



What's UP?

Official news from Unlimited Potential



WINTER 2010

IN THIS ISSUE:

UP Committee News.....	1
<i>Have you entered the Bright Ideas Challenge?</i>	<i>1</i>
<i>Announcing: the new-look up.org.nz.....</i>	<i>2</i>
UPcoming Events: Winter 2010.....	2
Event Reviews.....	3
<i>The UP New Year Party: PredICTions 2010!.....</i>	<i>3</i>
<i>UPLoad 2010.....</i>	<i>3</i>

What's UP? Published by Unlimited Potential Ltd, Jun 2010 | www.up.org.nz

UP COMMITTEE NEWS

The past few months have been eventful ones for the UP Executive Committee.

Alongside a string of successful, and sold out events – Bloggers PredICTions, Damsel's Den, and the recent UPLoad – we've seen some changes in personnel.

Following her resignation from the committee last year, we're pleased to be retaining the skills of the multi-talented Ruth McDavitt, who is now contracted by the committee as an event-coordinator for occasional UP events.

We've had some farewells, and wish departing members Tabitha and Alex all the best for their new prospects. We've also had some new arrivals – congratulation to Jayne and Bronwyn on the birth of their respective daughters Isla and Stella.

HAVE YOU ENTERED THE BRIGHT IDEAS CHALLENGE?



We know how hard it is to turn an idea into a successful business. In order to take root and grow into a business an idea needs many things. From a good business model, sound planning to capital and a passionate team with the right skill set - resources that are often difficult for entrepreneurs to access.

The Bright Ideas Challenge helps bridge this gap, between an idea and turning it into reality. This exciting new initiative has been more than two years in the making and will go a long way towards supporting entrepreneurs with the networks they need to get their ideas off the ground. The beauty of it is that all ideas that are entered will be given some feedback as well as support from business experts.

Launched on April 19, the challenge will award up to \$25,000 worth of seed capital, offers places on the Bright Ideas Kickstart programme worth \$1,200

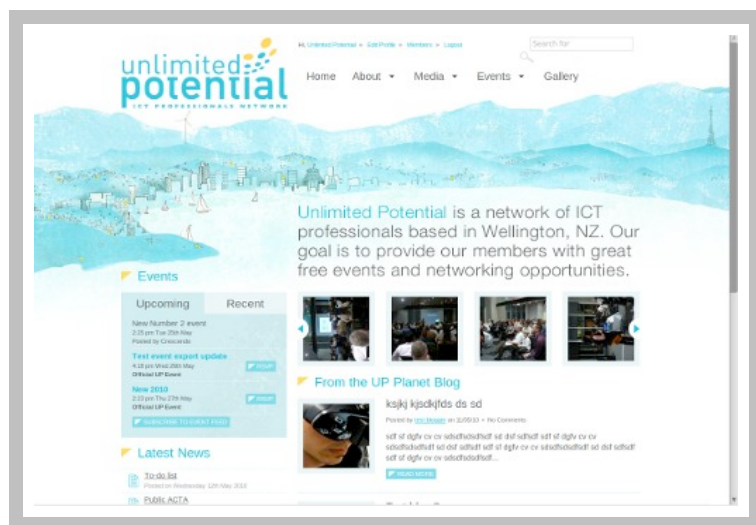
and the opportunity to connect with some of Wellington's top business experts and investors. The organisers have made it really easy for individuals and organisations to enter - all you have to do is submit a 100-word idea. And you can enter as many ideas as you fancy. "The key thing we are looking for is innovation. We are interested in all stages of ideas, including dynamic initial ideas, ideas at research and development, prototype, or pilot and revenue generating stages,"organisers at regional economic development agency Grow Wellington say.

Grow Wellington will also be holding Brighten Your Idea workshops in early June to help people tune up an idea before submitting it. Hundreds of ideas have been already submitted with the challenge closing on June 25. You can submit your idea online at www.brightideaschallenge.co.nz. Don't forget to highlight the Unlimited Potential box in the drop down menu when you submit your idea so our community can offer support.

ANNOUNCING: THE NEW-LOOK UP.ORG.NZ

After a long wait, we are thrilled to announce that the new UP.org.nz website is nearly upon us!

With a whole bunch of great features, including a brand new member section, we can't wait to invite you in.



This site will be the finger-on-the-pulse of Wellington's ICT sector. Soon you'll be able to search for other members to connect with, see who is coming to events, add your own events, subscribe and contribute to the UP Planet Blog, and there'll be that essential social networking integration.

