



STARTCON

Press Release

StartCon teams up with Startup World Cup to give Australian startups the chance to win US\$1,000,000

SYDNEY, Aug. 3, 2016: [StartCon](#), Australia's largest startup and growth conference, partners with [Startup World Cup](#) to host the biggest pitch competition in the country, which will take place on Day 1 of the StartCon 2016 conference on November 26th at Royal Randwick Racecourse, Sydney. The partnership opens up opportunities for Australian startups and entrepreneurs to gain access to Silicon Valley, global VCs and international tech leaders. This year's winning startup team of StartCon's annual pitch competition will be invited, all expenses paid, to San Francisco to represent Australia for the chance to win US\$1,000,000 in prize investment. Over 100 startups are expected to participate in the 2016 competition.



LIGHT UP THE STAGE!

[StartCon](#)'s Annual Pitch Competition is the largest in Australia, with over 75 startups pitching in 2015 and the winner taking away prizes valued up to AUD150,000. By teaming up with Startup World Cup, StartCon's 2016 pitch competition will deliver even further value to the winning startup. Pitch competitors will get to pitch in front of both Australian and international judges and a crowd of up to 400 in the first round. Finalists will get to pitch on the main stage at StartCon in front 3,000+ people.

"With the widest reach in the Australian startup community, **StartCon** is the obvious choice for **Startup World Cup's** regional pitch competition partner", says Chris Abshire, Executive Director for Startup World Cup. The winner will represent Australia at the Grand Finale, and compete alongside 14 other startups from all over the world for a chance to win the grand prize.

Startup World Cup includes 15 regional pitch competitions across North America, South America, Europe, Asia, Middle East and Australia, leading up to the Grand Finale in US Silicon Valley. The Grand Finale will take place in San Francisco, California, on March 24th, 2017. Alfred Lin of Sequoia Capital, Eric Feng of Kleiner Perkins, David Cohen of Techstars, and Kevin Hale of Y Combinator are part of the distinguished judging panel that will decide which startup wins the US\$1,000,000 prize in investment.

"[StartCon](#) actively supports the local startup community by bringing international world class speakers to share their experiences in entrepreneurship and startup growth, which is why we're excited about the partnership with Startup World Cup. This will open international funding and partnership opportunities for Australian startups," says **Freelancer CEO Matt Barrie**, "There are a lot of impressive startups in the country that have a real chance of winning the Grand Finale."



The winning startup in 2015 was [shippit](#). They have since seen incredible growth and signed on key partners such as Australia Post & Harvey Norman.

Australian startups are encouraged to apply at <https://2016.startcon.com/pitch-competition.html> for the chance to compete for the top prize.

In line with the theme for this year's conference, "**Bonfire of the Unicorns**", [StartCon](#) once again brings another batch of international tech industry superstars to the stage, including Survey Monkey VP of Growth Elena Verna, Zillow VP of Product Teams & Growth Nate Moch and BitTorrent Senior Product Manager of Growth Annabell Satterfield. The conference will take place over two days on November 26th and 27th, 2016. Other events during the conference

include a 2-day hackathon, a Capture the Flag (network security) tournament and a 100-booth expo in addition to the pitch competition. After selling out six years in a row, [StartCon](#) has expanded its capacity to accommodate the expected 3,000+ attendees (from 2,000+ in 2015).



Royal Randwick Racecourse, venue for Startcon 2016. Download photos [here](#).

About StartCon

[StartCon](#) (formerly SydStart) is the largest Australian startup and growth conference, expo and entrepreneur community, established in 2009. The [StartCon](#) community has been supported by [Freelancer.com](#) since 2011.

Over 5,000 tech startup professionals, investors and ecosystem participants have already experienced StartCon events. This year's conference will be held on November 26th and 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 further details see www.startcon.com.

For more information regarding StartCon and Startup World Cup, please contact:

Cheryl Mack
StartCon Manager
+61 411 226 096
cmack@freelancer.com