



STARTUP
QUEENSTOWN-LAKES

ANNUAL REPORT

2022

A NOTE FROM THE CHAIR



DAVID WALLACE

Startup Queenstown Lakes was established to drive innovation in our region by fostering a startup ecosystem. To do this we continue to focus on building the capacity of entrepreneurs and connecting the community.

This report provides a summary of our activity in the 12 months to 30 June 2022.

To drive innovation in our region by fostering a startup ecosystem we continue to focus on building the capacity of entrepreneurs and connecting the community.

A key driver of building such capacity is the number of events and attendees at the same. In the period of review, we held 43 active events and 23 passive events attended by more than 1,000 people in total. These events ranged from our formal education programs, Lift off and Kick Start, through to open office hours one-on-ones and inspirational workshops and get togethers.

The range of ideas being pursued in the region continues to be remarkable and it's great to see new businesses being launched delivering some real success stories. As you read this report you will gain some insight into the ecosystem, which we have recently mapped, and the range of activity.

As we emerge from two years of Covid related hiatus the need for our district to diversify is becoming more evident as the core industries continue to meet their own challenges in terms of finding the right mix between scale and social licence.

As an organisation we have recently undertaken a strategic planning session to ensure our activity remains relevant and targeted. We will continue to build on, and refine, our programs for aspiring founders to one-on-one sessions as those founders put in place the building blocks for their venture.

As always without the commitment of QLDC, our principal funder, we would not be able to achieve our goals. In addition, we have the support of many people and organisations that provide time, energy, services and are prepared to host our events. I thank you all for your support.

I also thank our hard-working team, Peter Harris who provides the Economic Development perspective, our board who volunteer their time, insights and wisdom and our major stakeholders.

As the eco-system grows, we will continue to challenge ourselves as an organisation to ensure we are continuing to deliver value. To that end our updated strategy is refining our focus and lane so we are making a greater impact within our limited resources.

I look forward to 2023 and the next chapter and trust you find this report insightful.

ABOUT US

STARTUP QUEENSTOWN LAKES



WHO WE ARE

Startup Queenstown Lakes is a charitable trust established in 2018 to bring together founders, investors, changemakers, and citizens in an effort to address the need for economic diversity and resilience, via a strong entrepreneurial ecosystem made up of knowledge and innovative sector businesses.



"Startup Queenstown Lakes was established to drive innovation in our region, by fostering a startup ecosystem"

01

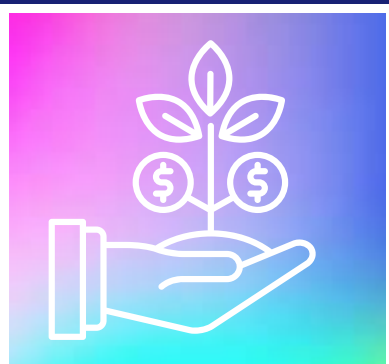
Building the capacity of entrepreneurs seeking to deliver positive social and environmental outcomes.

02

Connecting our community and drawing out the many professionals working independently to leverage the collective expertise of our residents and make collaboration a cultural norm.

ABOUT US

OUR VALUES



Our Values

COLLABORATION

To us, collaboration means listening and evolving together, helping and supporting each other for the sake of a collective goal. We collaborate in order to build the capability of entrepreneurs seeking to deliver positive social economic and environmental outcomes.

CONNECTION

We are the "go-to" connectors in our startup ecosystem. We identify and engage with individuals in our community - and connect them with others. We connect expertise with those who need it - leveraging the talent our region has.

CREDIBLE

We strive to lead with credibility. We have a trusted and positive reputation in the Queenstown Lakes District and within the national startup community, increasing the opportunities to make a positive impact.

CONTRIBUTION

We contribute knowledge, resources, and connections to those in our ecosystem. Our goal is to see Startups prosper and create high value jobs. We want to create rewarding opportunities for future generations

OPTIMISM

Our communication is always positive. Our region's reputation is a vibrant and fun place to live, work, and play. We share the positive stories of the founders in our region to inspire others and give optimism for the future of our region.

ABOUT US

OUR BOARD OF TRUSTEES



DAVID WALLACE (CHAIR)

Wanaka

Managing Director of Armillary Private Capital, a specialist investment banking, funds management, financial training and advisory firm.



WAYNE HUDSON

Wanaka

Legal consultant with over 35 years experience as a commercial and corporate lawyer, having been a partner in Bell Gully and Hudson Gavin Martin.



RICHARD LIEW

Wanaka

Founder of NZ Entrepreneur Magazine, and an early supporter of the region's startup ecosystem.



ALEXA FORBES

Queenstown

Elected Otago Regional Councillor, and a lecturer and researching in Leadership of Change programmes at Otago Polytechnic.



MICHELLE TRAPSKI

Queenstown

Seasoned executive with an extensive background in tourism and small business scaling up.



GLYN LEWERS

Queenstown

QLDC Councillor, Board Member of Destination Queenstown, Structural Engineer, Glyn has spent six years as a member of the Frankton Community Association, four of those as chair.



Our board is comprised of volunteers from a talented group of locals from Queenstown and Wanaka

ABOUT US

OUR TEAM



OLIVIA WENSLEY - CEO

Olivia joined the team in February 2020, she is a passionate promoter of the region for being an ideal place to have a tech community - and her day-to-day job is to foster and grow the local Startup ecosystem.

Olivia's background is in Legal Tech - having most recently been an executive in a Legal Tech Startup for several years. Prior to that, Olivia was a Lawyer, her career included working in Civil Litigation and In-House Banking in Singapore.



Jinene Clark

Wanaka Startup Coach

Jinene's role is to assist early-stage entrepreneurs, aspiring business owners, and those in the innovation/tech space. Jinene moved to Wanaka in 2019, following a successful 25 years career in the IT and telecom industry in Australia. It's a homecoming for her, whose family dates back five generations within the Otago region.



Marco Dingemans

Queenstown Startup Coach

Marco has first-hand experience when it comes to turning a passion into a business, now he wants to help others do the same. Marco Dingemans took a step back from corporate marketing life back in 2016, following a move from the Netherlands, via London to Arrowtown. Now running a successful Pilates business and Founded the Arrowtown Farmers Market he has the knowledge and experience to support new entrepreneurs to launch their business.



Monette Russo

Community Manager

Monette is our community and events coordinator superstar. Originally from Melbourne, working in the media and events industry, she has extensive experience in creating large scale events. Her attention to detail is flawless and she is excited to share her knowledge and passion with the community of Central Otago.

We will support the Vision 2050 principles established by QLDC.

Our region will be a world-class destination for innovative, vibrant and diverse community which embraces technology and entrepreneurship, with zero weight exports in the form of technology and IP.

50%
Of the Startups that raise capital have female founders on their team

Queenstown Lakes District is THE destination for innovative startups, there is a thriving ecosystem with well established companies that are exporting and have been supported by SQL.

We have a thriving and attractive ecosystem in the region.



WHO WE WORK WITH

OUR CRITERIA

We have the following criteria for the businesses in our region that we work with the businesses we spend time and resource on must:

- Solve a problem in an innovative way
- Have the potential to offer good incomes to locals
- Be focused on growing and selling beyond the district
- Benefit our community
- Be coachable
- Give back to the ecosystem

OUR 10 YEAR COMMUNITY VISION

Our Mission: To foster an ecosystem that supports startup businesses for the benefit of the Queenstown Lakes Community.

- There are several innovation hubs which leverage the regions' strengths. The community has co-working spaces/incubators - where dynamic companies work together.
- Innovative startups share office space and get benefits from community and collaboration.
- The average salary will have dramatically increased - we will have a wide range of high-paying technology related jobs.
- There is a thriving community of capable employees who are prepared to take a risk.
- There are international founders and talent who have chosen to relocate to the district.
- We will have established niches in which our region particularly excels at including Virtual Reality + Film Tech.
- Other centres will admire our community's vision and will aspire to be "the next Queenstown-Lakes".



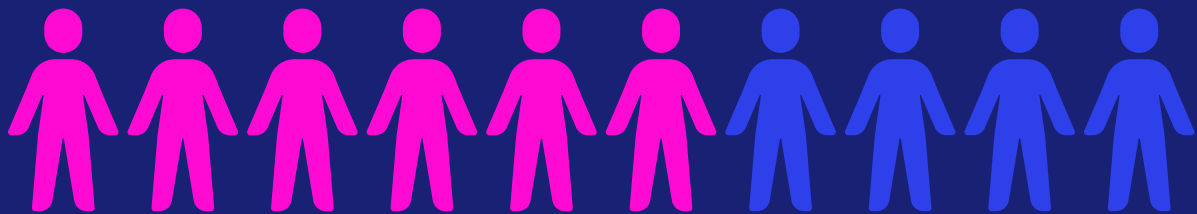
1. UNDERSTANDING THE ECOSYSTEM

This outlines how individuals, their ideas, and the businesses they operate make up the local startup ecosystem.



