

INTRODUCTION TO THE SYDNEY STARTUP COMMUNITY

Phillip Havea
Admissions Producer at General Assembly

INTRODUCTION TO THE SYDNEY STARTUP COMMUNITY

HI. I'M PHILLIP HAVEA.

- Formerly: Freelance Web Developer (5 years)
- Recently: Sydney startup (troopr.com)
- Now: Admissions Producer @ General Assembly Sydney
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INTRODUCTION TO THE SYDNEY STARTUP COMMUNITY

**WHERE ARE YOU RIGHT
NOW?**

What defines an ecosystem?

- Startups
- Investors
- Talent
- Mentors
- Partners
- Service Providers



Common misconceptions

FOUNDING A COMPANY IS THE BEST WAY TO GET INVOLVED.

IT'S TOO HARD TO GET "IN" OR CATCH UP.

ENTREPRENEURSHIP IS TOO RISKY OF A CAREER PATH.

ONLY DEVELOPERS CAN GET A GOOD JOB AT STARTUPS.

SILICON VALLEY IS ALL THAT MATTERS!

THE LOUDEST PEOPLE ARE THE SMARTEST!

WITHOUT AN NDA PEOPLE WILL STEAL MY IDEA.

I JUST NEED A CODER TO BUILD MY PRODUCT.

WRITE A BUSINESS PLAN = GET FUNDING.

HOW TO GET STARTED





Give back to the community

Help other people achieve their goals and aspirations.

Generate karma. Bring people together. Give back.

To a certain extent, we're all in this together.



Learn, practice, and participate

“ “ *The best time to plant a tree was 20 years ago.
The next best time is now.*
- Chinese Proverb.



It's not all about the scene



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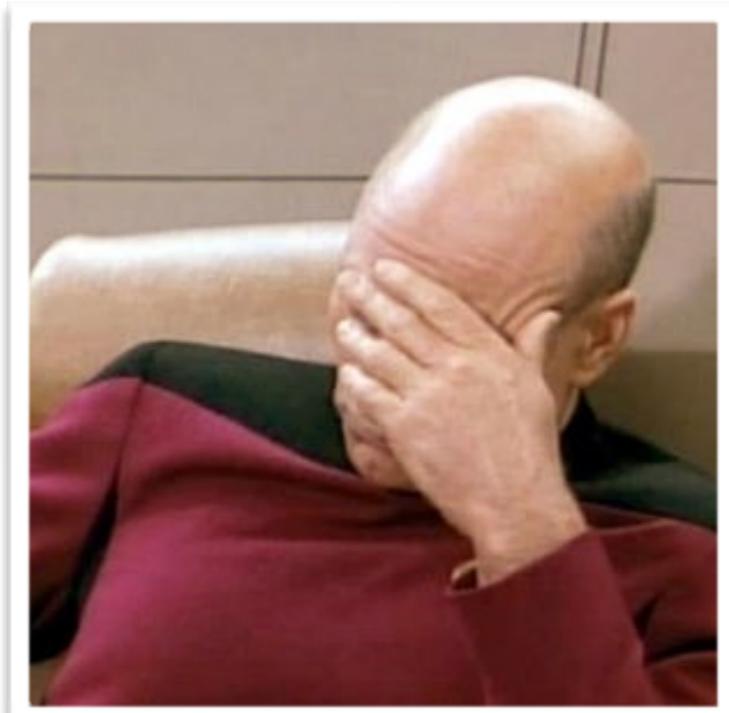


It's a marathon, not a sprint

“ “

*I have not failed. I've just found
10000 ways that won't work*

- Thomas Edison



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BUT WE NEED MORE

- More startups... Get started tonight!
- More investment... more successful startups and more acquisitions will equal more investment
- More government and industry support... we need to keep getting their attention
- More talent....we need talented programmers, marketers, sales people with industry ready skills.

