

# Innovation, Category Kings and Long Term Value Creation

A Panel discussion with legendary entrepreneurs, technologists, venture capitalists, industrialists and government strategists.

Melbourne Australia, March 21<sup>st</sup>, 2016

# 4



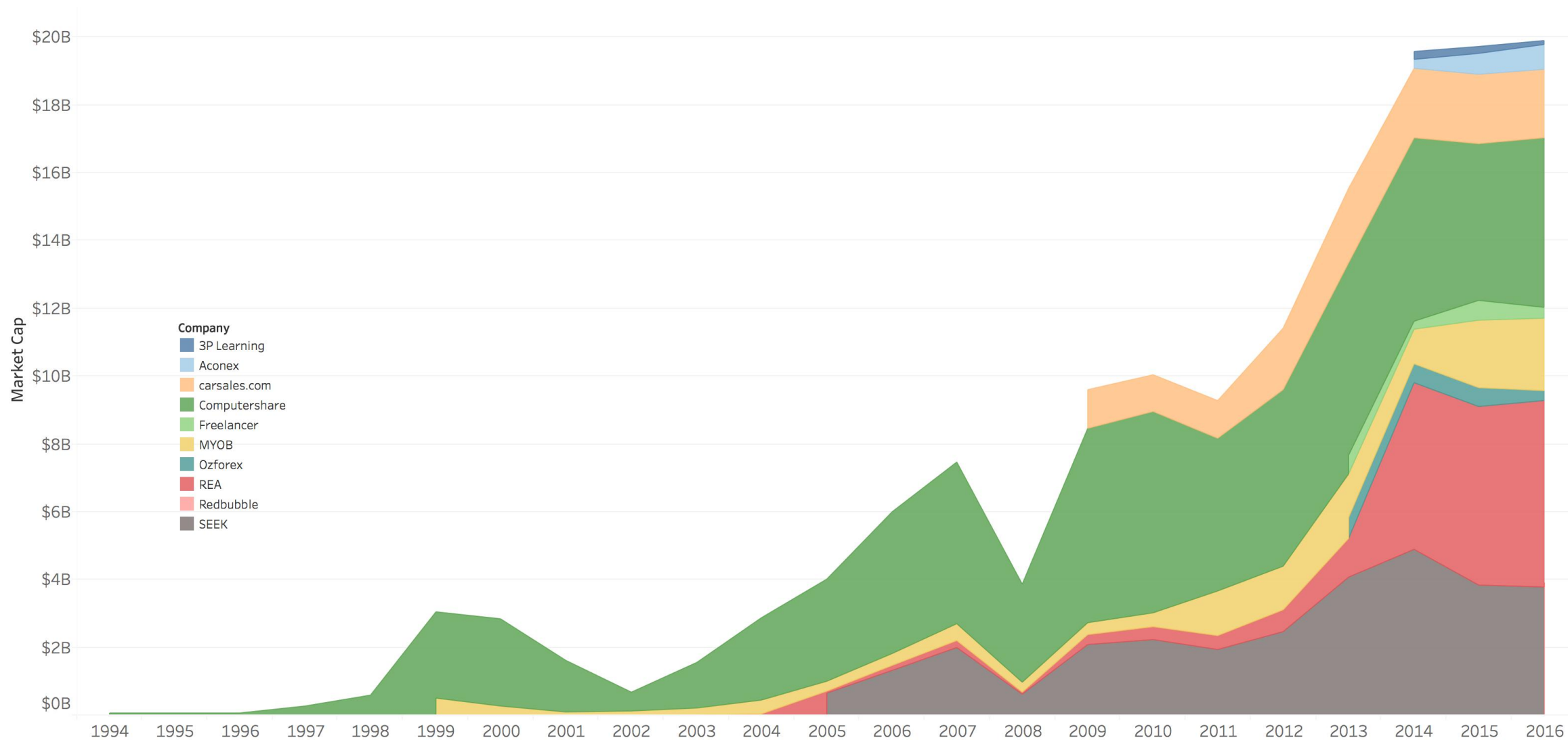
## Australian Insights



# Regional Category Kings have dominated the landscape

# Regional Kings Market Cap

## Tech Industry in Australia

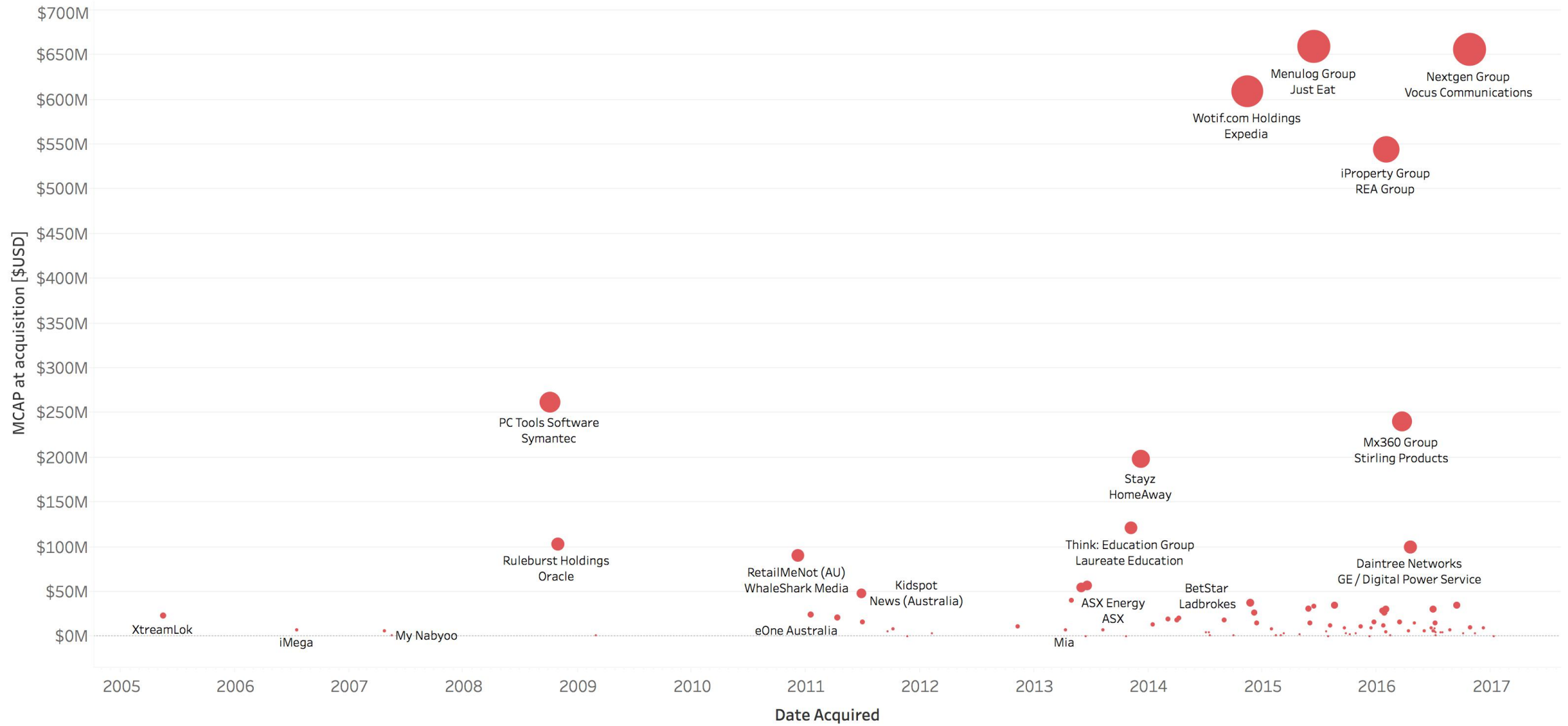


(c) Play Bigger, LLC. Data: PitchBook

Sum of Market Cap for each Date Year. Color shows details about Company1. The data is filtered on King Type, which keeps Regional.



## Regional Kings Acquired (with acquiring company)



(c) Play Bigger, LLC. Data: PitchBook

MCAP at acquisition for each Company Name. The data is filtered on HQ Country, which keeps Australia. The view is filtered on Company Name, which keeps 92 of 587 members.

