

Maximize



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Boss Lady**Business needs certainty on share schemes**

Businesses don't want a review of the Government's employee share scheme crackdown. They want the mooted changes dumped right now.



Tuesday 26 May 2009

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Hot 30 under 30

Tuesday 26 May 2009 00:00

James Thomson, Patrick Stafford and Brad Howarth

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They're smart, they're young, they're tech savvy - and they're not afraid of the downturn. Meet SmartCompany's Hot 30 under 30 - a group of 30 entrepreneurs aged 30 years and under who are on their way to becoming Australia's next generation of business leaders.

HOT 30 UNDER 30

Nearly every business on the list has revenue of \$1 million or more, and while technology focused sectors such as online (seven members), information technology (six members) and digital marketing (six members) dominate, there are entrepreneurs from the retail, telecommunications, hospitality and health sectors.

So why has this bunch of entrepreneurs risen so far, so fast? Here are five secrets of the Hot 30 under 30:

They are immersed in technology

Ben Keighran, a San Francisco-based internet entrepreneur who was listed on last year's *BRW* Rich 200 with a fortune of \$28 million, taught himself programming at the age of 10 and started his first website (an electronic bulletin board service called The Zone) at the age of 13.

This group of entrepreneurs represents the first generation that really grew up with a keyboard in their hand and they are using this to their advantage, particularly with businesses built around social networking and collaborative technologies.

They understand how Australia's economy is changing

The great trend that is changing Australia's economy is outsourcing, by households, business and government. A number of entrepreneurs on the Hot 30 have seized on this, building businesses in areas such as on-site IT support (David Hancock from Geek2U), personal services (Erica French from Fit2Date), health (Tristan White from Physio Co), education (Marcus Sellen from Selmar Institute of Education) and even something as simple as picking a utilities supplier (Leon Hayes from Switch Select).

They understand global markets

Good friends Ruslan Kogan and Dean Ramler have built online retailing businesses around the ability to source cheap goods from around the world in the areas of electronics and furniture. Their businesses rely on strategies that underpin globalisation, such as low-cost sourcing, short supply chains and clever use of technology.

They start small and dream big

A number of entrepreneurs on the Hot 30 have built strong businesses from very humble beginnings. Take Andrew Northcott from Labour Solutions Australia, who started by hiring himself out as a labourer and now runs a business with \$3.8 million in revenue. Or Saxon Mitchell, who runs events company Venue Management Services. He started out as a waiter-for-hire, working out of a spare bedroom that he grandly called "Suite 2".

They are young

Yes, it's obvious, but in some industries being young is a big advantage. Around 20% of the members of the list work in advertising and marketing, where young and creative executives are prized for their fresh and original ideas.

SmartCompany would like to thank everyone who nominated for the Hot 30. We

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[home](#)[news](#)[ask the experts](#)[blogs](#)[hot topics](#)[industry](#)[forums](#)[events](#)[search...](#)[Go](#)**Dean Ramler****Age:** 26**Company:** Milan Direct**Sector:** Internet

Dean Ramler decided to sell discount furniture online after visiting Milan and discovering replicas of famous furniture pieces were too expensive, and equally hard to find.

So he, along with fellow Hot 30 entrepreneur Ruslan Kogan, designed a business model that would create the furniture in China and sell them purely online. He had the experience - his grandfather began a furniture business 50 years ago and showed Ramler how to design and construct furniture himself.

Starting up has been a challenge. The business lost about \$20,000 due to a deal gone sour with a transport company, and Ramler says it's a constant battle to keep prices low. But the company is continuing to grow, with revenue of \$5 million in 2007-08.

**2009 Hot 30 Under 30**

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Alan Meyerson

Alana Chang and Lauren Chang

Sommer

Andrew Northcott

Andy Jamieson

Ben Keighran

Chris Kettle

Daniel Monheit and Justin

Kabbani

Daniel Tzvetkoff

David Hancock

Dean Ramler

Erica French

Fred Schebesta

Katie Patrick

Leon Hayes

Luke Berry

Marcus Sellen

Nathan Ahern

Nick Armstrong

Nick Crocker and Ben

Johnson

Nick Holmes a Court

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