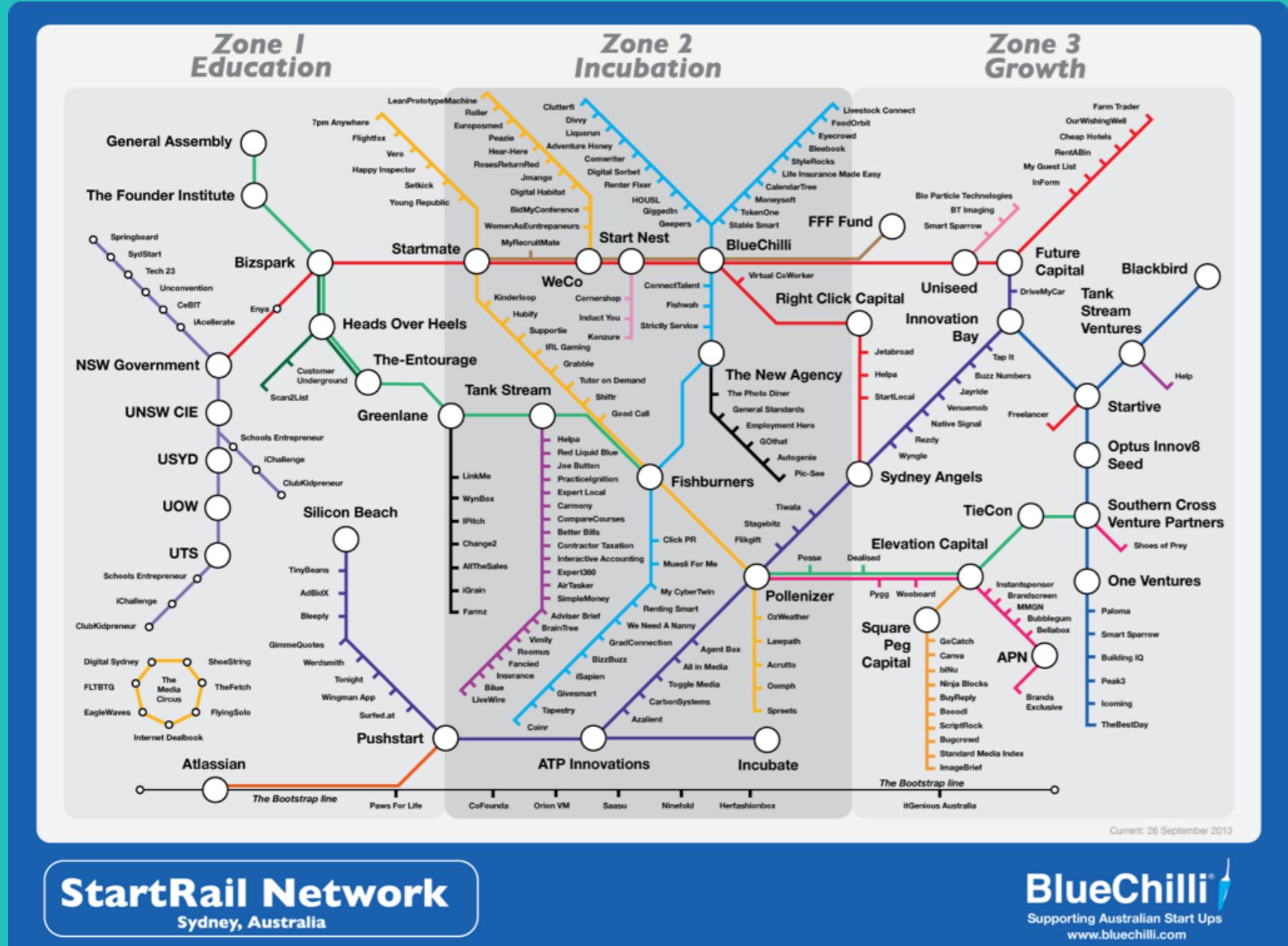
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December 2011



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September 2013



Notable Sydney startups



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INVESTORS

- VCs: South Cross, One Ventures, Starfish, Right Click Capital.
- Funds: Future Capital, Innovation Capital, Black Bird, Optus Innov8, Sydney Seed Fund
- Angels: Sydney Angels, Innovation Bay, Green Lane Digital, Australian Investment Network, Individual Angels
- FF: Friends and Family

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ACCELERATORS & INCUBATORS

- Pushstart
- Startmate
- Founders Institute
- MuruD
- Blue Chilli
- Pollenizer

Co-founder + education/connections/cap raising for <50% equity +
you put in some funds

Check out The Fetch

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TOP 10 TIPS:

