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CeBIT Australia's 2017 PitchFest finalists announced

Australia's Next Generation Technology Innovations go head-to-head at CeBIT PitchFest

Some of Australia's most promising technology start-up companies have been announced as finalists in CeBIT Australia's PitchFest, a competition allowing entrepreneurs to give a creative pitch to a panel of successful business owners and technology experts.

Held on day three of Asia Pacific's largest business technology conference and exhibition at ICC Sydney on 25 May 2017, CeBIT PitchFest offers entrepreneurs practical real-world pitching experience, and the chance to receive feedback from world leading entrepreneurial experts and key influencers, including senior representatives from TiE Sydney.

The coveted start-up organisations have the ability to transform how we live and do business; the CeBIT PitchFest 2017 finalists are:

- **Inkerz**: bringing the internet of things to education, Inkerz utilises cutting-edge technology to bridge the gap between a notepad and the computer to increase the effectiveness of online learning
- **Look Who's Charging**: simplifies the search to find which company has charged your credit card, set to reduce the hours customers spend on the phone to banks making enquiries
- **Rivuu**: changing how social media content is created, approved and scheduled, Rivuu streamlines social media work processes for faster turnaround times for agencies and businesses
- **Hosonto Middleware**: an end-to-end development platform for web and mobile applications that utilise patent pending Automated Model View (AMV) framework to allow developers to focus on user interface and business logic
- **Sound Scouts**: a game designed to test the hearing of children, especially around the time they start school
- **Share with Oscar**: dubbed as the 'Airbnb for parking', this is Australia's first real time, on-demand, parking application that facilitates the rental of private parking spots
- **KeyHub**: key storage facilities that allow short rental accommodation hosts to safely store and swap keys with guests in a secure and convenient location
- **Arludo**: a gamification app that combines augmented reality and play to empower teachers to teach STEM subjects and encourage students to engage and learn

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- **Ontoto**: an advanced water monitoring solution to measure water level and temperature, designed and made in Australia
- **Smart Grid Energy**: a unique solar power metering system developed by Enopte to address the rising costs of power. The system is free to access and can save users up to 30% on costs with access to demand management controls and detailed information on energy consumption and generation

NSW Minister for Industry, Niall Blair, congratulated the finalists noting eight of the ten finalists hail from NSW.

"Congratulations and best of luck to these 10 ground-breaking Aussie companies which demonstrate the breadth and excellence of our start-up community.

"Eight of the 10 companies are based right here in NSW, including a great regional company Ontoto from Moss Vale which is a leader in water monitoring technology.

"Our dominance at the PitchFest shows that NSW remains the nation's leader in start-up activity with over 40 percent of start-up founders in Australia coming from this great state.

"The NSW Government's support for CeBIT Australia and for our start-up industry will continue to grow our state's global reputation as a technology industry leader," said Mr Blair.

Harvey Stockbridge, Managing Director of Hannover Fairs - organiser of CeBIT Australia, commented on the importance of creating opportunities for entrepreneurs, allowing them to showcase their innovations and ensure the competitiveness of our industries, services and skills on an international stage.

"CeBIT PitchFest has a proud history of unearthing and supporting Australia's leading technology start-up companies including ingogo, Mathspace and NetHealth. In 2017 the competition is stronger than ever before, reflecting the strength of Australia's entrepreneurial community.

"It is inspiring to think how the innovations developed right here in Australia, have the potential to transform how the next generation of Australian's live," said Mr Stockbridge.

Previous winners of CeBIT PitchFest have gone onto become multi-million dollar, multi-national companies. Previous winners include ingogo, which can now be seen installed in thousands of taxis across Australia, Mathspace which has grown phenomenally in just a few short years to be available in over 20 countries and NetHealth which has grown over 150 percent since winning PitchFest in 2016.

www.cebit.com.au/startup/

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Images:

1. Niall Blair, NSW Minister for Industry ([download](#))



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2. Harvey Stockbridge, Managing Director, Hannover Fairs ([download](#))



1. Images from CeBIT 2016 ([download hi-res](#))



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- CeBIT Australia online media room: <http://www.cebit.com.au/who-are-you/press>

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Interviews are available with:

- Spokespeople from PitchFest finalist organisations
- CeBIT Australia keynote speakers, including:
 - **Eugene Kaspersky**, Chairman and CEO, Kaspersky Lab
 - **Dennis Andrucyk**, Deputy Associate Administrator, Space Technology Mission Directorate, NASA
 - **Randi Zuckerberg**, Founder and CEO of Zuckerberg Media
 - **Greg Williams**, Executive Editor – WIRED Magazine
 - **Nicholas Davis**, Head of Society and Innovation, Member of the Executive Committee, World Economic Forum Geneva
 - **Daniel Newman**, Principal Analyst and Founding Partner, Futurum and author Building Dragons
 - **Nick Kaye**, CEO, Sydney School of Entrepreneurship
 - **Naomi Simson**, Founding Director RedBalloon, Redii; and 'Shark from Shark Tank'
- All conference and strategic panel speakers
- Harvey Stockbridge, Managing Director, Hannover Fairs Australia

Further Information on PitchFest finalists:

Look Who's Charging (Sydney, NSW): Look Who's Charging is an Australian company with a simple mission to eradicate the 10 million+ hours Australians waste trying to figure out who has charged their card. www.lookwhoscharging.com

Sound Scouts (Sydney, NSW): Sound Scouts is a game designed to test the hearing of children especially around the time they start school. Hearing issues can be common cause of speech and learning problems, it is important for all children to have their hearing checked to ensure they are able to learn and socialise. If children struggle to hear, they'll also struggle to learn. www.soundscouts.com

Share with Oscar (Sydney, NSW): Australia's first real time, on-demand, parking app. Share with Oscar is a mobile app for renting out your private parking space when you aren't parking in it. This space can be a driveway, garage, or even a front lawn, anywhere that a vehicle can park. Drivers use the app to search for parking and book a spot on-the-go. Access more parking spaces, at affordable prices, without the parking tickets. www.sharewithoscar.com

KeyHub (Ultimo, NSW): KeyHub allows short rental hosts to safely share their keys anywhere, anytime. With a network of local stores/cafes as key sharing locations, hosts can drop their keys in key lockboxes in these locations. Remote guest management can be done via web app so a seamless key exchange without the host's presence is now possible. www.mykeyhub.com

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Inkerz (Sydney, NSW): Live collaboration using notepaper and pens. For teachers and students who need to write or draw on paper, Inkerz utilises cutting-edge technology to bridge the gap between a notepad and the computer screen. www.inkerz.com

Hosonto Middleware (Melbourne, Victoria): The Hosonto automated middleware platform is based on patent pending Automated Model View (AMV) framework. It is an end-to-end development platform for web and mobile applications. It also automates much of the development works so that developers only need to concentrate on the important and relevant aspects of the user interface and business logic. www.hosonto.com

Arludo (Sydney, NSW): a gamification app that combines augmented reality and play to empower teachers to teach STEM subjects and encourage students to engage and learn Available via the App Store and Google play. www.arludo.com

Rivuu (Sydney, NSW): Rivuu is an online platform for getting social media content created, approved and scheduled. Create, approve and schedule your social media content. www.rivuu.com

Ontoto (Moss Vale, NSW): Advanced water monitoring solutions, designed and made in Australia. Using an Intelligent digital sensor; the logger will sample the water column, then using the 3G network; email the data (all at individually customisable periods). Our product installs into new ground water monuments; or simply retro fits into existing ones. www.ontoto.com.au

Smart Grid Energy (Coolum Beach, QLD): a unique solar power metering system developed by Enopte to address the rising costs of power. The system is free to access and can save users up to 30% on costs with access to demand management controls and detailed information on energy consumption and generation. www.enopte.com/smartgrid/

About CeBIT Australia:

23 – 25 May 2017, International Convention Centre Sydney

CeBIT Australia – shaping the business technology landscape. www.cebit.com.au

CeBIT Australia is the Asia Pacific's largest and longest running business technology event. It is a forward-looking connected community. CeBIT Australia offers an independent network of business technology solutions that transform the way Australians do business. CeBIT Australia is the one-stop-shop for all the latest business technology solutions. Offering a diverse variety of exhibitors, regardless of business problem, there will be a solution at CeBIT.

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CeBIT Australia showcases the innovation of NSW. Business leaders, innovators, entrepreneurs and the leading technology companies of the world gather in NSW to immerse themselves in the possibilities of the future of business.

CeBIT Australia helps showcase NSW's dominant ICT industry and the State's highly fertile business environment. NSW is Australia's international ICT capital, accounting for 38% of Australia's total ICT businesses and 58% of the nation's ICT services exports. NSW is also home to 40.9% of Australia's start-up founders and has the largest expenditure on research and development of any Australian State.

The NSW Government is proud to be the Official Partner of CeBIT Australia 2017.

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CeBIT Australia is presented by Deutsche Messe – the world leader in bringing innovative, inspiring and effective business events to high level decision makers. Global Fairs. Global Business.

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