UNDERSTANDING THE ECOSYSTEM

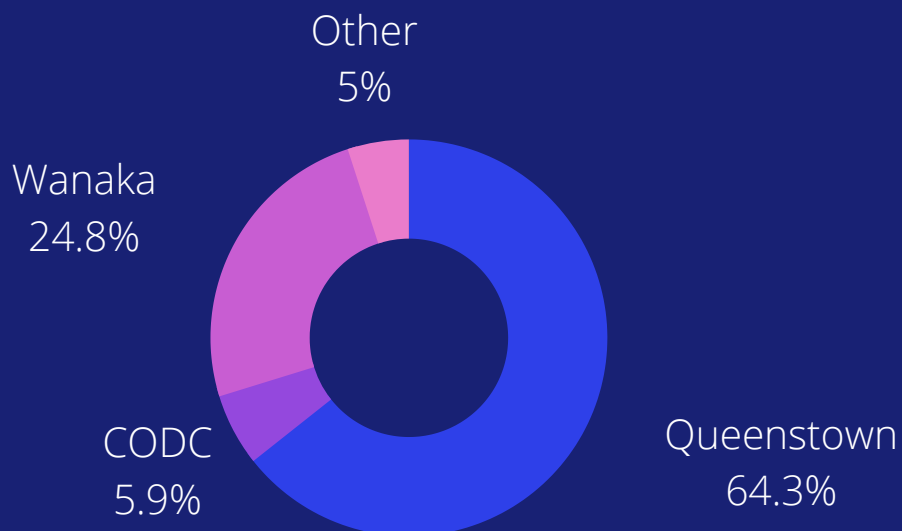
COMBINED ACROSS OUR PROGRAMS



56.4% Women

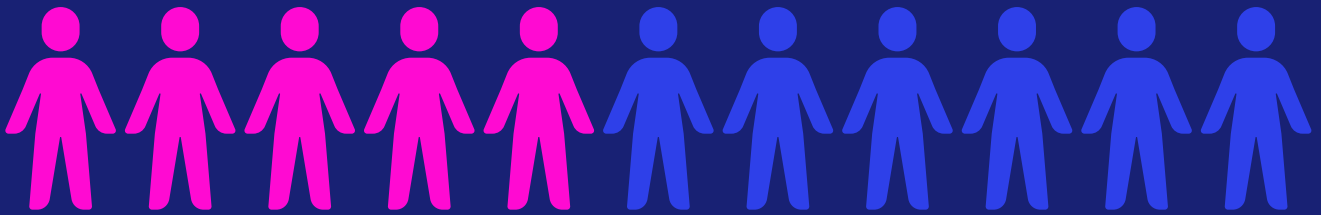
43.6% Men

REGIONS PARTICIPANTS ARE FROM



UNDERSTANDING THE ECOSYSTEM

LIFT OFF PROGRAM



44% Women

56% Men

REGIONS PARTICIPANTS ARE FROM



69.2% QUEENSTOWN

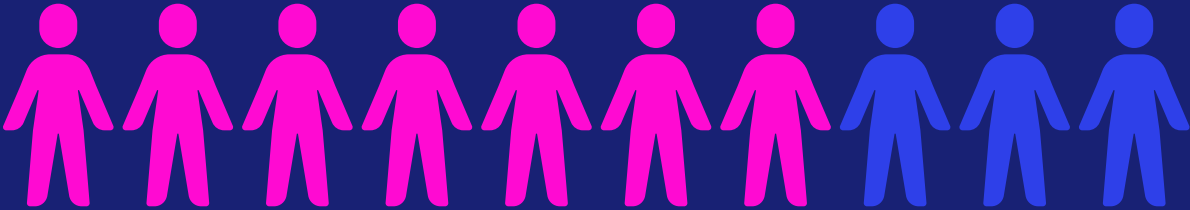
23.1% WANAKA

5.8% CODC

1.9% OTHER

UNDERSTANDING THE ECOSYSTEM

KICK START PROGRAM



70% Women

30% Men

REGIONS PARTICIPANTS ARE FROM



59.2% QUEENSTOWN

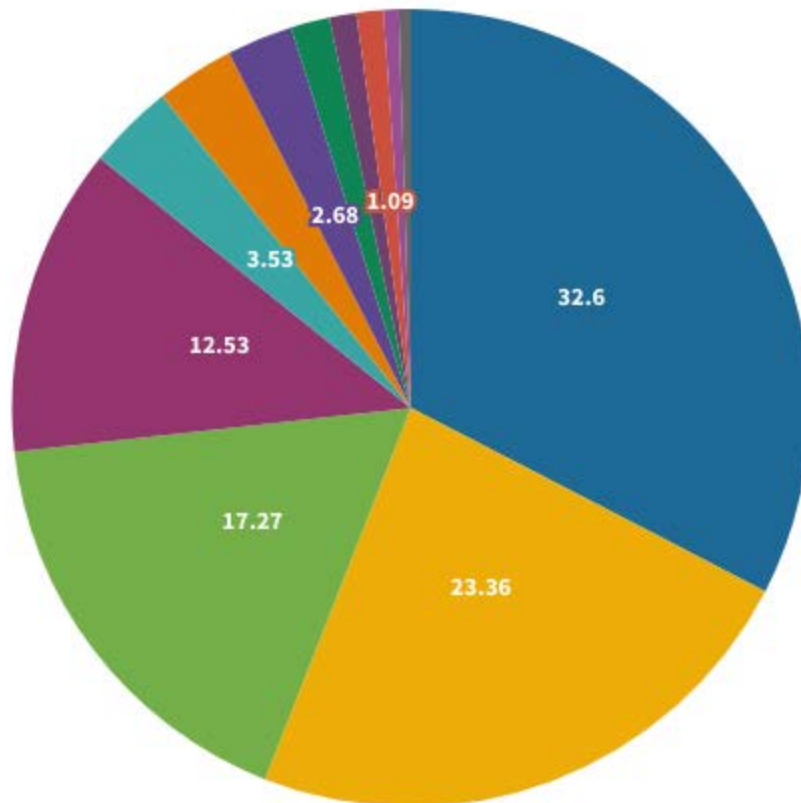
26.5% WANAKA

6.1% CODC

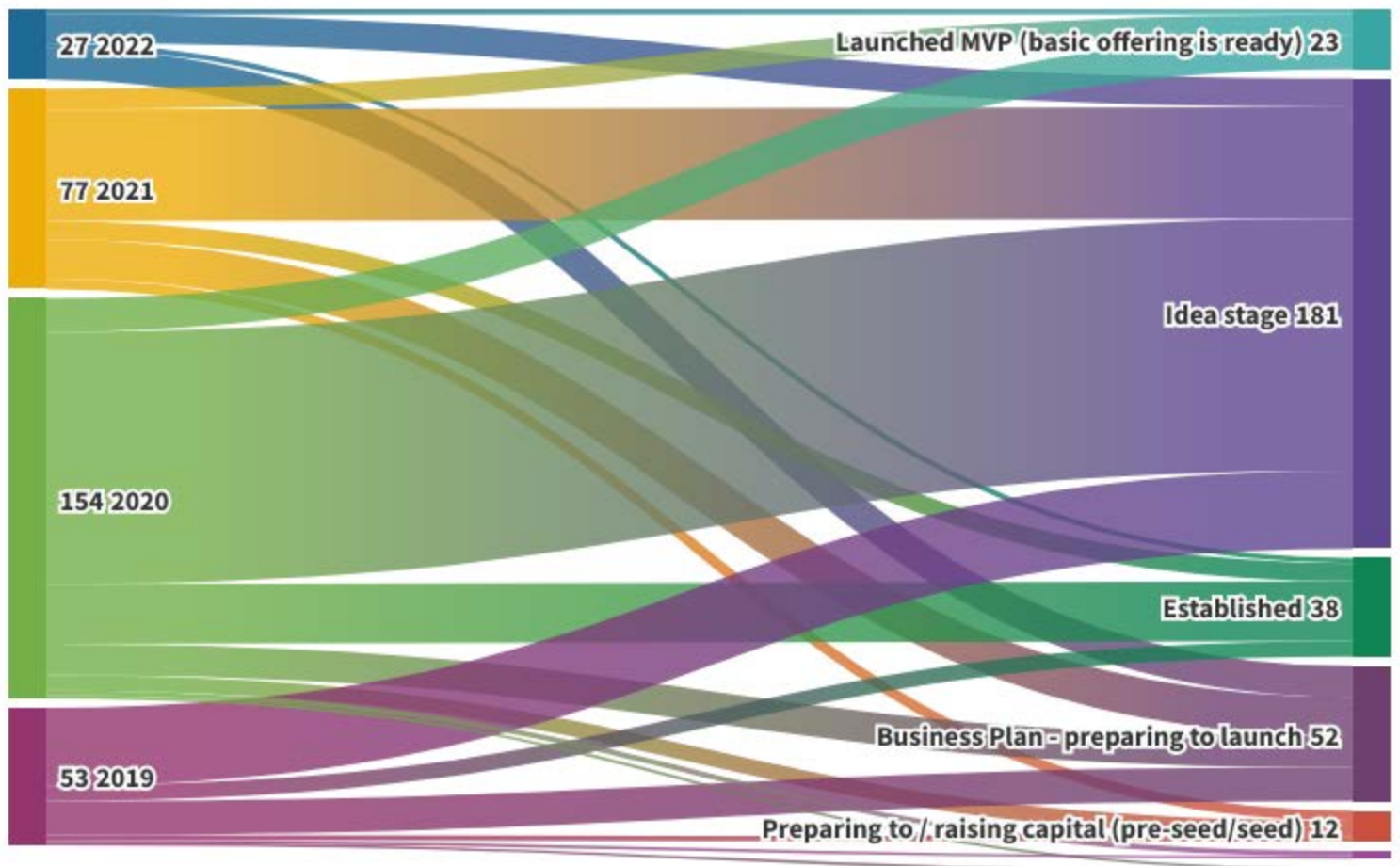
8.2% OTHER

BREAKDOWN BY % OF ROLES WITHIN THE ECOSYSTEM

■ Founder ■ Interested person in the community ■ Advisor / Service Provider / Consultant ■ Government Representative
■ NZ Startup Ecosystem ■ Investor ■ Media / Journalist / Tech Blogger ■ Ecosystem Influencer ■ SQL Team
■ Guest Speaker ■ SQL Board ■ VC

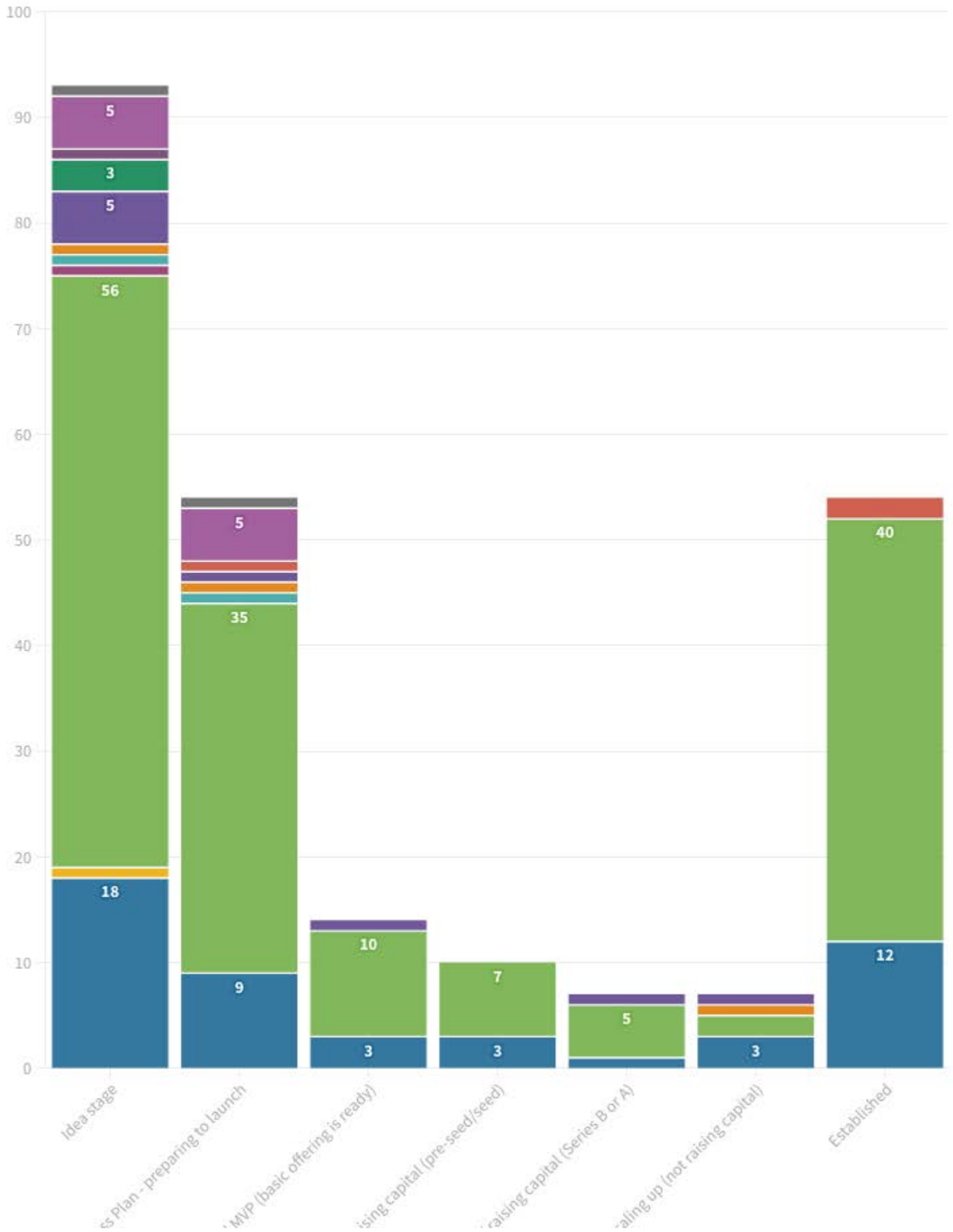


YEAR ENTERED ECOSYSTEM VS BUSINESS STAGE



BUSINESS STAGE BY LOCATION

■ Wanaka ■ Ranfurly ■ Queenstown ■ Luggate ■ Lake Hawea ■ Glenorchy ■ Cromwell ■ Clyde ■ Bannockburn
■ Arrowtown ■ Alexandra ■ Albert Town ■ Alexandra ■ Albert Town



ENGAGEMENT WITH SQL X BUSINESS STAGE

This graph shows the lifetime number of touchpoints (emails, meetings, event attendance) by stage of business.

