



Media Release

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OZAPP Awards opens applications for best new app concept

The 2014 oZAPP Awards has opened its applications and is now calling for creative app developers in the Asia Pacific region to bring forward their best new mobile concepts in mobile, web and cloud.

Applicants will participate in a program that fosters dialogue and collaboration between innovators, researchers, investors and industry, with the winners being awarded a mixture of cash and resources to build and launch their winning apps.

This year “West Tech Fest” will be introduced to the program, consisting of oZAPP Awards judging, a national Roadshow with Silicon Valley industry leaders Mai Tai Australia, the Startup Village, pitching opportunities, community technology and startup events and an industry conference.

The Roadshow program will feature keynotes, interactive workshops, networking opportunities and mentoring sessions for applicants and will take place in major cities Singapore, Perth, Sydney, Melbourne, Adelaide and Brisbane. Bill Tai, Partner at Silicon Valley based Charles River Ventures, will speak at the Roadshows various events.

The Startup Village will bring together and showcase entrepreneurs, startups, investors and leaders within the tech space.

Bill Tai will chair the international judging panel alongside representatives from Qualcomm Ventures and Silicon Valley Bank and from Platinum partners Optus and Bankwest.

“Applicants will be judged according to what the app offers, the market need for the product and its path to revenue. I am excited to be part of this Curtin University initiative and I look forward to seeing the unique and innovative entries in the competition,” Mr. Tai said.

MaiTai was founded by Bill Tai, an adventure capitalist and Susi Mai, a professional kite surfer. The event incorporates kitesurfing, networking and pitching opportunities, developing a community that fosters relationships

between entrepreneurs and athletes globally. MaiTai has garnered much press for attracting Silicon Valley entrepreneurs, with Forbes estimating the net worth of individuals on the last trip to Hawaii at \$7 billion in market value. MaiTai Australia will also coincide with oZAPP Awards and West Tech Fest.

Rohan McDougall, the IP Commercialisation Director at WA's Curtin University, said the 2013 oZAPP Awards drew interest from the world's leading investors and entrepreneurs.

"Last years awards showcased the extraordinary talents of app developers across Australia, demonstrating the high quality of innovation that the nation has to offer," Mr. McDougall said.

Final judging will be staged in Perth, Western Australia in February 2014. To register for free or to learn more about oZAPPs, visit www.ozapp.com.au.

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