



**STARTUP**  
QUEENSTOWN-LAKES

# ANNUAL REPORT

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2021

# 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 2021 including an amazing 92 active and passive events held.

All of our activity builds on the platform our team have developed providing a balanced mix of programs for aspiring founders to one-on-one sessions as those founders put in place the building blocks for their venture.

Reflecting back on the 18 months to June 2021 we were plunged into the unknown as we climbed out of the first Covid lock down in March 2020 and then had to endure several more across the country.

We all had to adjust how and where we worked. We could say SQL was established for this period to be able to support the many people looking to start a business. Our team was able to deliver a range of support programs and adjusted to the environment as necessary.

It has been exciting to see the range of ideas being pursued in the region and we are now starting to see some real success stories as new businesses are getting launched. As you read this report you will gain some insight into the ecosystem and the range of activity.

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 want to thank our team who work tirelessly, Peter Harris who provides the Economic Development perspective, our board who volunteer their time, insights and wisdom and our major stakeholders.

Our challenge is to continue to refine ourselves as an organisation as the ecosystem grows support so that we can make further progress. To that end our focus will be on how do we make a greater impact within our limited resources.

I look forward to seeing even greater progress and impact when I write this introduction in 2022 and trust you find our 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.



## Building a Sustainable Future

In late 2019 Startup Queenstown Lakes welcomed the Ākina Foundation's Zara Losch and Julie Youngman to the homely surrounds of The Sherwood for our first local Impact Workshop. Ākina Foundation is New Zealand's leader in social enterprise and is working with social enterprises, businesses, philanthropy and the Government to transform New Zealand's economy through the power of impact.

The two brought an abundance of social enterprise knowledge, impact tools and models, and a spark that has helped us to ignite the torch of social enterprise locally. A follow-on session was then facilitated a few weeks later in Wanaka as part of our Business with Impact Social Enterprise Initiative. Barry Grehan of Urban Village and Sophie Ward of Wastebusters Wanaka facilitated the session, along with support from Startup Queenstown Lakes Business Advisor Jinene Clark.

# 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 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 Davis**  
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.

# 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**



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:

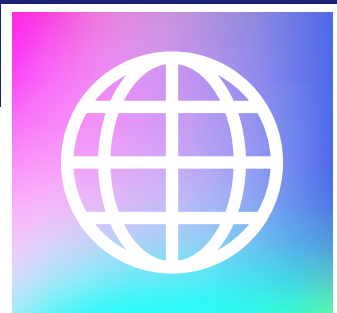
- Solve a problem in an innovative way
- Have the potential to offer good incomes to locals
- Be focused on growing and selling beyond the district
- Benefit our community
- Be coachable
- Give back to the ecosystem