Startup Queenstown Lakes spends the most time engaging with companies that are ready to raise capital.

Once the companies are past raising pre-seed/seed we refer them to NZ Trade and Enterprise to focus on raising capital for growth - but we engage with the Founders through Founder's dinners and NZTE workshops.

A SNAPSHOT OF THE ECOSYSTEM

Interactive map below - showing startups by sector (colour) and engagement (size)

- Food / Fibre / Agritech
- Accounting / Professional Services / Insurance
- Property
- Health / Fitness / Wellbeing
- Hospitality / Accommodation / Travel / Immigration
- Retail / Ecommerce
- Social Enterprise
- VR / AI / Robotics / Engineering
- Education / Coaching
- Entertainment
- Motorsports / Mechanics / Boating / Aviation

3006



UNDERSTANDING THE ECOSYSTEM



*Indicative selection of logos of our most engaged startups

- Food / Fibre / Agritech
- Education / Coaching
- Accounting / Professional Services / Insurance
- Property
- Health / Fitness / Wellbeing
- Retail / Ecommerce
- Hospitality / Accommodation / Travel / Immigration
- VR / AI / Robotics / Engineering
- Entertainment
- Social Enterprise
- Motorsports / Mechanics / Boating / Aviation

<p>Food / Fibre / Agritech</p> <p>RALPH PLANT BASED PET FOOD</p> <p>ecobaby HYGIENE</p> <p>NZO</p> <p>culcha</p> <p>BORAGE & BEE HONEY</p> <p>Chomp Software</p> <p>Product</p> <p>LOCAL DELLY</p> <p>MYLK</p> <p>I&H HIATT & CO</p> <p>Services</p> <p>PHYTRAC</p> <p>TIKKI</p> <p>swig</p> <p>FUTURE WHENUA INITIATIVE Website</p>	<p>Accounting / Professional Services / Insurance</p> <p>donut</p> <p>SOUTHERN SOFTWARE</p> <p>Software</p> <p>Services</p> <p>focus</p> <p>Vita Nova</p> <p>equall</p> <p>Product Website</p>	
<p>Education / Coaching</p> <p>CREATING BALANCE</p> <p>BE-ISAAC</p> <p>Services</p> <p>Website</p> <p>Lived</p> <p>YOW</p>	<p>Property</p> <p>heybarn</p> <p>love your property</p> <p>Software</p> <p>Services</p> <p>Website</p> <p>Hardware</p> <p>Max Crowdfund</p>	
<p>Health / Fitness / Wellbeing</p> <p>PROGOLFME</p> <p>RACERANGER</p> <p>Software</p> <p>Product</p> <p>medworld</p> <p>VIEWPOINT MEDICAL</p> <p>YOW</p> <p>Services</p> <p>IOT</p> <p>CONNECT AND CARE</p> <p>OFFICIAL TRACKS</p> <p>Website</p>	<p>Retail / Ecommerce</p> <p>ShopBene</p> <p>Website</p> <p>Twinkle Farm</p> <p>KESTER BLACK</p> <p>Product</p> <p>KEA</p> <p>BUTTERFLY EFFECT</p> <p>GLAM SAVVY</p> <p>Services</p> <p>IOT</p> <p>mila</p>	<p>VR / AI / Robotics / Engineering</p> <p>alphatronics</p> <p>Product</p> <p>MADDOG</p> <p>Scannable</p> <p>Software</p> <p>Services</p> <p>ARTHUR AI</p> <p>BISON A/X</p> <p>360</p> <p>Hardware</p> <p>MORTAL</p>
<p>Hospitality / Accommodation / Travel / Immigration</p> <p>Check In</p> <p>Wherewolf</p> <p>Bar Hero</p> <p>planit bnb</p> <p>loaded</p> <p>Services</p> <p>Software</p> <p>THE KIWI KIT</p> <p>THE WAN</p> <p>first table</p> <p>GO LOCAL</p> <p>Hardware</p>	<p>Entertainment</p> <p>Services</p> <p>Website</p> <p>Ripe</p> <p>Social Enterprise</p> <p>THIRD ERA</p> <p>Southern Wellbeing Trust</p> <p>hometree</p> <p>Product</p> <p>Website</p> <p>Software</p> <p>awcar</p> <p>Motors...</p> <p>Website</p> <p>SWITCH</p> <p>Product</p> <p>SeaLogs</p> <p>Software</p>	

BREAKDOWN OF SECTOR X OFFERING

- Food / Fibre / Agritech ■ Education / Coaching ■ Accounting / Professional Services / Insurance ■ Property
- Health / Fitness / Wellbeing ■ Retail / Ecommerce ■ Hospitality / Accommodation / Travel / Immigration
- VR / AI / Robotics / Engineering ■ Entertainment ■ Social Enterprise
- Motorsports / Mechanics / Boating / Aviation

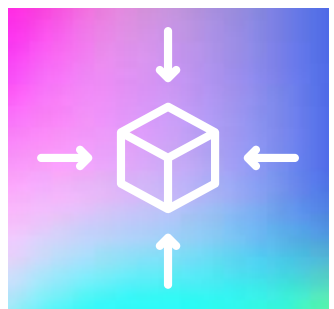




STARTUP
QUEENSTOWN-LAKES

**HELPING OUR
LOCAL COMMUNITY
TURN THEIR IDEAS
INTO REALITY**





Ensure that applicable QLDC's local and regional economic development efforts are supported.

2. ALIGNMENT WITH QLDC ECONOMIC DEVELOPMENT EFFORTS

- Identification and Development of Specialist Niches:

Deliverable: Help other appropriate entities incubate niche sectors (e.g tourism tech / AR/VR) through events, workshops, steering groups and/or meetings.

Outcome: We are continually monitoring the needs of the community through event engagement.

SQL provides a wide range of support to entrepreneurs from the ideation stage through to raising capital.

- Assist those who want to start their own businesses or commercialise their IP:

Deliverable: Entrepreneur up skilling workshops and one-on-one advisor or mentorship services to applicants seeking these opportunities.

- KPI = Participants enrolled in up skilling workshops (e.g Kick Start, Lift Off) = 40 per year
- KPI = NPS score higher than 75 for workshop participants

Outcome:

Total 107 participants:

- 52 participants in Lift Off
- 49 participants in Kick Start
- 6 participants in Spark Your Idea
- NPS Score: 92

- Regional collaboration – Startup communities across Otago/Southland:
Deliverable: Demonstrate sharing of resources, expertise, and assistance to build a more cohesive partnership.

Outcome: We continue to develop our relationship with Startup Dunedin, COIN South, CODC and Mainland Angel Investors.

- Support for other industries that are part of the diversification focus, such as Film and Education:

Deliverable: Participation in joint economic development meetings, sharing of expertise, and aiding the execution of programmes.

Outcome: We have collaborated with the Film Otago Southland to host a successful "Intro to Film & Gaming Workshop" with 83 registrants.





3. PARTICIPATION

Deliverable: a target of 9 annual ‘passive’ events that focus on guest speakers and informal networking. Both Wanaka and Queenstown are to be covered regularly.

- In the year to June 2022 we have held: 25 passive events

Deliverable: a target of 9 annual ‘active’ events where participants work on their ideas and build skills (e.g. Kick Start and/or Lift-off). Both Wanaka and Queenstown are to be covered regularly.

- In the year to June 2022 we have held: 43 active events



Provide programme activities for startups throughout the District.



EVENT PARTICIPATION

68

TOTAL EVENTS

264% more than required by the MOU

4 ENTREPRENEURS' DRINKS

3 FOUNDERS' DINNERS

13 OPEN OFFICE HOURS

2 SPARK YOUR IDEA WORKSHOP

1 WOMEN IN TECH CATCH UP

2 MAINLAND ANGEL PITCH EVENINGS

1 PITCH EVENING

6 LEARNING WEBINARS
(eg. Crowd Funding, Social Enterprise)

12 KICK START LIVE SESSIONS

15 LIFT OFF LIVE SESSIONS

9 OTHER EVENTS
(eg Tech Talks, Learning Workshops, Celebration Nights)

1007

TOTAL ATTENDEES

25

PASSIVE EVENTS

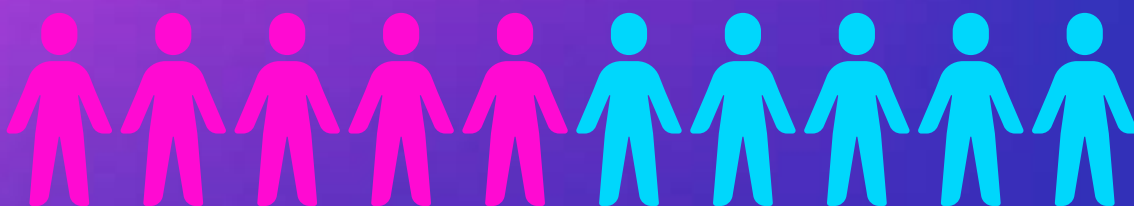
391% more than required by the MOU

43

ACTIVE EVENTS

477% more than required by the MOU

EVENTS ATTENDEES



51% Women

49% Men

SOME EXAMPLES OF OUR EVENTS

STARTUP
QUEENSTOWN LAKES

WOMEN IN STARTUPS + TECH

OLIVIA WENSLEY, CEO
MONETTE DAVIS, COMMUNITY MANAGER

STARTUP
QUEENSTOWN LAKES

CROWD FUNDING WORKSHOP

ONLINE - THURSDAY 5 MAY, 10AM

SNOWBALL EFFECT

EMILY MACFARLANE
MICHAEL D'AMICO

BLACKBIRD

AOTEAROA Roadshow

South Island
23 - 27 May

North Island
4 - 14 July

STARTUP
QUEENSTOWN LAKES

ANGEL INVESTMENT WEBINAR

IS ANGEL INVESTING RIGHT FOR YOUR BUSINESS?

WAYNE HUDSON
PETER RAMSAY

TUESDAY 17 MAY, 5PM

STARTUP
QUEENSTOWN LAKES

ENTREPRENEURS DRINKS

ELECTRIC TECH

WITH ALEXA FORBES & KOSTYA MARCHENKO

THURSDAY
23 JUNE

5. SOCIAL, WANAKA
5.30PM - 7PM

STARTUP
QUEENSTOWN LAKES

INVESTORS PITCH NIGHT

MAINLAND ANGEL INVESTORS

Queensdown, Invercargill, Dunedin

Wednesday 11 May, 5.30pm

Cymonz
matchfit
EDMUND HILLARY
Take a Breath
VIEWPOINT

STARTUP
QUEENSTOWN LAKES

ENTREPRENEURS DRINKS

THEME: VR & NFTs

Presented by

STARTUP QUEENSTOWN LAKES
FLY F

STARTUP
QUEENSTOWN LAKES

OPEN OFFICE HOURS

WITH STARTUP COACH MARCO DINGEMANS

HAVE YOU BOOKED YOUR FREE SPOT?

