups came out ... the problem is not that most towns kill startups. It’s that death is the default for startups, and most towns don’t save them” Paul Graham, YCombinator

Newcastle as a startup town

Old Power Values

Managerialism,
institutionalism

Exclusivity, competition,
authority, resource
consolidation

Discretion, confidentiality,
separation between private
and public spheres

Professionalism,
specialization

Long-term affiliation and
loyalty, less overall
participation

New Power Values

Informal, opt-in decision making;
self-organisation; networked
governance

Open source collaboration,
crowd wisdom, sharing

Radical transparency

Do-it-ourselves, “maker culture”

Short-term, conditional
affiliation; more overall
participation

Newcastle's been through this before





What's needed

1. Global grade talent
2. Hyperconnected-ness-ness
3. Accessible Investment – easy, consistent, large and better directed
4. Build startup Industry identity, advocacy and awareness
5. Bigger, accelerated, flexible pathway into startups

#NEWYSTARTUPS ECOSYSTEM

Conferences

- DIGFest
- Smart Future Cities

Events

- UoN Disruption Lectures series
- NewiAwards
- Digital Talk Series
- Hunter Founders Forum
- Young Hunter Professionals

CoWorking

- Eighteen04
- The Production hub
- Start House
- 754 Hunter St
- The Roost
- d-space
- Innx

Investor Groups

- Hunter Angels
- Rights House

Meet ups

- Innovators Lunch
- Newcastle Coders meet ups
- Lunaticks Coffee mornings
- Tech & Startup Drinks
- Newcastle Intracoders Meetup
- Bits & Pixels meet ups
- Lake Macquarie Coffee meet ups
- Newcastle Crowd Funding Institute of Australia

Accelerator

- Slingshot

#Newystartups Action Plan

- *Connect*
 - through the establishment of a community website;
 - improved communications including a newsletter; and
 - proactively promote local accelerators, incubators, meetups and other tech events
- *Enable*
 - through the establishment of a register of mentors;
 - actively promote all startup ecosystem activities;
 - create a shared pool of data on startups, metrics and local economic impacts;
 - mobilise resources to address gaps in investor networks;
 - establish a curated tech startup co-working space with good access to infrastructure
- *Inspire*
 - actively celebrate success of local startups in our personal networks and through our organisations;
 - recognise local heros and identify role models through local startup events.

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Eighteen04 Inc (named after the year Newcastle was founded) is a newly formed Incorporated Association established to:

- Run CoWorking space for Clean Tech and Smart Cities startups
- Support local startup ecosystem
- Reserve the brain drain

PROUDLY SUPPORTED BY



The City of
Newcastle

DEFINING

Smart City

/smart sidē/ - **Data enabled** urban services to increase liveability, efficiency and to be plain awesome.

Clean Tech

/klēn tek/ - **technology** which generate superior commercial benefits while kicking ass for the planet.

BUT WHY?

Smart Cities

- A potential global market of **\$1.5 trillion** - Frost & Sullivan (2014)
- Over 3.5 Billion people live in cities
- Urbanisation is growing

Clean Tech

- 5% of global GDP for 2015, or approximately **\$3.75 trillion** - Plunkett Research (2014)
- Global focus on sustainability and climate change

STICK TO WHAT YOUR GOOD AT

“Each man is capable of doing one thing well. If he attempts several, he will fail to achieve distinction in any.”

- Plato

WORLD CLASS RESEARCH



COMPARATIVE ADVANTAGE

The Vision

To become the Entrepreneur's location of choice to create Clean Tech and Smart City Startups in Asia Pacific

How

- Strong links to world class researchers
- Vibrant and fun Startup community
- Access to data and real industry problems



**A collaborative hub for
a clean, smart, future**

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