Keep an eye out for the soft release in the coming weeks, to be followed by a full launch at this years *Gadgets, Games, and Geeks* event.

Big thanks to Crescendo for their excellent hard work, stunning design, and fabulous features!

UPCOMING EVENTS: WINTER 2010

Nearly half way through the year already and we've had some great event hits with Bloggers PredICT, Damsel's Den and UPLoad2010. So what's cooking for the remainder of 2010? We've got lots more event goodness planned for this year with a special focus on supporting and strengthening the ecosystem that underpins entrepreneurs in the technology sector (cheers Grow Wellington).

Keep an eye out for announcements regarding a special tech start-up weekend workshop and, of course, W2W - the wonderful Wellington to the World event that we run during Global Entrepreneurship Week in November, and which showcases our emerging startup companies. Beer tasting is traditionally the theme for our AGM later in the year, so watch this space to see which brewer gets the nod.

But remember these events wouldn't happen without our marvellous sponsors. Limited places are available for both major and named event sponsors for the remainder of 2010, but get in quick! If you or your company would like to reach over 3500 I.T. professionals in the Wellington region with your brand please contact rumi@up.org.nz or paul@up.org.nz

EVENT REVIEWS

THE UP NEW YEAR PARTY: PREDICTIONS 2010!

Unlimited Potential launched its 2010 calendar with the always entertaining and controversial *Bloggers' PredICTIONS* event, this year chaired by [Mike Riversdale](#) with voting courtesy of [Twtpoll](#). Held in the Wellington Chamber of Commerce meeting room and with panoramic views over the city, the packed house was enthralled by witty banter from the local tech blogger brigade who had briefly emerged from behind their computer screens especially for the event.

[Mauricio Freitas](#) (@freitasm) took time out from rebooting his Microsoft Server to sing the praises of smartphones and was driven to make a religious conversion by acknowledging the rise and rise of Apple hardware. But [Miraz Jordan](#) (@miraz) had to concede that Apple OS still had a way to go to catch up. Perhaps the perversely named iPad will close the gap?

Dressed in stunning 1930s garb, fashionista [Joanna McLeod](#) (@johubris), felt that products tailored for girls would take over and additionally that "machines that give and receive" would be popular.

Xero design head, [Philip Fierlinger](#) brought an international perspective by suggesting Chrome would beat the iPad and that Facebook would turn turtle.

Completing the lineup was the omnipresent [Brenda Wallace](#). Having recently become a mother and also helped bring us the Linux Conf, Brenda (@Br3nda) unsurprisingly completed the trifecta by securing her Bloggers crown for yet another year. Congratulations!

To see more PredICTIONS go to the event video channel here: <http://www.viddler.com/explore/upty/>



UPLOAD 2010



The government's investment in broadband connectivity should kick off big improvements in speed with schools the first to benefit said InterNetNZ policy strategist Jordan Carter at Unlimited Potential's UPLoad 2010 event in May. Moderated by AltSpace founder Steven Heath, The Great Broadband Panel Debate began with strong assertions that New Zealand must continue to push hard for better broadband capacity for economic and social ends.

FX Networks Jamie Baddeley outlined the huge differential that New Zealand firms were paying to access international bandwidth. Lance Wiggs explained the Pacific Fibre case for building a second cable across the Pacific in order to disrupt the existing monopoly stranglehold and stated that discussions with contractors and potential funders were

making progress. But REANNZ CEO Donald Carter, recently returned from the Middle East, suggested a note of caution

regarding expectations, in light of the region's relatively small population and ability to generate a commercial return on such investments.

There followed a spirited Q&A session, that may have continued for quite some time if it weren't for the arrival of some delicious Hell's Pizza. However, the conversation flow continued afterwards over some devilishly zesty pepperonis and jalapenos. It will be interesting to see how much the broadband landscape has changed when UPLoad 2011 rolls around.

The event was kindly supported by a grant from [InternetNZ](#) and sponsorships from [Grow Wellington](#), [Wellington Regional Chamber of Commerce](#) and [iWantMyName](#).



View the SpringTV video of the event here:

<http://www.youtube.com/user/springtvwellington>

Listen to the event podcast here:

<http://www.sciencemediacentre.co.nz/2010/05/20/podcast-upload-2010/>

A BIG THANKS to our sponsors:

MAIN SPONSORS



MAJOR ASSOCIATE SPONSORS



ASSOCIATE SPONSORS