STARTUP
QUEENSTOWN LAKES

SOUTHERN SOFTWARE

BUSINESS TECH TALK

TUES JUNE 7
1PM - 2PM
BNZ PARTNERS CENTRE
FIVE HILL, QUEENSTOWN

FREE REGISTRATION

DUNCAN FAULKNER
Founder, Southern Software

REINVIGORATE AND RECONNECT

STARTUP
QUEENSTOWN LAKES

kiwiSaaS
Inspire, Connect, Upskill

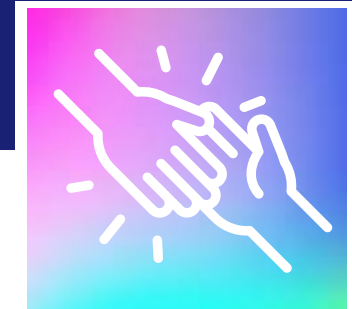
WED 9TH MARCH
11:15 AM - 1:00 PM

STARTUP
QUEENSTOWN LAKES

WHAT CAN REGIONAL BUSINESS PARTNERS DO FOR YOU?

ONLINE - 10 MAY, 2PM

BEN CHAPMAN
Regional Business Partner Network



4. CONTRIBUTION

Deliverable: Track and report on volunteer hours, in-kind-services, and corporate and private support that generates a minimum of \$50,000 in value per annum.

Deliverable: Create and manage a mentorship programme that makes expertise among local professionals available to startups.

Outcome: Amazon Web Services have sponsored \$10,000 towards our workshops and events. (1 x Founders Dinner, 1 x Entrepreneurs Drinks, 1 x Amazon Networking Event)



Outcome: We have a collective of hand-picked experts that volunteer their time towards our Lift Off Program, Pitch Nights, Workshops & Speakers Sessions.

- 21 x Experts volunteered in our Webinars/Workshops
- 11 x Speakers volunteered at our Speaker Sessions

Total value \$23,250 (155 volunteer hours, at \$150/hr) - plus free in-kind mentorship sessions with experts - including our Lawyer and Accountant experts.

Outcome: We have raised \$8,600.00 through selling our courses and tickets to events.

Outcome: We have received \$65,000 through Callaghan Innovation Funding (\$5,000 more than committed).

TOTAL FUNDING LEVERAGED = \$106,850



We're Building a Network of Early Stage Investors

Startup Queenstown Lakes Co-founded Mainland Angel Investors in collaboration with Startup Dunedin and Coin South (Invercargill). The MAI network encourages more investment opportunities for Startups in the Southern Lakes community.

Introducing the Mainland Angel Investors

These like-minded individuals have a diverse set of skills and together can learn from one another, as well as attract and invest into a strong pipeline of high growth companies, enabling investors to build their portfolio of investments. Founders value the expertise and mentorship that angels provide as much as, if not more than, the capital itself.

Angels can facilitate new business connections that help start-ups grow and offer insights based on deep knowledge of an industry. They provide support and motivation to founders to persevere when launching and growing a business inevitably becomes very challenging.

Angels likewise are generally interested in more than just returns and relish the opportunity to work with and support high growth innovative companies. Creating a lower South Island investment network allows investors to commit smaller minimum investments, making angel investing more accessible to a new generation of investor, and creates diversity of thought by attracting investors across age, sex and culture, breaking the stereotypical view of angels that has become ingrained across the region.



Tracking and understanding the impact of the community and activities.

5. IMPACT

This includes asking participants what difference SQL programmes have made to their businesses or ideas.

Deliverable: Provide reporting detailing the impact of programmes by participants.

Outcome: Please see "success stories" for examples on how SQL has made a difference to our participants' ideas.

KPIs:

- 80% of incubated founders agreed they have improved in their entrepreneurial skill set or mindset
- 80% of incubated founders have increased confidence that they could contribute to a startup or workplace

Outcome: Delivered. 95% of respondents have agreed that they have improved their entrepreneurial mindset + increased confidence.



SUCCESS STORIES SOUTHERN SOFTWARE

When Duncan Faulkner was working on his first tech startup, remote meetings involved having clients on speakerphone and doing the visual presentation portion online. That's because seven years ago in Cromwell, the internet bandwidth simply wouldn't allow there to be clear visual and audio at the same time.

Thankfully today, Faulkner is able to run his business Southern Software without the same communication difficulties, meaning he and his customers can develop their tech in the Queenstown-Lakes district, but launch it to the global market. And it's a venture that has been going absolutely gangbusters, since its inception two years ago.

"The region was in dire straits after the first year of Covid. So the original team from my first business, Auditz, almost saw it as a duty to help those who were desperate for a new industry to replace the bottom falling out from tourism."

"Startup Queenstown Lakes has been a catalyst in the creation of a driving tech for the community for Queenstown Lakes. The support has been invaluable to the creativity and success of southern Software."

From the instant they put their feelers out, they have been flat-out, helping businesses to digitally transform their services, as well as encouraging budding entrepreneurs to follow through with their ideas.

"We were finding people who were sitting on all kinds of weird and wonderful concepts, many of which had the potential to become multimillion dollar companies. But they didn't know how to turn them into reality.

That's where Southern Software comes in with services like website development and mobile app development, it works side-by-side with these innovative Kiwis in their physical environments, so they can then sell on scale, around the world. Faulkner says in the grand scheme of things, it's all about turning the Queenstown-Lakes into a thriving tech town.

SUCCESS STORIES

SOUTHERN SOFTWARE

And he's certainly on the right track, with a noticeable shift in people being interested and onboard with the digital revolution. "When I was building AuditZ in 2015, it was a lonely job. People just weren't that digitally inclined and when you told them what you were doing, they almost looked at you like you were crazy – it was actually quite demotivating.

"But fast forward to the last couple of years, thanks in part to Covid and most definitely the arrival of ultra fast broadband, those in the tech industry (and there's a growing number of us) are taken much more seriously."

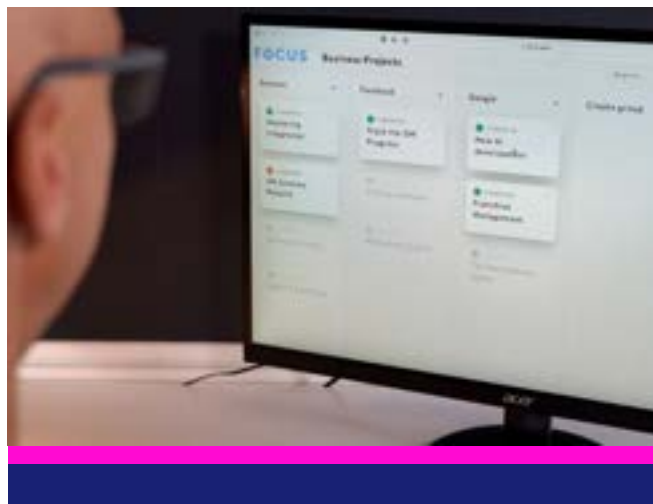
It helps that people like Rod Drury from Xero have set up camp in the region, as well as a number of other notable tech founders. Faulkner says it has all contributed to creating a wonderful ecosystem of like-minded folks who are all able to lean on each other and assist with accelerating progress.

But while Faulkner is a tech guy through-and-through, he still appreciates the opportunity to meet with clients over a coffee, at least in the first instance. However, once that initial physical connection has been made, it's back online to save time, productivity and finances.

There has been a significant shift in businesses wanting to meet face-to-face. Where once it was the norm to have a thousand dollar, two-day trip to meet a lead in Wellington, this requirement has been flipped on its head.

People are happy to chat on Zoom, or Google Hangouts – but of course the foundation of this is having a stable internet connection. It needs to feel natural, because things will get lost if there are constant interruptions or service fallouts."

And it's not just a requirement for dealing with external clients, as many of Faulkner's team are now remote and it's important that they can all communicate effectively with each other to get projects over the line.



"Most of us did actually start off in Queenstown, but then one of my developers is from Germany and she wanted to go home for a while, then spend some time in Whistler, Canada. When Katie first asked if she could continue working with us, my first response was that it wouldn't work.

"But when I actually dug deeper into my reasons for saying no, I realised it wasn't the case. With the time difference, we could still have four hours together online, and more crucially, it meant I wouldn't lose a highly-experienced team member."

And Faulkner now has staff across the Queenstown-Lakes District, Taupo and Australia too. He credits a stable internet connection as the heart of creating a social working environment, allowing him to build an amazing team, no matter their location.

A few years on from starting Southern Software, Faulkner says he and many others probably take fibre for granted now. For instance, moving around large files isn't given a second thought thanks to reliable connectivity with good upload and download speeds. It's certainly made their job of helping businesses in the region to innovate and digitise their offerings much easier, benefiting not only their own operations but others locally and globally. And he is constantly being reassured that the work they are doing is having a positive impact on Queenstown-Lakes.

"We are aiming to create a more sustainable environment and stronger economy for those living here. By using tech we are able to give people access to higher paying jobs and reduce the impact on the environment from mass tourism.

"It's very exciting to be included in the journey of people and businesses not just pivoting, but reinventing themselves for a more regenerative future."



SUCCESS STORIES

LOADED

When Richard McLeod dropped out of University in 2004 and purchased the infamous Captain Cook pub in Dunedin with his childhood ski-racing friend James Arnott, he never imagined that one day he would have co-founded a software-as-a-service company. Now, 17 years later, he believes it's the right time to take his company, Loaded, to the world stage.

"I had never worked in hospitality when James and I decided to buy the pub. We were 21 and I was doing an International Business degree at Otago University when the opportunity arose to take over 'The Cook' from Dominion Breweries. "We basically jumped right in the deep end with a business that could hold up to 1000 patrons and needed 50 staff on board, all with no prior experience to our names."

First things first for the pair was to set in place systems that would let them still enjoy everything about being in their early 20s, without the paperwork of big business weighing them down. But after searching high and low, they couldn't find any software that could take them end-to-end in their operations.

"The level of support we have received from SQL has been hugely valuable. Through SQL we have been able to connect with a mentors, investors & VC's who believe in what we are doing, which has made a great impact on the success of our business."

The available options were to choose from a range of disparate solutions that sometimes needed spreadsheets to bridge the gap, or they came in the form of a clunky, custom enterprise system that still didn't do everything Arnott thought it should. So after putting their frustrations aside, McLeod and Arnott decided to try their luck at setting up their own inhouse software and hired a couple of developers along for the ride.

"At 21 we were great at bringing revenue in the door, we were the target market after all. But we weren't so great at the labour side of things, or cost of goods. And that is really the make or break for hospitality to make money. So over time we chipped away to bring all the operations – like tools for rostering, online timesheets, inventory management, recipe control – into Loaded."

At the time, they weren't actually developing it with the aim of sharing it with others in the industry, it was simply a tool for them to do better business.

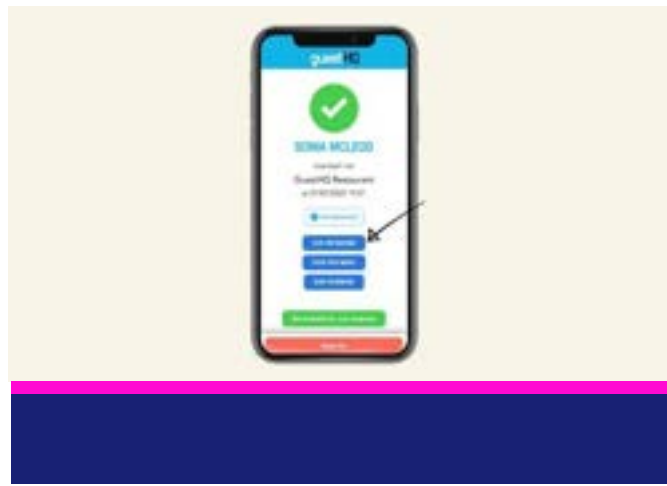
SUCCESS STORIES LOADED

But after working with a consultant who mentioned it would be ideal for another one of their clients, Lone Star and Joe's Garage Group, the guys thought, 'well, why not?' The roll out of Loaded to other hospitality businesses commenced in 2011, and as luck would have it – it was rather seamless. From there, word grew that there was a software solution that could integrate with existing point of sales systems, but allow all operations to be run from one hub. This gradual, non-sales focused release of Loaded also meant the team could build the product over time. The early adopters were like a 'testing laboratory' to ensure everything worked the way it should, and that it was truly making a difference for operators.