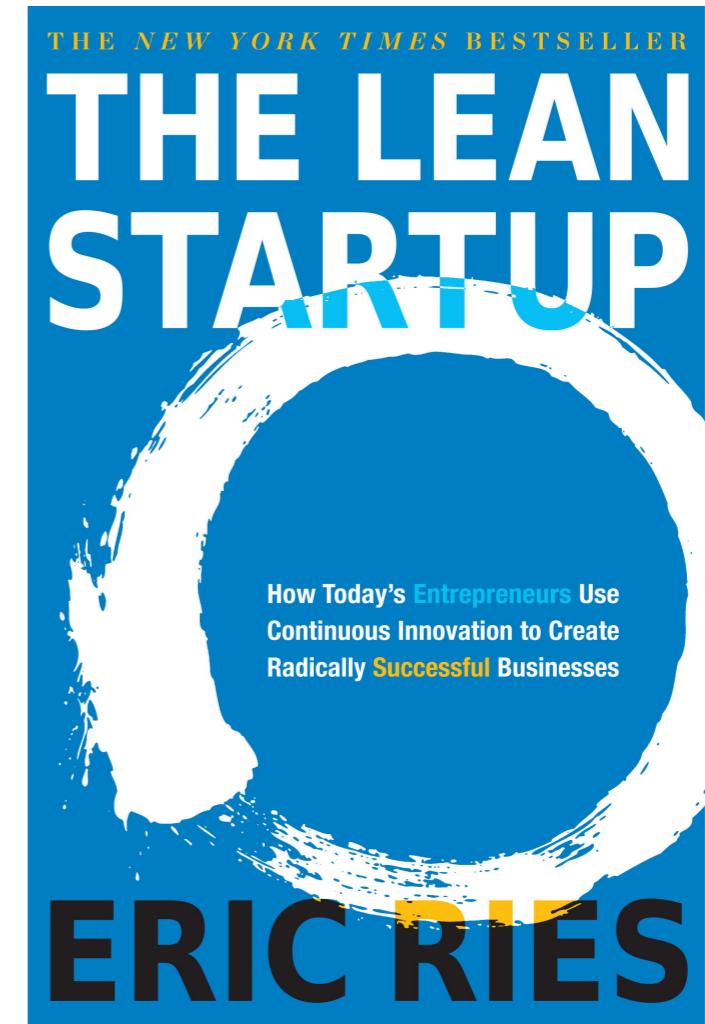
STARTING OUT IN STARTUPS

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1. EDUCATE YOURSELF

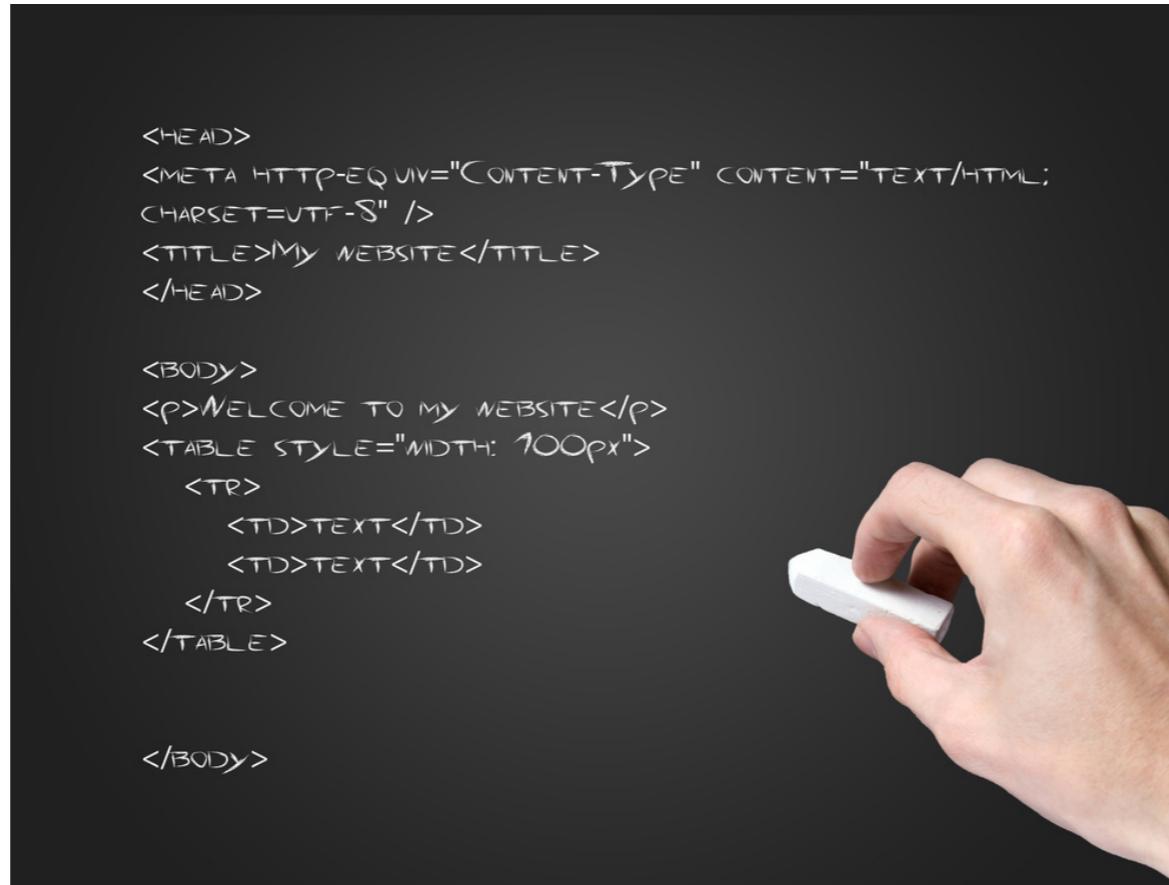
CLASSES AND WORKSHOPS

ONLINE RESOURCES, BOOKS, COURSES



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2. KNOW YOUR TECH



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3. TELL EVERYONE ABOUT YOUR IDEA AS SOON AS YOU CAN

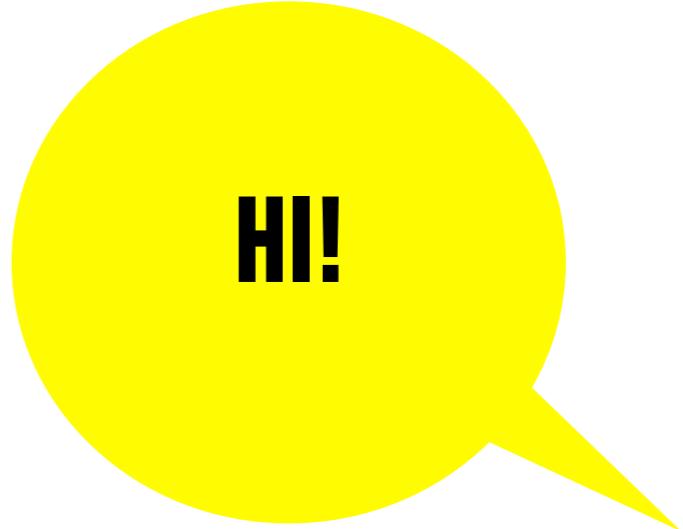


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4. THINK ABOUT THE MARKETING BEFORE WRITING A LINE OF CODE



HELLO!



HI!

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5. JOIN THE COMMUNITY

MEETUPS & FACEBOOK GROUPS

HTTP://SYDNEYEDU.STARTUPWEEKEND.ORG/

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EVENTS SNAPSHOT

- SydStart - annual September
- Sydney Tech Startup Meetup - fortnightly
- Silicon beach drinks - weekly
- Startup weekend - annual (weekend of the 27th June Muru-D)
- Meetup.com - nightly



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GROUPS AND MEETUPS

- [Facebook](#)
- Sydney Startups
- Entrepreneur Events Sydney
- Awesomepreneurs
- Australian Business Network
