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Media Release: for immediate release

Wellington to the World Event (W2W)

Four of Wellington's newest technology entrepreneurs will launch themselves on the world stage this Friday at the inaugural Wellington to the World (W2W) event.

W2W, an initiative of Wellington-based ICT professionals' network Unlimited Potential supported by international ex-pat association KEA, is being held on Friday 7 November at the Wellington Town Hall.

The free event, MC'd by technology blogger and *Unlimited* magazine columnist Ben Kepes, will provide networking opportunities with local angel investors and business pitches from the four ICT entrepreneurs that will be videocast to a global web audience of innovators, entrepreneurs, mentors and investors with the assistance of KEA and New Zealand Trade & Enterprise.

To kick off the event, Victoria University staff will present on the commercialisation opportunities of emerging ICT technology and projects underway at the university and its commercial arm, VicLink.

This will be followed by business pitches by the four ICT companies iPredict, Fingertapps, Futrix, and Aptimize Ltd. The companies were selected through an audition process in which applicants were asked to submit a short business summary detailing their business/product/service before being interviewed by a panel of business mentors and technology advisors from Unlimited Potential, KEA and partner organisations.

"We were looking for fresh talent and new opportunities for companies and individuals who do not already have a wide public profile. Of the 11 companies which applied, these four best illustrated novel technology opportunities and a readiness to go global," says Paul Spence, project manager for the event.

iPredict is a Victoria University spin-off venture that predicts market outcomes through a web-based trading system. According to Matt Burgess of iPredict, prediction markets have enormous potential in corporate and government environments in answering questions on revenue and cost forecasting, predicting regulatory and legal outcomes, policy analysis, improving the hit rate in the innovation process, and obtaining market intelligence. It is expected Burgess' presentation will also include an intriguing forecast for Saturday's general election outcome using iPredict.

Fingertapps is an exciting new software framework for developing multi-touch screen and gestural user interfaces. It has already been successfully employed in both consumer devices and in-store interactive marketing settings.

Futrix offers a web-based business intelligence tool that drills down into corporate business data and provides "snappy reporting for over-worked executives".

Aptimize's Runtime Page Optimizer is a product that helps companies improve their website functionality by doubling speed and halving traffic costs. It was recently endorsed by Google and Microsoft.

**W2W: showcasing Wellington to the World, Friday 7 November 2008, 3.45 pm, Civic Suite,
Wellington Town Hall**

To register for this free event visit www.up.org.nz.

For more information contact: Paul Spence, W2W Project Manager, paul@up.org.nz, 0274 737 314.

Unlimited Potential is a network that connects information, communication and technology professionals in Wellington, New Zealand. The organisation has more than 1500 members across Wellington including start-ups, corporates, education, and government departments.

KEA has a global membership of more than 27,000 and is looking to match-make innovative and outwards-looking companies with offshore-based Kiwis who can provide practical assistance.