McLeod says that its unusual path to market has made Loaded difficult to replicate. Essentially the software integration platform provides real-time management of revenue, labour and cost of goods, as well as reporting across the broad spectrum of data points.

So, what does it mean for business owners? Less time manually inputting spreadsheets, greater understanding and control over inventory costs, insights into where revenue is being spent, and perhaps most importantly, reducing time spent in the business while still turning a profit. And this is what McLeod says helps Loaded stand out in the marketplace: a "simplified, user-led" interaction with the application.

"Yes, there are other systems out there, but we think we beat them on usability. Managers don't want to be using software that is difficult to navigate, and small business owners certainly don't want enterprise level software that won't solve the problems they face. However, like a lot of businesses out there, their challenge lies in getting busy hospitality owners and managers to understand their offering, and how it can change the way they run their business – for the better. The hardest part of building Loaded has been communicating our message and value to a traditionally time-poor audience."



"They are also skeptical of new products, because they may have been let down by other technology providers, or they don't quite have the full picture of what our software can do for them. But once we get it in the hands of a bar manager, or restaurateur, it's an easy sell. Sometimes you literally see people's shoulders drop about three inches – because they know their lives are going to be easier and that they can see a clear route to not having to be in their business 80 hours a week. And for a commercial operator who has big growth ambitions, we take care of all the systems and processes, meaning they don't have to pour energy into that side of things."

As a side to selling directly to managers and owners, McLeod and the team are also investing heavily in partnership channels, leveraging off the existing people and companies they are already working with and who are out talking to hospitality owners on a regular basis. This might be technology resellers who are selling the business their eftpos terminals, point of sale, security cameras – or consultants and coaches. So far it has been an effective way to market Loaded, and it is something they are looking to grow, especially as they take their software global.

"Over the last two years we made the decision that there was a big opportunity to look globally. We'll start with Australia and then probably the UK, USA and some parts of Asia. So we embarked on a rebuild of the software from the ground up, and now we are in the process of capital raising, and also attracting the right talent."

"At the end of the day, it is an industry we know so well and we love the people that are out there delivering a great hospitality experience to their customers. And that's why we have a very authentic reason for getting Loaded into the hands of more operators, because it's a bloody good feeling when you can help them take back control of their business."



SUCCESS STORIES

SWITCH

Electric Motorcycles still seem like a brave new world in some quarters, but the technology is maturing fast and the novelty is wearing off. Shanghai-based Kiwi expat Matthew Waddick has been building street-legal electric customs for years now, and knows this well. “Electric bikes are not new anymore,” he says. “You can’t wow people just by being electric—you need to do better than that.”

So Matthew’s ramped up his operations, set up a production company called Switch, and just released this stunning ‘eSCRAMBLER’ prototype. And we reckon it looks as good as any petrol-powered bike out there.

That’s because the design comes from Michel Riis, a former Yamaha Japan designer—and Danish flat track champion. The brief was for a mid-size motorcycle with similar proportions to Shanghai Customs’ eTRACKER concept, but with a more powerful motor, belt drive, and a more refined design.

“In my opinion, no-one has done more for transforming the region than Startup Queenstown Lakes”

Matthew Waddick

The ‘real world’ performance had to tick several critical boxes: a top speed of around 150kph, 0–100 kph in 3.2 seconds, and minimum range of 150km per charge. And the bike had to be production ready, which meant catering for tooling up, CNC welding jigs and molded parts.

“There are a ton of electric scooters, light electric motorcycles (mainly in the off-road segment), and expensive electric sports bikes,” says Matthew. “But there still isn’t much in this high-level ‘custom styled’ mid-size segment. And nothing I’ve seen in production so far.”

This is mostly due to design challenges: it’s very different to make an electric bike look good while delivering speed and range at a price that buyers can accept. Michel started off with basic dimensions and proportions, before sketching and working in CAD. “The design was not as easy as it looks—in fact, it was incredibly difficult,” says Matthew.

SUCCESS STORIES

SWITCH

"Making a complex product look simple is one of the hardest things to do, and that's especially true with electric bikes. The 'tank' on electric bikes always seems to get a lot of comments. "Putting a gasoline tank on is just ridiculous," Matthew explains. "But at the same time, and particularly with this style of bike, some sort of heritage or natural evolution of design is required. This 'tank' is another Michel Riis special and he spent a long time on this with numerous designs and trials before we got it right."

The aluminum battery box is finished in a semi-gloss anodized dark grey, and the 'tank' in a Volvo metallic blue to accentuate the sculptured shapes. The power pack has proprietary internals, and is rated at 11kWh going up to 13kWh—the same as the Zero SR. And the 'mid drive' motor outputs a whopping 50kW, which is good news for speed freaks.

Most electric bikes use a drop in/perimeter style frame, where the 'box' slips in the middle and the controller sits on top under a 'tank.' But Matthew wanted a double cradle-style tube frame: "I've always loved them. They're super strong and add a retro/soulful element that most electric bikes just don't have."

With clever use of lines, bends, radiuses and angles, Michel was able to make it work ... with a little help from the engineers who make the Zero frames. Michel wanted the motor and its axle in the center of the swing arm pivot, with the belt coming directly off the motor—as opposed to a complex gearing or pulley system. Again, it was easier said than done, but carbon fiber belt maker Gates helped to find a solution.

The rims are 18-inch aluminum KTM items, front and back, and KTM forks are matched to a central mono shock. "We plan on releasing a twin shock eTRACKER variant though," says Matthew, "with other subtle modifications, in the near future."



The detail work is as good as the engineering: on not only obvious items such as the leather seat, but also things like the controller cooling and under-seat electronics pan, and CNC'd foot pegs and mounts and brackets.

Matthew and his team still have a little way to go before they are at full power and a 0-100 of 3.2 seconds, but they're getting there. "The bike has integrated wi-fi, so we are able to see real-time performance globally—lap times as well as battery monitoring and diagnostic information from anywhere in the world."

"Michel can be thrashing around the track in Aarhus, Denmark while we can be monitoring, adjusting his settings from Shanghai in real time after each lap." The bike is also equipped with built-in GPS tracking, a digital display, three speed modes, cruise control, and a battery level indicator. Plus USB phone charging, and all the other gadgets that you would expect from a high-end electric motorcycle.

The battery cells come from Panasonic, and the controller company Mopibus (one of the best in the world) is working with Switch on the tech. They're even developing the ABS system at the moment with Bosch. The eSCRAMBLER is now entering the homologation stage, which will take several months. "The big thing is the ABS system, which takes a minimum of nine months. You can't just buy an existing ABS system and hack it on: the whole thing is painstakingly matched and tested under all conditions," says Matthew.

Switch will be releasing the road legal eSCRAMBLER in 2022, but before then, they'll be running the bike on the Scandinavian flat tracking circuit—with some world champions already lining up to have a thrash.



SUCCESS STORIES

PHYTRAC

After 15 years working in energy sector support, followed by a two-year venture into starting a medicinal cannabis company, Queenstown entrepreneur Owen Darby created Phytrac, a company using cannabis, sunflowers, wood chips, compost, microbes and various plants to restore contaminated land and manage waste streams.

"Thank you Startup Queenstown Lakes team for doing such an incredible job providing local entrepreneurs with the much needed eco system critical to development of new innovative business in our region."

In New Zealand, contaminated land is commonly dug up and transported by fossil fuel-burning trucks to landfills ages away. The hole left in the ground often requires fresh soil to be trucked in. As a result, the current system misses out on an opportunity to add a carefully-calculated mixture of plants into the soil or water to absorb pollutants. Phytrac aims to pick up that opportunity and capitalise on it.

Phytrac (formerly Meraki Natural) rebranded in October. Darby, who settled in Otago from Australia in 2010 arrived at Phytrac after pursuing a plan from 2018 to 2020 for growing and exporting medicinal cannabis.

He got as far as terms sheets with potential investors, but overly-tight regulations for medicinal cannabis in New Zealand, combined with strong competition in the domestic cannabis market, meant that after Covid spooked investors in March 2020, Darby pivoted to cleantech, creating a cultivation facility for cannabis R&D.

SUCCESS STORIES

PHYTRAC

The direction Darby settled upon is using Phytrac as a tech platform into which data about contaminated land can be fed.

Phytrac is named after phytotechnology, a self-sustaining function of plants and trees. Once data is gathered by Phytrac, the suite of products will include reports on current levels of contamination, 3D contaminant maps, marketplace for approved contractors to remediate contaminated land, networked soil testing devices, and detailed action plans about how to fix each customer's problem utilising phytotechnology.

Darby and his team didn't have to travel far to find contaminated land, with the Lakes District providing him with locally produced toxic sludge from wastewater treatment for lab trials.

Before decontamination, Darby's career took him from the role of BMW technician to energy field specialist to permaculture cannabis cultivator.

While working for service company Schlumberger in the early 2010s, Darby was tasked with rolling out prototype first-to-market technologies in Kazakhstan, Saudi Arabia, Australia and New Zealand. Darby would routinely use explosives in the job, which Darby clarifies was more like "keyhole surgery" than how most of us would picture explosives. Darby feels these experiences gave him skills to be a "decent entrepreneur."

Phytrac is now conducting research at its facility to develop algorithms that provide consistency to plant combinations and amendments that create the conditions required for each client's absorption targets. In addition, the facility holds licences to research cannabis and explore further applications for permaculture.



"The Lakes district is fortunate to have SQL, helping with the massive effort, persistence and vision required to curve the regions economic direction is a long process that needs a tremendous amount of input from a number of groups."

"Incubators like SQL are a key driving component for New business ventures to assist in diversification for our region."

In recent months, Phytrac's Queenstown laboratory also enjoyed attention and tours from TVNZ, local council, MBIE and NZTE.

Phytrac has completed its seed round of investment raising and is currently a part of Callaghan Innovation's 2021 tech incubator programme, attracting impact-focused investors and advisors. Phytrac is also creating a joint venture with multinational investment group Bridgewest, bringing in knowledge of commercialising complex biotech, software, semiconductor and artificial intelligence technology.

The next step for Phytrac will involve adding an environmental scientist or engineer to become a team of three, and sourcing more opportunities for field trials around Queenstown.



SUCCESS STORIES

RACERANGER

Drafting occurs during the cycling portion of a triathlon when a rider moves into an area of low pressure behind another participant, reducing the wind resistance and the amount of energy required to pedal. The problem was not only that a rider could go faster with less energy, but drafting was not being fairly policed as race referees cannot correctly identify how close bikes are to each other.

"Thank you Startup Queenstown Lakes team for doing such an incredible job providing local entrepreneurs with the much needed eco system critical to development of new innovative business in our region."

Because of this, some riders are unfairly penalised, while others are not penalised at all.

"It's the biggest problem in the sport, and the number one pain point," Race Ranger co-founder and CEO James Elvery said. "It was basically the reason I did not go on with the sport."

In a 12-metre draft zone, riders have 25 seconds to overtake the cyclist in front; or risk a stand-down time penalty.

