

## 400 Start-ups, and that's just the start.

You can't stop Wellingtonians starting up and going for it. Just some of the exciting recent newcomers are featured here. Other established enterprises have moved here too, to embrace our can-do attitude and skills. It's because we make it so easy to set up and get ahead in our beautiful, compact, super-connected city.

### 1. PUBLONS

Creators of a world-leading, crowd-sourced, peer-review platform for academic articles.

### 2. WIPSTER

Inventors of a beautifully simple platform that helps everyone involved in the video making-process share their feedback.

### 3. KIDSGOMOBILE

Producers of state-of-the-art digital parenting software that helps children learn to be responsible on their mobile devices.

### 4. TEAMISTO

Originators of smart online tools to help grassroots teams, clubs and competitions run like well-oiled machines and generate new streams of sponsorship revenue.

### 5. EXPANDER

Creators of a tracking and analytics platform that gives export brands tools to fight counterfeits, as well as helping them link to consumers.

### 6. ToBe

Designers of minimalist footwear from high quality New Zealand products.

### 7. GARAGE PROJECT

Brewers of boundary-pushing beer started in an old Aro Valley petrol station.

### 8. LEARNKO

Originators of an online teaching site helping people in China learn English through face-to-face lessons with Kiwi tutors.

### 9. GAMEFROOT

Creators of an online tool that lets anybody develop their games.

### 10. PAPERKUT

Inventors of a white-label, paperless receipt platform that helps anyone from high street retailers to public transport operators, deliver electronic receipts to customers.

### 11. 8INTERACTIVE

Creators of the top-ranked 'Read Me Stories' app that delivers children a new book every day - used by 4 million kids around the world.

### 12. PLEDGEME

Instigators of a collaborative way to help fund and support creative projects online.

### 13. FAST, FRESH AND TASTY

Inventors of a delicious recipe app that delivers weeknight meal ideas using NZ ingredients, handy shopping lists and free seasonal updates.

### 14. BUCKY BOX

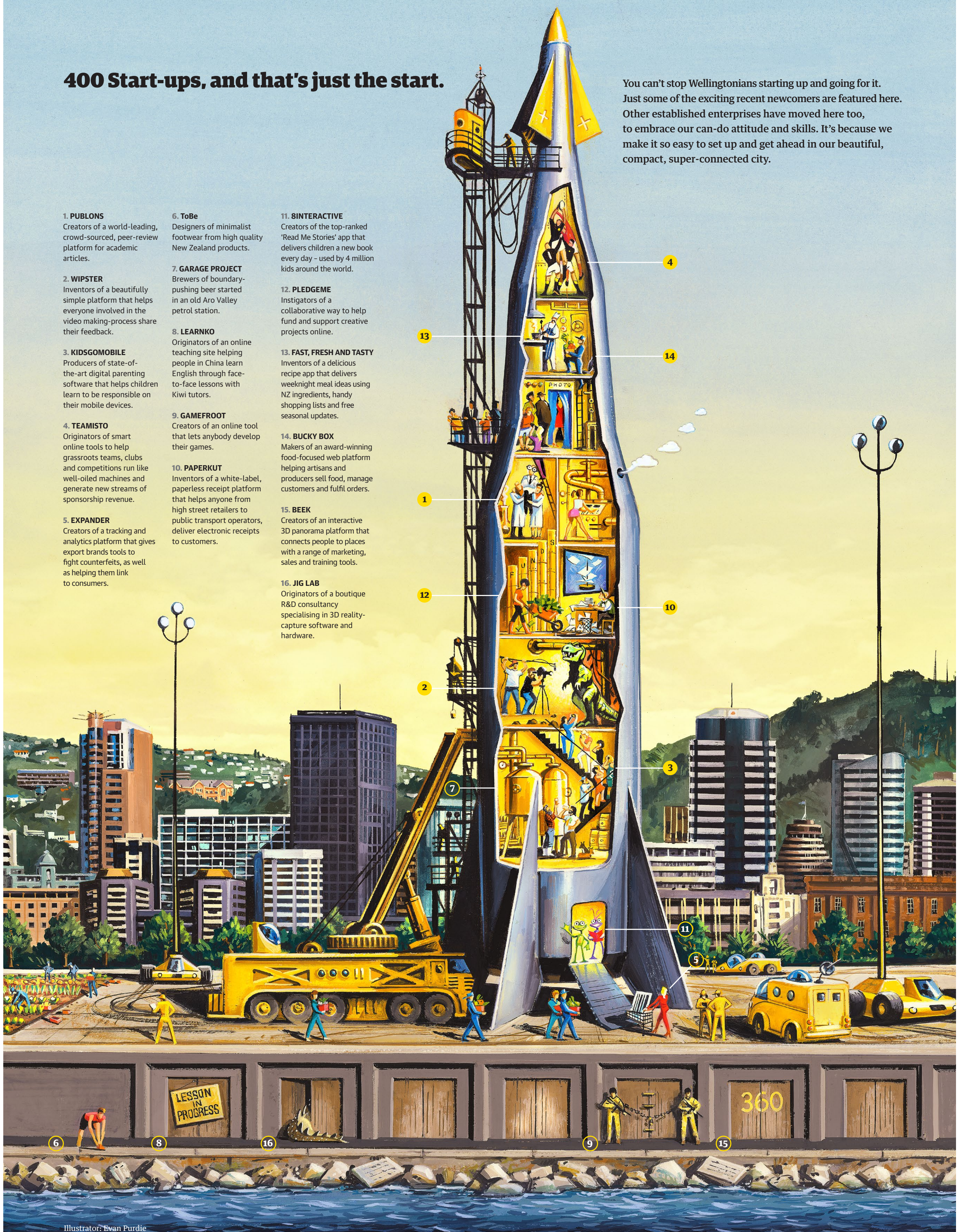
Makers of an award-winning food-focused web platform helping artisans and producers sell food, manage customers and fulfil orders.

### 15. BEEK

Creators of an interactive 3D panorama platform that connects people to places with a range of marketing, sales and training tools.

### 16. JIG LAB

Originators of a boutique R&D consultancy specialising in 3D reality-capture software and hardware.



Illustrator: Evan Purdie

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