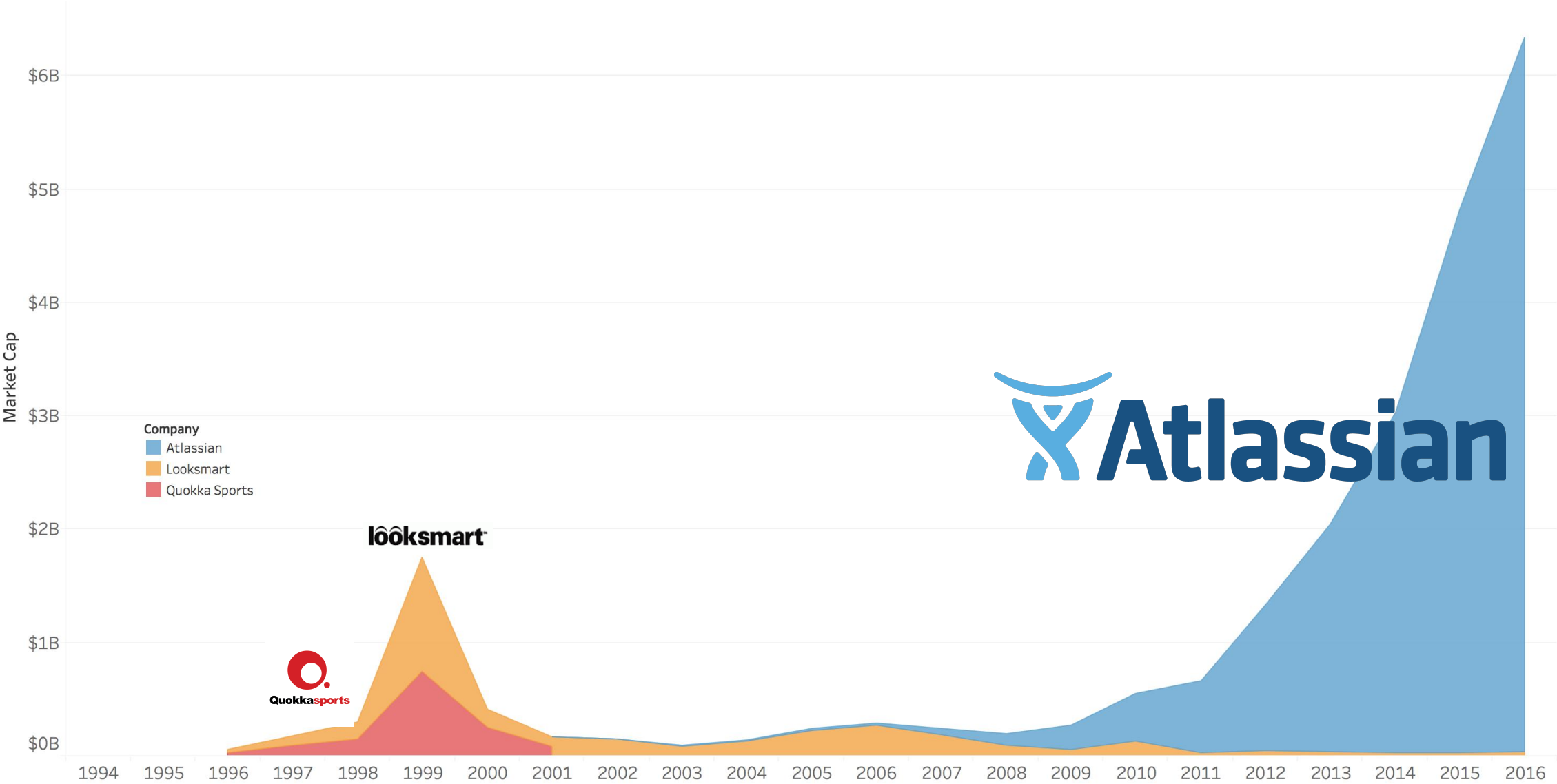
These legends adapted a  
global category for their region



The first truly Global  
category king has  
emerged...

# Global Kings Market Cap

Tech Industry in Australia



(c) Play Bigger, LLC. Data: PitchBook

Sum of Market Cap for each Date Year. Color shows details about Company. The data is filtered on King Type, which keeps Global.



A new generation of  
aspiring category kings  
are emerging...