# 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".





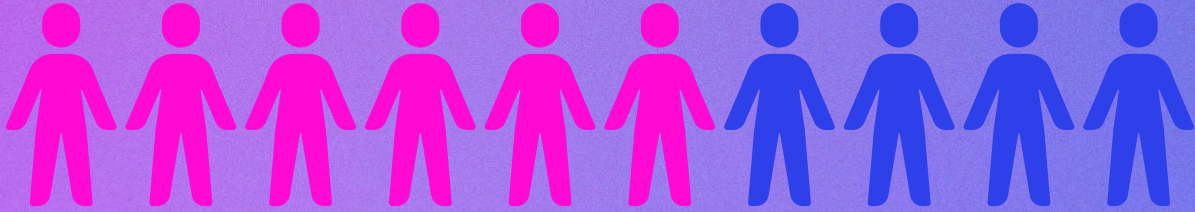
# 1. UNDERSTANDING THE ECOSYSTEM

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



# UNDERSTANDING THE ECOSYSTEM

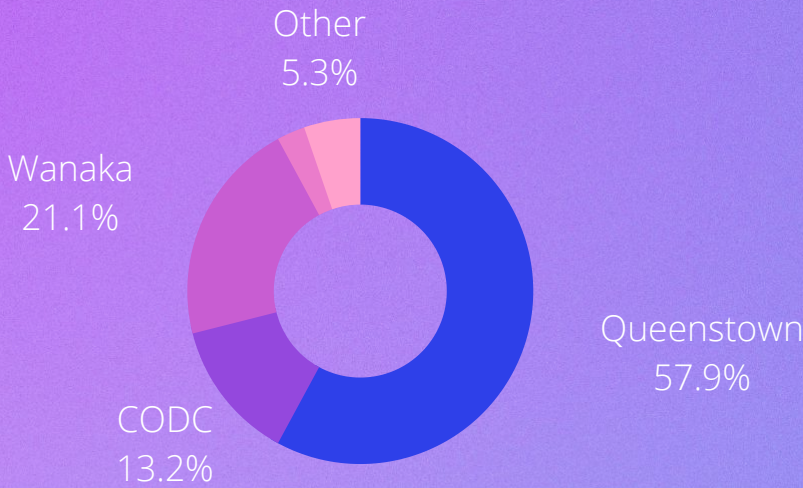
## PARTICIPANTS IN OUR PROGRAMS



**55-70% Women**

**45-30% Men**

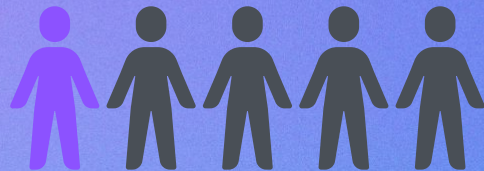
### REGIONS PARTICIPANTS ARE FROM



**54%** HAVE REGISTERED THEIR COMPANIES



**18%** HAVE RAISED CAPITAL IN THE LAST 6 MONTHS



### AVERAGE FEMALE FTE PER STARTUP



**0.8 FTE**

### AVERAGE MAORI FTE PER STARTUP



**0.04 FTE**

### AVERAGE AMOUNT RAISED

**\$75,000**

**50%** ARE GENERATING REVENUE OUTSIDE THE DISTRICT



**26%** HAVE ACCESSED OTHER SUPPORT (e.g NZT, CALLAGHAN)



# UNDERSTANDING THE ECOSYSTEM



1

## Established



SQL benefits these companies by creating a vibrant ecosystem and community, and assisting them to attract and retain talent. These companies "give back" by supporting our ecosystem by providing mentorship our next generation of Startups.



2

## High Growth Phase



SQL supports high growth companies by hosting workshops on Raising Capital for Growth with partners such as NZTE.



3

## Capital Raise Ready



SQL assists founders to get Investment Ready, by introducing them to the investor community and professional advisors



4

## Seed Funded



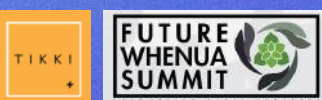
SQL assists founders to get their business financially viable, with an executable business plan and the tools and support to launch.



5

## Recently Launched

SQL workshops and coaching has assisted driven founders to launch in an otherwise difficult year.



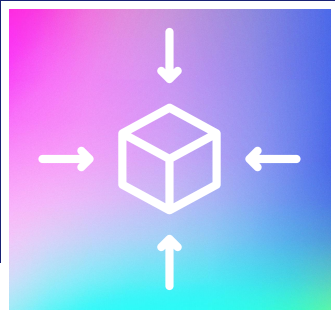
**+ companies by participants in Kick Start and Lift Off (134 participants total in FY 20/21)**



**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 upskilling workshops and one-on-one advisor or mentorship services to applicants seeking these opportunities.

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

**Outcome:**

Total 55 participants:

- 28 participants in Lift Off
- 17 participants in Kick Start
- 10 participants in Spark Your Idea
- NPS Score: 85

- 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.