"Drafting rules are unfair as you are guessing what the distance is. You get penalties you don't think you should get, and because it's 100 percent subjective, you are not entitled to lodge a protest," Elvery said. "If you don't serve your penalty, you are disqualified."

With a world ranking of five as a Junior in 2002, and having rode the World Series in 2011, Elvery understands what it's like to be penalised unfairly when trying to qualify for a pinnacle event.

SUCCESS STORIES

RACERANGER

To relieve this pain point, Elvery created two small, sub-100-gram devices, with assistance from his team in Wanaka. One device is attached to the front forks; another to the rear of the rider's bike. When a rider approaches another, the rear light of the bike ahead will flash a slow, red light, letting them know they're at a safe distance to ride behind. With the light flashing as the rider enters the draft zone, participants must overtake the rider ahead within a set time frame.

If they don't, and rules are breached, that data is communicated wirelessly to the referees, who view the information on a tablet app. The devices don't require an internet connection but maintain communication with referees over a local network in a range of up to five kilometres.

"I think our device will make things a lot fairer, and people will not drop out of the sport so much," Elvery said.

Elvery wanted to work for himself and solve a "difficult problem" for his sport, and he was surprised nobody had come up with a similar idea he did back in 2013. So he founded Race Ranger the following year. Most of the startup was self-funded, but the company obtained some financial assistance from Callaghan Innovation.

By 2017 he had created the core technology, an app, and bike devices.

"It's been about taking what I learned in sport and using common sense."

However, forming Race Ranger and running the business has its challenges, particularly with intellectual property, which Elvery says has been challenging to understand and negotiate. "Often the advice you are given is quite ambiguous."



"SQL has been amazing on our journey over the past 18 months. The main resources have been pitch training and helping us to prepare our DD pack for investors. This led into the opportunity to pitch to MAI and other angel groups, as well as intros to VC's around the country."

"With SQL's support we have successfully raised our first round of funding and are currently closing the follow-on. Finally the regular network and founder support events are always a must on the calendar. "

Elvery has both Commerce and Science degrees from the University of Auckland. Looking back, Elvery wished he had done Engineering instead. "That would have been really handy."

Yet by talking to people who can do things he could not, and through online research, Elvery was able to develop the technology which RaceRanger intends to use in cycling and triathlon events worldwide. They will start with an event in Elvery's home town, Wanaka.

Elvery has been involved with and has received input from World Triathlon, the international governing body for the sport who write and uphold the rules. Race Ranger also has the backing of Triathlon New Zealand.

This year the Mainland Angel Investors (sponsored by Startup Queenstown Lakes among others) successfully helped Raceranger raise a total of \$205,000 through its members.



SUCCESS STORIES

KIWI KIT

Kelsey Powell came to New Zealand from New York on a working visa six years ago, and now wants to introduce the country to others who may be thinking of living here.

"The support from the StartUp team is unparalleled to anything else I've ever experienced. It feels like the resources in Lift Off have been specially curated for my entrepreneurial endeavours, even if they are actually made for others on the same path."

Powell, residing now in Queenstown with New Zealand residency, founded her startup The Kiwi Kit in September after she received many enquiries last year about travelling to New Zealand.

The Kiwi Kit is a unique online relocation service that helps people from the moment they decide to leave home until they are settled in New Zealand. The service provides information on Kiwi culture, how to find a place to live or where to go to school, and even has information for those wishing to retire here.

"People were sitting at home during lockdowns looking at New Zealand," Powell said. "We're trying to make moving to New Zealand easier."

Due to current Covid related restrictions, moving to New Zealand is difficult

SUCCESS STORIES

KIWI KIT

So, Powell has created and is currently marketing an online “Zero to Zealand” course, with videos and information on cultural aspects of New Zealand, healthcare, and job assistance for those keen on moving to New Zealand when they can.

Powell’s love for, and desire to share, her adopted country was the motivator behind her startup.

“I connected with the culture more than anything – I kind of fell in love with the place.” While it’s not easy to travel under current Covid restrictions, getting the information out to those interested in doing so is only an internet connection away.

To date, people from Germany, the United States, South Africa and the United Kingdom have all downloaded and paid for the Zero to Zealand course. None have lived in New Zealand previously.

Of those who have used the guide, two have already moved to New Zealand and are working as essential workers. A third, a master builder from Utah, is moving in February if he can secure a Mandatory Isolation and Quarantine booking.

After just a few months, this startup is already making an impact, and has also made available a ‘Moving to New Zealand Starter Guide’, a free download from its website.

Funding is primarily sourced through Powell selling her \$497.00 Zero to Zealand courses online through Facebook groups. While it’s long hours alongside her part time job, what keeps Powell motivated to work on her startup when others may feel like giving up is her love for her adopted country. Making a difference for those who want to move here, and enabling them to do so as smoothly as possible is encouraging.



“The personal touch and guidance is incredible and I’m so grateful that I’ve been introduced to the Startup Queenstown Lakes team and the excellent Lift Off program. I know that specifically because of Lift Off I will see great success with my start up.”

“I just kept thinking about the vision I had for the business.”

But putting that vision into startup reality is challenging, Powell said, with much to learn along the way.

“It’s hard work. Looking back, I would probably have focused on one thing. I tend to do too many things at the same time.”

While Kiwi Kit is a relatively new startup, Powell still has advice for others who wish to start up their own ventures: don’t fear failure, keep going through tougher times, and engage with customers.

“People who are the most successful have failed the most times. Talk to those who are your potential customers. Go to the people who might like your idea and they will tell you what they like about it.”

“For me, it also helps reassure me I’m on the right track.”



SUCCESS STORIES

HEYBARN

Heybarn co-founders Tom Brownlie and Jaimie Hunnam says Heybarn was built because “we wanted to generate some extra income from spare shed space on our own properties.”

After struggling to find an online platform to advertise their shed space, they found there was nowhere they felt comfortable advertising our available this space. Turned out they were not alone.

The New Zealand lifestyle and rural property sector is experiencing unprecedented, year on year growth, with most new property buyers inheriting existing infrastructure, especially sheds. These Kiwi entrepreneurs spoke to the market a lot over the last year and found about a third of property owners are interested in earning extra income or being innovative with their available sheds.

If this third of the market was to rent out their available shed space, it would make up over 4.2 million square metres of shed. If rented out for only half the rate of local commercial self-storage, it represents a 311-million-dollar untapped market for New Zealand alone.

Currently, occupancy rates for commercial self-storage across New Zealand are over 90% and their representative body expects this demand for storage to rise.

“We were at a critical point with our start up, the euphoria of the initial idea was waning and the reality of doing this was begin to hurt. The Startup Queenstown Lakes team to the time to coach us through issues that we and other start ups face and even spoke to issues that hadn't occurred to us. Role on the real investor pitch!”

When Tom and Jaimie asked renters which alternative options they would consider, over half suggested that they would rather rent from other kiwis than commercial storage operators.

“We're starting out focussing on vehicle storage (cars, boats and caravans), storage for tradies and small businesses as our target market for renters. We've done this as they have consistently supported the idea throughout our market research. That said, renters have already suggested some unique and clever alternative ideas!”

Currently keeping their focus on Manawatu, Otago and Southlands, they're coming to the rest of New Zealand very soon, and have already made a start on Heybarn Australia.

Meanwhile, take a photo of your shed, or item you want to store, sign up to Heybarn, list your space or advertise your need, sit back and wait for a connection.



SUCCESS STORIES

TEDDY

An exciting new addition to Queenstown's business sector, Teddy is a top-up grocery shop which is fast, simple and convenient. Operating from a local warehouse stocked with hundreds of items ranging from toilet paper, nappies, and fresh fruit to veggies meat and poultry, the company will deliver groceries in less than 30 minutes.

"People are time poor and desperately seeking convenience so when Ricki ran out of nappies for his baby Piper, or my wife wanted some eggs at short notice, we said someone will solve these niggly issues and that someone should be us. That's how Teddy was born."

New Zealand's first dedicated instant grocery delivery service launches in Queenstown this winter with the rest of the country soon to follow.

The service offers flexible delivery options and goods are delivered by Team Teddy riders and drivers.

Teddy founders Chaz Savage and brothers Daniel and Ricki Tairaoa came up with the idea fuelled by their existing business understanding, global trends and consumer insight.

"Like most good things, Teddy solves real life issues," says Chaz.

SUCCESS STORIES

TEDDY

Ricki went to Sydney to learn from operators across the ditch, confirming just how far New Zealand is lagging in the grocery evolution curve. Investors agree, with Teddy's initial angel round funding oversubscribed by corporate entities and individuals in financial or advisory roles.

A mobile-first design, their app is the centrepiece of the Teddy consumer experience. "We've invested substantially in delivering the best grocery shopping experience in Aotearoa, hands down," says Ricki.

The Teddy team believes Queenstown is the perfect initial market to test, learn and excel. "Queenstowners are already well versed in delivery tech, although underserved – our subsidiary company Food on Q already leads the market in terms of customer satisfaction and market share. We'll get operationally hardened here before launching in Auckland pre-Christmas followed by Hamilton, Christchurch and Wellington."

Teddy is the brainchild of three Māori co-founders who have a solid track record working with leading tech, media and telco companies while also founding and operating their own both large and small businesses.

Collectively, Chaz Savage and Ricki and Daniel Taiaroa have worked in senior management and digital product development roles for companies like Sky NZ, Neon, Foxtel, Vodafone and Telstra for close to 20 years.



"We're working alongside and getting world-class advice from amazing partners and advisors like Start Up Queenstown, Mainland Angels, Blackbird VC and many others," says Ricki. "The level of support we've received and the belief people have in what we are building has been humbling."

They have also owned and founded businesses such as designer footwear and bags retailer Scarpa, kids' retailer Four Little Monkeys and a range of bars in Wānaka, Queenstown and Christchurch including Whakatipu Brewing, Bungalow, LaLaLand and Botanic.

The trio consider operating Food On Q, with an existing team of local drivers and a knowledge of the Queenstown district, gives them a head start with Teddy, their innovative instant grocery delivery service.



SUCCESS STORIES

CHECK IN

FORGING A NEW PATH FOR TOURISM

Sisters Karmela and Maria Rapata have over 27 years of shared tourism and hospitality experience. In 2012, Maria started a business helping people manage their home services and holiday homes. Karmela brings over seventeen years of tourism experience and has a passion for visitor product development. Together, they saw an opportunity to connect and grow with the people of their region.

Check In is Queenstown’s local concierge and offers curated experiences and elevated home stays focused on showcasing all that the city has to offer. Curated experiences can be anything from inviting a local artist to a holiday home for an afternoon of landscape painting, or participating in a community project like tree planting.

Check In is built around the concept of manaakitanga, which refers to showing respect, generosity and care for others through hospitality, kindness and support.

It’s an approach that is already making a difference. In 2020, Check In won the People’s Choice Award at the Westpac Otago Business Awards and this year they won the Collaboration and Innovation Award at the KUMA Southern Māori Business Awards.

"Olivia and the Startup Queenstown Lakes team have created a space in which entrepreneurs can learn, grow, collaborate and co-design but more than this, SQL has created a community - something that can be difficult to find on a lonely entrepreneur journey."

The Check In team is driven by the desire to benefit the broader community, its interests and their diverse range of visitors. Maria and Karmela also see an opportunity to both address the negative impact of tourism on the environment, people and culture, and to balance our human need for genuine connection with digital solutions.

"Check In honours the sharing of local insights between friends, family and strangers. It echoes the service of an iSite, yet extends to provide a pathway for our community to share and gain access to the visitor economy. From here, we have the opportunity to create a more connected community, and offer a diverse range of products and circular economy opportunities," said Karmela Rapata.