bugcrowd



temando™

ThreatMetrix™

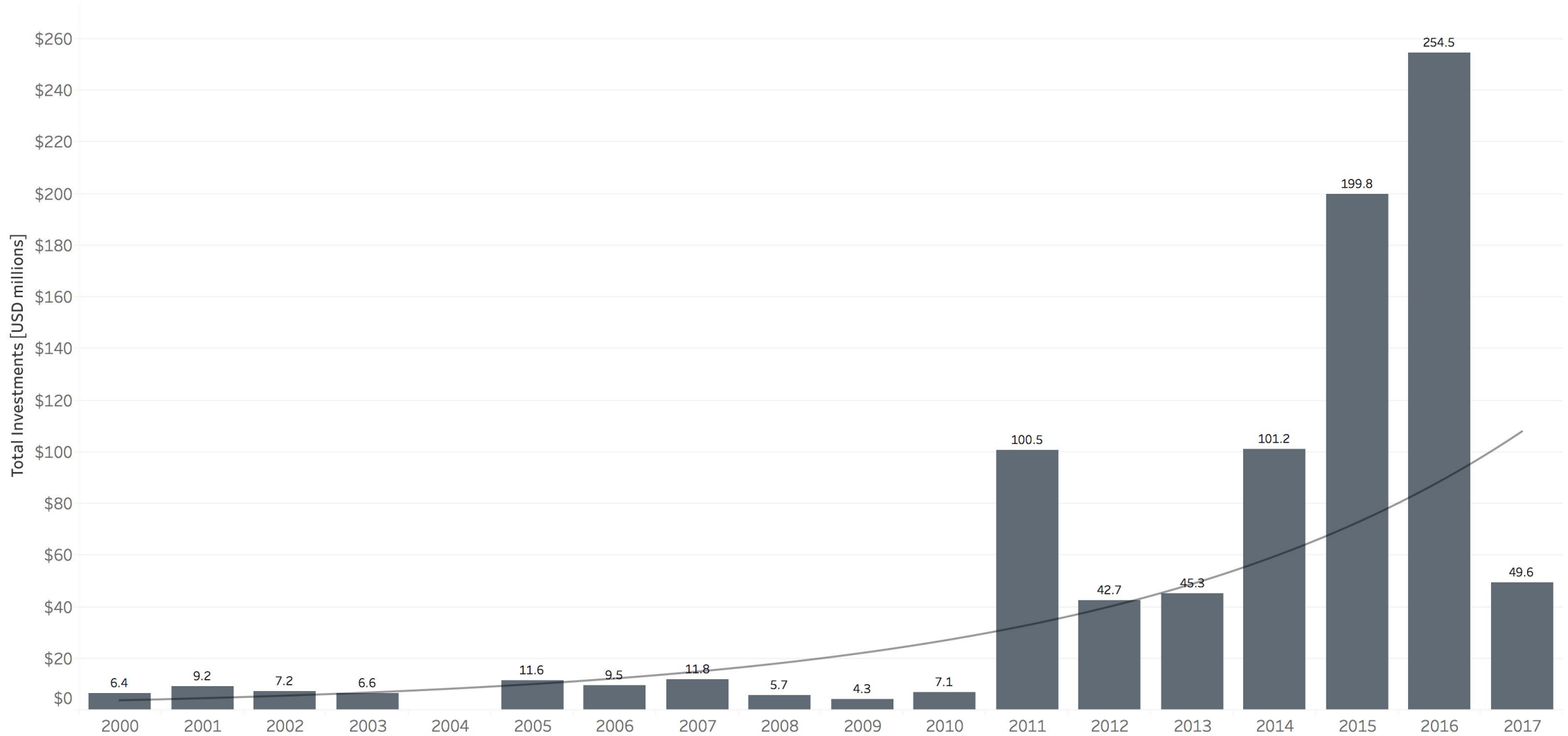




Fueled by an invigorated and energized Venture Capital and Entrepreneurial community

# Venture Capital Investments in Australian Tech Companies

by VC's with an Australian HQ



(c) Play Bigger, LLC. Data: PitchBook

Sum of Deal Size for each Deal Date Year. The view is filtered on Deal Date Year, which excludes Null.

Aspiring category kings need  
to design a global category...

By practicing the new  
discipline of category design



So lets talk about it...

With a Legendary **PANEL**

who are driving this renaissance.

# Panelists



**Al Ramadan**

Co-Founder of Play Bigger Advisors, Co-Author of “Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets”, and Monash alumnus.



**John Bertrand AO**

International Sportsman, Tech Innovator, Philanthropist, Legend of Australian sport and Monash alumnus.



**Rick Baker**

Co-Founder, Blackbird Ventures



**Didier Elzinga**

Co-Founder & CEO – Culture Amp



**Samantha Wong**

Partner, StartMate



**Prof. Jon McCormack**

Director, Monash sensiLab



**www**

[www.playbigger.com](http://www.playbigger.com)



[facebook.com/playbigger](https://facebook.com/playbigger)



[@playbigger](https://twitter.com/playbigger)



Play Bigger, LLC

Contact: [mary@playbigger.com](mailto:mary@playbigger.com)

# THANK YOU!



MONASH University