- [Meetup.com](#)
- Sydney Tech Startup Meetup
- Sydney Online Business Owners
- Young Entrepreneurs Sydney
- Silicon Beach
- Tech Startup Poker Sydney

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>> BLOGS & NEWSLETTERS

- Startupsmart: <http://startupsmart.com.au>
- Shoes String Startups: <http://shoestringlaunch.com>
- Mumbrella: <http://mumbrella.com.au>
- TheFetch.com: <http://thefetch.com>
- Startupdigest.com: <http://startupdigest.com>
- General Assembly: <http://generalassemblyly/blog>
- Chris Dixon: <http://cdixon.org>
- Fred Wilson (A VC) <http://avc.com>
- Mark Suster: <http://bothsidesofthetable.com>
- Paul Graham's Essays: <http://paulgraham.com>
- Hacker News: <http://news.ycombinator.com>
- TechCrunch: <http://techcrunch.com>
- Venture Hacks: <http://venturehacks.com>

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6. REALISE THIS (PROBABLY) WONT BE YOU



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7. JOIN A CO-WORKING SPACE



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CO-WORKING SPACES

- ▶ Fishburners
- ▶ ATP
- ▶ Tank Stream Labs
- ▶ Theworkben.ch
- ▶ The Office Space
- ▶ The Hub
- ▶ The Hive (Pollenizer)
- ▶ StartNest