SUCCESS STORIES

CHECK IN

“Check In is powered by strong local knowledge and even stronger local connections. We’re mindful as we develop that this isn’t solely for Queenstown, that the overall structure is one that can be replicated elsewhere, represented by another community and powered by their people.”

Check In received funding through the NZ Māori Tourism Tāpoi Program, a Puna Pakahi grant from Ngāi Tahu, the Queenstown Lakes District Council Covid Support and Tourism Communities Fund, and the Regional Business Partners Network. The team also received support from Startup Queenstown Lakes and the KUMA Southern Māori Business Network.

Acknowledging that building a business can get lonely, Karmela Rapata believes that it’s important to stay connected and to reach out to advisors and mentors to get feedback and help, “The list of people that we’ve been in connection with over the years is enormous. And we remain connected in the business networks to share our story and to get advice.”

When asked if there was anything they would have done differently in getting Check In up and running, Maria Rapata notes, “We spent a lot of time (and money) on the early discovery and development with people outside our community, but we came to a screaming halt because there was a lack of understanding of our home at a community level. Given our very local focus we had to move the project home to Queenstown.

Later this year, Check In plans to launch their Better Choices Project, which supports their commitment to sustainability and encourages their community and customers to practise better sustainable choices. This project includes sharing their message through ‘welcome packs’ containing keep cups, reusable drink bottles and other items that support the reduction of single use plastics.



“From our first introduction to SQL by way of invitation to the Founders Dinner, through to the learnings on the Lift Off Program, the many PR opportunities and ultimately the vast connections we have made and continue to make - our involvement with SQL has been an integral part of our journey. We are very grateful for Olivia, for her encouragement and support, for her persistence in the name of our innovation right here in Queenstown and for finding the time to walk part of the way with us individually - which in our experiences has been a push or two in the right direction and shining a light on opportunities we could have easily missed.”

“This beautiful place we call home and our fiercely protected lifestyle certainly evokes and encourages creativity and innovation which is supported by the vision and voice of SQL.”

The Better Choices Project will also include volunteering events to provide people with an opportunity to give back whilst mingling with locals and promoting the sustainable experiences on offer. Check In will also launch additional digital functionality to encourage genuine connection through local events—from club meetups, to volunteering opportunities, and local-hosted events.

Vanessa van Uden, Director of Check In and former mayor of Queenstown, says that innovation remains at the core of the business.

“We don’t have to wait for the government to define what the future of tourism looks like, we can write it ourselves and take people on the journey.”



SUCCESS STORIES

MATCHFIT

“When life gives you lemons, make lemonade” – which is exactly what Simon Leckey and Jess Bardsley-Hulme did last year when the global pandemic came knocking.

Instead of letting it get in the way of their active lifestyle, they saw an opportunity for a business venture, and now matchfit, nearing launch, aims to help personal trainers and health experts grow a virtual client base worldwide.

“The mentors we have met through SQL are amazing! Everyone is very helpful, knowledgeable and willing to give you their time! Thank you!”

Leckey, originally from Belfast in Northern Ireland, had his first taste of entrepreneurship during a stint in Singapore in 2018, founding an IoT (Internet of Things) startup that saw him a Techstars global accelerator 2020 finalist, pitching to their Board. It was a great learning experience. But it wasn't till he networked into Startup Queenstown Lakes with Bardsley-Hulme that he really felt like he had found his cohort and purpose.

“There are now some great international investors available here in New Zealand, and the ecosystem has huge potential. I thought Singapore was an ideal place for my startup goals, but Queenstown is really raising its game and has great aspirations – it's still embryonic, but high energy, and that's exciting.”

SUCCESS STORIES

MATCHFIT

For Bardsley-Hulme, who hails from a tiny island called Jersey off the North-West coast of France, landed in the South Island three and a half years ago, entrepreneurship had always been a dream and this was an opportunity too great to pass by. Especially when their original pitch for matchfit garnered interest from investors within the audience at the Startup Weekend in Queenstown.

As Leckey recounts, "I delivered the pitch, answered questions, left the stage, and was actually followed into the gents' loos by an excited investor."

At its core, matchfit is about solving a number of problems for two key target markets – fitness and wellbeing trainers, and those who use those services.

Because of Covid-19, many gyms have closed (temporarily or permanently) meaning a lot of personal trainers have been out of work," explains Leckey.

"And a lot of these instructors are really great at what they do, but because they don't know how to gain the right exposure online, they are unable to be seen by people who might be interested in their service. Also, their core purpose is training people, not online marketing."

Essentially matchfit enables trainers to project and showcase their knowledge and personal brand: whether through a timetable of classes, one-on-one training or interactive forums for health and fitness expertise, all through an online platform. In turn everyday users can search, discover and connect with fitness and wellbeing coaches, whether in their local region, or anywhere across the world. Their ambition is to be the ultimate matchmaker service based on that user's goals or lifestyle values.



"Through Startup Queenstown Lakes we have met a hugely valuable network - our Mentors, Advisors, Potential Investors, our Lawyer, our Accountant, our Developer, and other inspiring entrepreneurs.

From Startup Queenstown Lake's courses we have received knowledge, mentoring, community, process, shared learnings and perspectives, networking - thank you SQL!"

The MVP (minimum viable product) trial by the end of November the immediate goal, prior to a wider launch. But there is a little bit of work to go before then, including riding the startup wave – something Leckey says is emotionally one of the hardest parts of entrepreneurship.

So far the solution is well received, particularly by professionals in the fitness and wellbeing industry, and the pair are in the process of raising capital and bringing in the right investors with the right network, as well as expanding their team with tech talent that can help matchfit to grow.

So, as matchfit prepares to launch their product to the world, what advice would they give to budding entrepreneurs? Leckey advises not to be afraid to have a big vision for what you want to achieve.

"It's okay to think global – you don't have to be restricted by focusing locally. If you want to succeed, do the math and go for it. Be prepared to adapt and do your best to deliver. 1% success globally is a pretty great metric, of course, but we are shooting higher..."

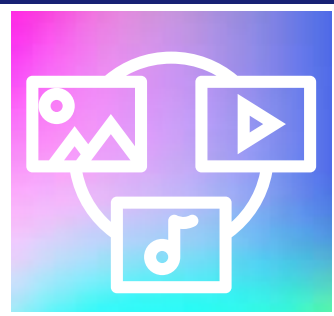
Backing female entrepreneurs

What better opportunity than that presented by the... (Text continues with details about supporting female entrepreneurs and the challenges they face in the startup ecosystem.)

STARTUP MENTORSHIP LISTS WOMEN IN STARTUPS + TECH - COFFEE MEETUP WEDNESDAY 10 MAY... (A promotional graphic for a women's startup networking event, featuring photos of two women and the names of organizers.)

They don't see... (Text continues with details about the event and the support provided to women entrepreneurs.)

Her Way Women in Business Special... (A graphic for a 'Her Way' business special, featuring a QR code and promotional text for a women's business event.)



Raise the profile of the District in regional, national, and international audiences through a communications and marketing strategy.

6. CREDIBILITY

Deliverable: Create and execute a PR and content plan that highlights achievements of local startups and activities in the District.

Outcome: Our organisation and the entrepreneurs we support have been featured in regional and national media, and the reach has been shared to international audiences through social media platforms.

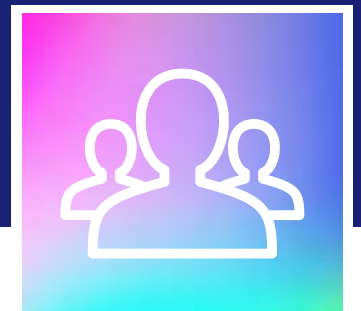
Examples of the print and broadcast media our organisation has been featured in:





7. ADMINISTRATION TEAM AND GOVERNANCE

PLACEHOLDER - SUMMARY FROM FINANCIAL
PERFORMANCE TO GO IN HERE



Ensure transparent, auditable execution of the processes, budgets, and communications to meet ratepayers' expectations.



ANNUAL REPORT

STATEMENT OF FINANCIAL PERFORMANCE

Performance Report

StartupQueenstownLakes
Fortheyearended30June2022

Prepared by BDO

Contents

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Compilation Report

Startup Queenstown Lakes For the year ended 30 June 2022

Compilation Report to the Directors of Startup Queenstown Lakes.

Scope

On the basis of information provided and in accordance with Service Engagement Standard 2 Compilation of Financial Information, we have compiled the financial statements of Startup Queenstown Lakes for the year ended 30 June 2022.

These statements have been prepared in accordance with the accounting policies described in the Notes to these financial statements.

Responsibilities

The Trustees are solely responsible for the information contained in this financial report and have determined that the accounting policies used are appropriate to meet your needs and for the purpose that the financial statements were prepared.

The financial statements were prepared exclusively for your benefit. We do not accept responsibility to any other person for the contents of the financial statements.

No Audit or Review Engagement Undertaken

Our procedures use accounting expertise to undertake the compilation of the financial statements from information you provided. Our procedures do not include verification or validation procedures. No auditor review engagement has been performed and accordingly no assurance is expressed.

Independence

We have no involvement with Startup Queenstown Lakes other than for the preparation of financial statements and management reports and offering advice based on the financial information provided.

Disclaimer

We have compiled these financial statements based on information provided which has not been subject to an auditor review engagement. Accordingly, we do not accept any responsibility for the reliability, accuracy or completeness of the compiled financial information contained in the financial statements. Nor do we accept any liability of any kind whatsoever, including liability by reason of negligence, to any person for losses incurred as a result of placing reliance on this financial report.

BDO Southern Lakes & Central Otago Limited
Level 2
45 Camp Street
Queenstown

Dated: 19 October 2022

Entity Information

Startup Queenstown Lakes
For the year ended 30 June 2022

'Who are we?', 'Why do we exist?'

Legal Name of Entity

Startup Queenstown Lakes Charitable Trust

Entity Type and Legal Basis

Non-profit trust

Registration Number

IRD Number 127-050-899

Entity's Purpose or Mission

The primary purpose of the Trust is to foster an entrepreneurial ecosystem that supports startup businesses for the benefit of the Queenstown Lakes community.

Entity Structure

An independently appointed board of trustees (6 trustees for fiscal year 2021-22) including one appointee from the Queenstown Lakes District Council (QLDC) govern the Trust.

Main Sources of Entity's Cash and Resources

The primary funding source for fiscal year 2021-22 was an unrestricted grant from QLDC in the amount of \$220,000. Additional income was generated from programme fees, and funding from Callaghan Innovation of \$60,000.

Main Methods Used by Entity to Raise Funds

In 2021 the Trust submitted a proposal to QLDC's annual plan to continue its commitment to provide \$220,000/year through to 2023, to support the adopted economic development strategy.

Entity's Reliance on Volunteers and Donated Goods or Service

The Trust benefited greatly in this fiscal year with the help of numerous volunteers and donated goods and services to deliver programmes and services to the community. Notable contributors include, but are not limited to:

David Wallace - chairman of the board of trustees.

Alexa Forbes - a member of the board of trustees.

Richard Liew-a member of the board of trustees.

Glyn Lewers- a member of the board of trustees and QLDC representative.

Michelle Trapski-a member of the board of trustees.

Wayne Hudson- a member of the board of and provided guidance on legal matters and hosting the FKA Angelic Dropin Clinic.

Peter Harris- Economic Development Manager of QLDC.

BDO Southern Lakes & Central Otago- particularly Bjornde Nijs, for providing ongoing accounting advice to the Trust, free accounting advice to our Startups, and hosting multiple webinars, LIFT OFF and KICK START sessions.