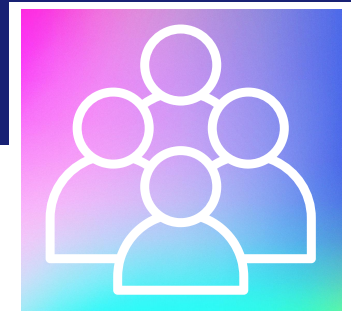
### 3. PARTICIPATION

**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.

- YTD we have held: 23 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.

- YTD we have held: 55 active events



Provide programme activities for startups throughout the District.



# EVENT PARTICIPATION

# 92

TOTAL EVENTS

511% more than required by the MOU

**9** ENTREPRENEURS' DRINKS

**4** FOUNDERS' DINNERS

**4** OPEN OFFICE HOURS

**3** SOCIAL ENTERPRISE WORKSHOPS

**3** ANGEL INVESTOR EVENINGS

**3** MAINLAND ANGEL INVESTOR EVENINGS

**3** PITCH EVENINGS

**2** MOVIE PREMIER SCREENINGS

**35** KICK START SESSIONS

**28** LIFT OFF SESSIONS

# 1229

TOTAL ATTENDEES

# 23

PASSIVE EVENTS

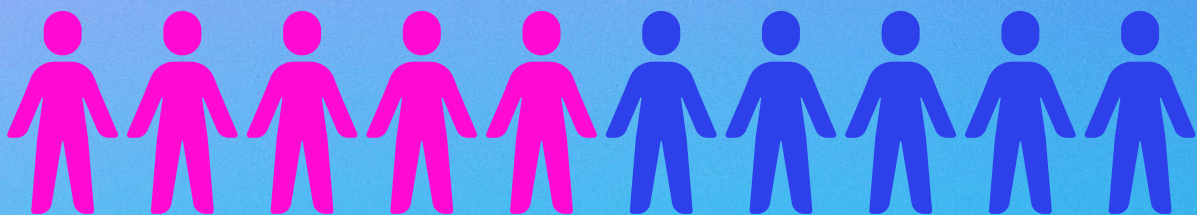
255% more than required by the MOU

# 69

ACTIVE EVENTS

766% more than required by the MOU

EVENTS ATTENDEES



**48% Women**

**42% Men**



# SOME EXAMPLES OF OUR EVENTS

**STARTUP** QUEENSTOWN-LAKES  
**IDEALAB**

## SWITCH

MOTORCYCLES

7 OCTOBER | 11am  
URBAN GRIND  
72 ARDMORE ST  
WANAKA

**STARTUP** QUEENSTOWN-LAKES  
**IDEALAB**

## MACHINE ELF:

A NEW FORM OF VIRTUAL REALITY

21 October | 7:45am  
MOUNTAIN HOUSE,  
81 BEACH STREET QT

**SPEAKER:**  
TREY RATCLIFF  
Co Founder Machine Elf

**SPEAKER:**  
SAM MEHRTENS  
Co Founder Machine Elf

**STARTUP** QUEENSTOWN-LAKES

## We'll help you start your business

### KICK START

Starts Tuesday  
18 May

Proudly sponsored by

**QUEENSTOWN LAKES DISTRICT COUNCIL**

## OUTSIDE THE VALLEY

GREAT FOUNDERS ARE EVERYWHERE

WANAKA MOVIE PREMIERE  
THURSDAY 24 JUNE

7.00pm Rubys Cinema, Wanaka

**STARTUP** QUEENSTOWN-LAKES **RUBYS**

MAINLAND ANGEL INVESTORS

## PITCH NIGHT

WHEN: Thursday 29 October @ 5.00 pm

INVITE ONLY

**MAINLAND** ANGEL INVESTORS

**STARTUP** QUEENSTOWN-LAKES

**IDEALAB**

## ENTREPRENEUR DRINKS

THIS THURSDAY  
4 March, 5:30pm, Yonder

Ft Guest Speaker  
Tuki Huck, Founder of  
Official Tracks

OFFICIAL TRACKS

FREE ENTRY - REGISTER ON OUR WEBSITE

**STARTUP** QUEENSTOWN-LAKES  
**IDEALAB**

## ENTREPRENEUR'S DRINKS

WEDNESDAY 16 June  
5:30pm, bSocial  
Wanaka

Ft Guest Speakers  
Olivia Wensley, Jinene  
Clark & Richard Liew

FREE ENTRY - REGISTER ON OUR WEBSITE

**STARTUP** QUEENSTOWN-LAKES

NEW ZEALAND TRADE & ENTERPRISE  
Te Taurapa Tūhono

**Invest South**

## RAISING CAPITAL FOR INTERNATIONAL GROWTH

Oliviah Theyers-Collins  
Olivia Wensley

Rod Drury

John Wikstrom

Emily Heazlewood

Mark Vivian

**27 NOV**

QUEENSTOWN-LAKES

