



STARTCON

Press Release

StartCon 2016 announces Andrew Chen (Uber) as headline speaker

SYDNEY, August, 9 2016 -- Australia's largest startup and growth conference, today announced that Andrew Chen (Head of Supply Growth, Uber) will headline StartCon 2016.

“One of the smartest geeks in Silicon Valley.. a brilliant and comprehensive virtuoso”
– Dave McClure (500 Startups)

“One of the best entrepreneurship blogs of all time”
– Eric Ries (The Lean Startup)

“There’s no one who knows more about ... the latest methods for building and retaining web audiences” – Mitchell Kapor (Founder, Lotus)

When it comes to growth, there are few names that carry the weight of Andrew Chen, a globally known investor and advisor, for tech startups including AngelList, Barkbox, Dropbox, Grovo, Kiva, Product Hunt, Tinder, Wanelo, and Gusto. In addition to his full-time gig running Uber’s rider acquisition program, and advising and investing on startups, Andrew also writes one of the best entrepreneurship blogs of all time, available at andrewchen.co.

In a relatively new field, Andrew is an elder statesman. His prolific essays on growth hacking (over 700 at last count) have helped put the science of growth not just as term, but as a profession on the Silicon Valley map. Thousands subscribe to his newsletter which includes seminal pieces on [the viral loop](#) and [growth hacking is the new VP of marketing](#).

Eventually, everyone will stop clicking.

In 2012, Andrew coined the “[The Law of Shitty Clickthroughs](#)”, a law of marketing that dictates that every #marketing tactic you try will eventually stop working. For example, when banner ads were first launched, the clickthrough rate (CTR) was reported by HotWired in 1994 to be 78%. Today, the CTR for banner ads is well under 1% as customers have become desensitised and the space has become crowded.



Andrew Chen: Writer, Investor & Head of Supply Growth, UBER. Images [here](#).

Previously, Andrew was an Entrepreneur-in-Residence at Mohr Davidow Ventures (MDV), a Silicon Valley-based firm with \$2B under management. Prior to MDV, Andrew was director of product marketing at Audience Science, where he started up the ad network business that today reaches over 380 million uniques. He also co-authored a patent on personalized advertising and holds a B.S. in Applied Mathematics from the University of Washington, where he graduated at the age of 19.

Startups and entrepreneurs attending StartCon 2016 in November 26th and 27th, will hear from Andrew Chen on the main stage at Royal Randwick Racecourse, Sydney.

“We are very excited to have Andrew Chen speak in Australia for the first time”, said Matt Barrie, Chief Executive of [Freelancer.com](#), which runs Startcon. “Being able to bring key speakers like Andrew to Australia, plays a huge role in helping Australian startups become sustainable, global companies.”

[StartCon](#) has sold out six years in a row, and looks to sell out for the seventh year running. Other announced speakers include Sean Ellis (Godfather of Growth Hacking), Elena Verna (Survey Monkey), Nate Moch (Zillow), Annabell Satterfield (BitTorrent), Christopher Lowe (Bloomberg), Ben Sand (Meta), and Jason Lenga (Tiger Global).

As a special offer for the announcement, StartCon will be offering the chance to win Andrew Chen’s list of [Top 10 Books That Define Tech](#), to attendees who purchase their ticket before midnight on the 9th of August (AEST). [Buy Tickets & Enter Here](#).

About StartCon

[StartCon](#) (formerly SydStart) is the largest Australian startup and growth conference, expo and entrepreneur community, established in 2009. Thousands of technology startup professionals, investors and ecosystem participants have already experienced StartCon events. This year's conference will be held on November 26th & 27th at Royal Randwick Racecourse, with world-class international speakers in entrepreneurship and growth marketing, high quality workshops and a 100-booth expo showcasing the biggest tech names and high-growth startups in Australia.

For more information regarding StartCon, please see www.startcon.com or contact:

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