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>> COMMON ROLES

- **Front-End Developer** (CSS, HTML)
- **Back-End Developer** (Ruby, Python, Java)
- **UX/UI Designer** (Axure, OmniGraffle)
- **Product Manager** (Light Front-End Dev, Design, Business Fundamentals)
- **Business Development** (Sales, Partnerships)
- **Marketing/User Acquisition** (Email marketing, Social Media, SEO, Data Analytics)
- **Data Scientist** (Hadoop, Matlab, SQL)
- **Sales** (Willingness to find and follow leads)
- **Community Management** (Social Media)
- **Operations** (Customer service, Office management)
- Other roles depending on vertical (education, fashion)

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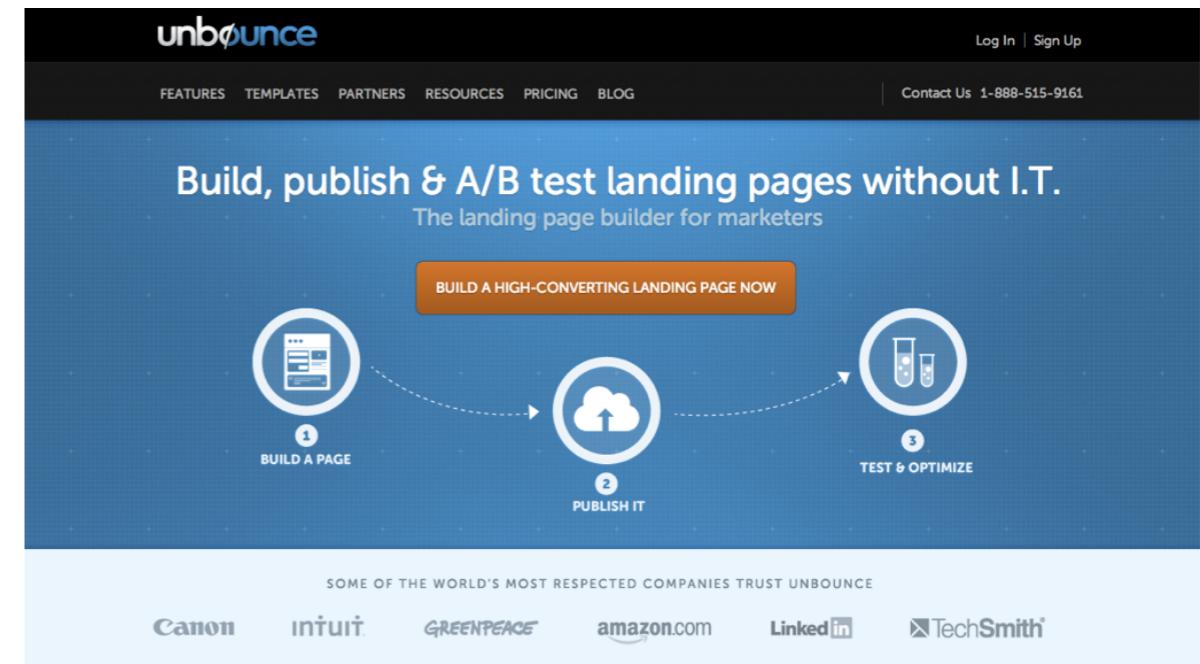
8. MAKE SOMETHING PEOPLE WANT TO BUY, NOT SOMETHING YOU HAVE TO MAKE THEM BUY



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9. LAUNCH TONIGHT!

- Strikingly - strikingly.com
- Unbounce - unbounce.com
- Launch Rock - launchrock.co
- Shopify - shopify.com
- Wordpress - wordpress.org
- SquareSpace - squarespace.com



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10. IF YOU AREN'T READY TO DO A STARTUP, GET A JOB AT ONE



 GENERAL ASSEMBLY

GENERAL ASSEMBLY

Est. 2011

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OUR VISION

We are creating a global community of individuals empowered to pursue work they love, by offering classes, workshops and full-time immersive programs on the most relevant skills of the 21st century, from web development, to design, to product management & business fundamentals.

THANK YOU

Drop me a note if you have any questions about GA, startup life, or living in Sydney!

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WHERE TO NEXT?

- Career Counselling
- Course Info Sessions
- Classes & Workshops
- “Sneak Peak” trial classes
- Start Today!!!

PHIL HAVEA

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