Anderson Lloyd- ongoing legal advice with a specifically Derek Roth-Biester for their assistance and hosting multiple webinars, LIFT OFF and KICK START sessions.

New Zealand Trade and Enterprise & New Zealand Story--for hosting workshops

Workshop experts/hosts:

Melissa Jenner

Peter Seligman

Michegro Chisholm

Ella Stuart

Max Norton

Fiona Woodham

Richard Timpany

Duncan Faulkner

Derek Roth-Biester

Peter Ramsay

Amazon Web Services

Angel Association New Zealand

Blackbird VC

Mainland Angel Investors

Postal Address

P.O.Box918,Queenstown,Queenstown,NewZealand,9348

Approval of Financial Report

Startup Queenstown Lakes
For the year ended 30 June 2022

The Trustees are pleased to present the approved financial report including the historical financial statements of Startup Queenstown Lakes for year ended 30 June 2022.

APPROVED



Chair, Board of Trustees

Date 8 November 2022



Member, Board of Trustees

Date 8 November 2022

Statement of Service Performance

Startup Queenstown Lakes
For the year ended 30 June 2022

'What did we do?', 'When did we do it?'

Description of Entity's Outcomes

Startup Queenstown Lakes (SQL) was established and can continue to drive that innovation in our region through fostering a startup ecosystem.

One year ago, the QLDC agreed to continue to support SQL and its goal to build a diverse economy and create the framework, programs, and leadership necessary to stimulate the knowledge and innovation community - a priority of the QLDC Economic Development Strategy.

Since that time SQL has:

Carefully used these funds to deliver programs and activities that have serviced entrepreneurs and businesses from across the District.

SQL has:

- Operated 43 active events and 23 passive events attended by more than 1,000 people in the past year that have built key relationships, upskilled entrepreneurs, connected talents together, and engaged individuals living (and visiting) who otherwise were disconnected from the community
- Sponsored Mainland Angel Investors - in collaboration with Startup Dunedin and Coin South - as a regional Angel network which to encourage more investment in our community.
- Built a vibrant community of startup founders, innovators and others who support our Startup ecosystem.
- Participated in numerous collaborations and planning sessions with local, regional, and national entities to find ways to stretch those dollars to maximise impact and value that will pay dividends in the future as the groundswell of activity takes place.
- Reviewed its long-term strategy.

In a Post-Covid-19 world, the Queenstown Lakes District has a unique opportunity to “rebalance” itself away from an over-reliance on tourism, and towards a diverse, innovation-driven community. SQL has a key role supporting the founders, innovators and investors to help drive this rebalancing for the betterment of the district.

Statement of Financial Performance

Startup Queenstown Lakes
For the year ended 30 June 2022

'How was it funded?' and 'What did it cost?'

	NOTES	2022	2021
Revenue			
Donations, fundraising and other similar revenue		280,000	280,000
Revenue from providing goods or services		6,087	25,365
Interest, dividends and other investment revenue		286	124
Total Revenue		286,373	305,489
Expenses			
Volunteer and employee related costs	2	180,485	167,637
Costs related to providing goods or service			
Event Expenses	2	9,578	12,673
Other Expenses	2	80,578	43,195
Total Costs related to providing goods or service		90,156	55,868
Total Expenses		270,641	223,505
Surplus/(Deficit) for the Year		15,732	81,984

This statement has been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

Statement of Financial Position

Startup Queenstown Lakes As at 30 June 2022

'What the entity owns?' and 'What the entity owes?'

	NOTES	30 JUN 2022	30 JUN 2021
Assets			
Current Assets			
Bank accounts and cash	3	195,675	169,413
Debtors and prepayments	3	126,500	5,093
Other Current Assets			
Income Tax Receivable	3	132	65
Investments (current)	3	50,000	50,000
Total Other Current Assets		50,132	50,065
Total Current Assets		372,306	224,570
Total Assets		372,306	224,570
Liabilities			
Current Liabilities			
Credit Cards	4	951	2,405
Creditors and accrued expenses	5	43,230	19,772
Income in Advance		110,000	-
Total Current Liabilities		154,181	22,177
Total Liabilities		154,181	22,177
Total Assets less Total Liabilities (Net Assets)		218,125	202,393
Accumulated Funds			
Accumulated surpluses or (deficits)	6	218,125	202,393
Total Accumulated Funds		218,125	202,393

This statement has been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

Statement of Cash Flows

Startup Queenstown Lakes
For the year ended 30 June 2022

'How the entity has received and used cash'

	2022	2021
Cash Flows from Operating Activities		
Donations, fundraising and other similar receipts	322,000	322,000
Receipts from providing goods or services	12,093	23,995
Payments to suppliers and employees	(286,793)	(231,476)
Donations or grants paid	-	(115)
GST	(6,220)	(23,703)
Cashflows from other operating activities	(67)	(27)
Marketing & Communication- Advertising & Materials	(13,583)	(11,159)
Total Cash Flows from Operating Activities	27,430	79,516
Cash Flows from Investing and Financing Activities		
Interest, dividends and other investment receipts	286	124
Cash Flows from Other Investing and Financing Activities	-	-
Total Cash Flows from Investing and Financing Activities	286	124
Net Increase/ (Decrease) in Cash	27,716	79,640
Cash Balances		
Cash and cash equivalents at beginning of period	167,007	87,368
Cash and cash equivalents at end of period	194,723	167,007
Net change in cash for period	27,716	79,640

Cash Balances include closing balance of Credit Cards

This statement has been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

Statement of Accounting Policies

Startup Queenstown Lakes

For the year ended 30 June 2022

'How did we do our accounting?'

Basis of Preparation

The entity has elected to apply PBE SFR-A (NFP) Public Benefit Entity Simple Format Reporting - Accrual (Not-For-Profit) on the basis that it does not have public accountability and has total annual expenses equal to or less than \$2,000,000. All transactions in the Performance Report are reported using the accrual basis of accounting. The Performance Report is prepared under the assumption that the entity will continue to operate in the foreseeable future.

Goods and Services Tax (GST)

The entity is registered for GST. All amounts are stated exclusive of goods and services tax (GST) except for accounts payable and accounts receivable which are stated inclusive of GST.

Income Tax

Startup Queenstown Lakes is a Non-Profit organisation but is not a registered Charity and therefore not exempt from Income tax. Income tax is accounted for using the taxes payable method. The income tax expense in profit or loss represents the estimated current obligation payable to Inland Revenue in respect of each reporting period after adjusting for any variances between estimated and actual income tax payable in the prior reporting period.

Bank Accounts and Cash

Bank accounts and cash in the Statement of Cash Flows comprise cash balances and bank balances (including short term deposits) with original maturities of 90 days or less.

Changes in Accounting Policies

There have been no changes in accounting policies. Policies have been applied on a consistent basis with those of the previous reporting period.

Notes to the Performance Report

Startup Queenstown Lakes For the year ended 30 June 2022

	2022	2021
1. Income Tax Expense		
Net Profit(Loss) Before Tax	15,732	81,984
Non Assessable Income		
Grant Funding	280,000	280,000
Total Non Assessable Income	280,000	280,000
Non Deductible Expenses		
Non-Deductible Expenses	1,715	2,747
Non-Deductible Expenses paid from Grant Funding	262,554	-
Total Non Deductible Expenses	264,269	2,747
Deductions from Taxable Profit		
Loss Carried Forward		
Loss Adjustment	(506,022)	(310,753)
Taxable Profit (Loss)	506,022	-
Tax Payable at 28%	-	(506,022)
Deductions from Tax Payable	-	-
Opening Balance		
Withholding tax paid	65	37
Total Deductions from Tax Payable	67	27
Income Tax Payable (Refund Due)	132	65
	(132)	(65)

Future non-deductible expenses of \$218,125 carrying forward

	2022	2021
2. Analysis of Expenses		
Contractor Expenses		
Contractor Services - Business Advisor(QT)	14,103	10,419
Contractor Services - Business Advisor(WKA)	20,142	30,897
Contractor Services - Event Coordinator	45,593	12,570
Contractor Services - Leadership	98,315	103,211
Contractor Services - Community Manager	2,333	10,540
Total Contractor Expenses	180,485	167,637
Event Expenses		
Event Programming - Workshops & Sessions(QT)	3,327	1,443
Event Programming- Lift Off	2,773	470
Event Programming- (QT)	963	342
Event Programming-(WKA)	589	1,175
Event Programming-Giants	609	389
Event Programming- Startup weekend	-	8,559

	2022	2021
Event Programming - Workshops & Sessions(WKA)	1,31	295
Total Event Expenses	7	12,673
Other expenses	9,57	
Accounting & Bookkeeping	8	
Bank Fees	1,957	1,440
Board expenses	132	83
Donation	988	6,739
Education	-	115
Entertainment	221	418
Entertainment - Non deductible	1,620	2,486
General Exp & Supplies, Stationery, Printing, Phone, Internet	1,434	2,747
Interest Expense	3,682	349
Mainland Angel Investors	219	-
Marketing & Communication- Advertising & Materials	30,000	5,616
Memberships	12,347	8,951
Non-deductible Expenses	-	15
Office expense	281	-
Rent	1,514	-
Software & Subscriptions	10,435	-
Team Recruitment	9,708	8,564
Telephone, Tolls & Internet	-	279
Travel Expenses (National)	-	87
URL/Domains & Hosting (rolled into Software Subscriptions)	6,027	5,006
Total Other expenses	14	300
	80,578	43,195

	2022	2021
3. Analysis of Assets		
Bank accounts and cash		
BNZ00-SQL	195,675	169,413
Total Bank accounts and cash	195,675	169,413
Debtors and prepayments		
Accounts Receivable	126,500	5,093
Total Debtors and prepayments	126,500	5,093
Other current assets		
Withholding tax paid	132	6
Total Other current assets	132	5
Investments		
TermDeposit1		6
TermDeposit2		5
Total Investments	25,000	25,000
	25,000	25,000
	50,000	50,000

2022 2021

4. Analysis of Liabilities

Creditors and accrued expenses		
BNZ Business Visa-SQL	951	2,405
Total Creditors and accrued expenses	951	2,405

2022 2021

5. Creditors and Accrued Expenses

Creditors and Accrued Expenses		
Accounts Payable	18,044	20,635
GST	25,186	(863)
Total Creditors and Accrued Expenses	43,230	19,772

2022 2021

6. Accumulated Funds

Accumulated Funds		
Opening Balance	202,393	120,409
Accumulated surpluses or (deficits)	15,732	81,984
Total Accumulated Funds	218,125	202,393
Total Accumulated Funds	218,125	202,393

7. Commitments

There are no commitments as at 30 June 2022 (Last year - nil).

8. Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at 30 June 2022 (Last year - nil).



8. COMMUNITY ENGAGEMENT

Reach a diversity of participants from throughout the community. While the focus is on startups, early-stage and aspiring entrepreneurs are future startup founders.

KPI: Startup Check ins + Feedback Sessions (per year) = 40

Outcome:

- We have hosted 55 1:1 sessions for founders, including:
- 39 Wanaka & Queenstown Drop-In Sessions
- 16 1:1 sessions as part of our programs



QLDC encourages SQL to proactively encourage the use of Tikanga Māori in the delivery of projects and events.



STARTUP
QUEENSTOWN-LAKES



STAY IN THE LOOP



www.startupqueenstownlakes.com



intheloop@startupqueenstownlakes.com



www.instagram.com/startupqueenstownlakes/



www.facebook.com/startupqueenstownlakes



www.linkedin.com/company/startupqueenstownlakes/