



TechKnow Invest Roadshow Roundup

Revamping of traditional models leads to success both home and abroad

TechKnow Invest Conference

- Last week's TechKnow Invest Conference was featured in Melbourne, Sydney and Brisbane in front of almost 800 investors. The conference featured almost 20 technology companies ranging from pre-IPO stage to more developed stories such as Freelancer which has a value of more than half a billion dollars. Key themes included the revolutionisation of traditional approaches; aggregation; and leveraging via established brands.

Revolutionary approaches to traditional processes

- **Some of the more innovative and successful companies are taking traditional ways of doing things and revolutionising them via platforms**, so that the outcomes are more attractive and profitable for all users involved. **Updater Inc. (UPD)** is making moving easier for relocators while offering businesses a previously untapped opportunity to reduce customer churn and acquisition rates. **Freelancer (FLN)** leverages the internet by allowing posters and freelancers jobs that can be undertaken remotely. **LiveHire (LVH)** is making recruiting personalised and on-demand, enabling employers to save time and money, and candidates to be proactive. **Medibio (MEB)** is diagnosing depression based on patients' biometric data.

Aggregation an attractive tool

- **9 Spokes International (9SP)** is in the process of rolling out its platform which aggregates various SaaS products for SMEs onto one platform, essentially an attractive one stop shop. **FLN** aggregates posters and freelancers from around the globe onto one site, while **DateTix (DTX)** allows a wide dating pool to be aggregated.

Leveraging established brands and channels to accelerate adoption

- **Some of the featured companies at the conference detailed how they are astutely leveraging via large corporates, using their established brand and wide distribution channels, to market their products.** This saves on customer acquisition costs and enables acceleration of product rollout. **9SP** is partnering with the likes of major banks **Barclays** and **Suncorp**, **LVH** is using RPOs such as **Randstad**, **UPD** has engaged in a pilot partnership with insurance giant **Liberty Mutual**, and **Dubber (DUB)** is partnering with **Broadsoft**.

Achieving success offshore

- An interesting point is that for many of the companies, all ASX-listed, Australia does not represent their current major market, instead most extracting value from countries such as the US, UK, and China. This is currently the case for **9SP**, **DTX**, **DUB**, **FLN**, and **UPD**.

KEY PICKS

9 Spokes International (9SP): Key client Barclays set to launch imminently whilst *9Spokes.com*, the company's direct platform, has recently gone live. A minimum of US\$325,000 in contracted revenue will commence during Q4 CY16. Early signs of user adoptions and/or the potential for a major US banking client will likely act as major catalysts.

DateTix (DTX): With an established platform and well-defined marketing strategy, we expect it to capture a proportion of the Chinese market opportunity.

Freelancer (FLN): Leadership in global freelancing market. Escrow.com provides new channel for growth.

LiveHire (LVH): Achieving significant early traction in rolling out its talent communities. RPOs a big upside factor.

Updater Inc. (UPD): Early success being demonstrated in the US with market share of processed moves fast approaching 10% (target 15% by end of CY17). Pilot rollouts with major corporates in key verticals to provide further momentum.