## STARTUP WEEKEND

## KICK START

YOUR BUSINESS IDEA

How to launch, grow and run your business

Starts 13 October

### SIGN UP NOW

**STARTUP** QUEENSTOWN-LAKES

## BOOST your online business skills

Digital Boost  
In-person workshop

Weds 7 April  
1:30-3pm

Free admission  
Register at  
[startupqueenstownlakes.com](http://startupqueenstownlakes.com)

Presented by  
**Kale Panoho**  
Digital Boost  
Ambassador




**FROM GOOGLE TO WANAKA**


12 AUGUST 11AM | URBAN GRIND

STARTUP QUEENSTOWN-LAKES

REGISTER @ [STARTUPQUEENSTOWNLAKES.COM](http://STARTUPQUEENSTOWNLAKES.COM)



**SMARTER WORKER ACCOMODATION**



11AM THURS 25 FEB  
URBAN GRIND  
**WANAKA**





**MEET THE AWS STARTUP TEAM**



Thursday 30 July, 2:00pm

techweekTV



**TODAY!  
3:30PM**



**RAISING CAPITAL**



A workshop in collaboration with Samantha Wong, Partner, Blackbird VC

Friday 12pm-2pm  
Mountain Club 5 Mile

INVITATION ONLY



Giants —inc.




**WEBINAR**

ON TODAY!!!



**GET INVESTMENT READY**




**Profit With PURPOSE**

Social Enterprise in NZ

Tuesday 24 November | 12pm  
The Sherwood, Queenstown



**STEVEN MOE,**  
NZ's Leading  
Social Enterprise Lawyer




**TALKING CRYPTO**

23 October | 7:45am  
MOUNTAIN CLUB, 5 MILE



**SPEAKER:  
PRIYA SAMRA**  
Crypto Expert



**SPEAKER:  
CRAIG MACGREGOR**  
Founder Navcoin + Taxoshi



**ENTREPRENEUR DRINKS**

THURSDAY  
13 May, 5:30pm, Yonder

Fit Guest Speaker  
Scott Witters, Founder of SLATE.



FREE ENTRY - REGISTER ON OUR WEBSITE

YOU ARE INVITED TO:

**Lift Off!**

**PITCH NIGHT**

FRIDAY 11TH SEPTEMBER,  
5:30PM TO 7:30PM  
THE MOUNTAIN CLUB,  
81 BEACH STREET, QUEENSTOWN



**ANGEL INVESTMENT 102**

A WORKSHOP WITH THE ANGEL ASSOCIATION NEW ZEALAND

10 September, 4-6pm  
The Mountain Club  
36 Grant Road, Queenstown





ANGEL ASSOCIATION





## 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.

Leverage QLDC's investment to engage the community.

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

**Outcome:** Amazon Web Services have sponsored \$8,000 towards our workshops and events.



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





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

# 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

# THE WAN

**When Carmen Blackler looks back on her journey of creating The WAN, it seems that many elements were at play to ensure this is where she would always end up.**

**And now that the accommodation ‘match-maker’ service has all its bases covered, it’s time to see the business grow exponentially over the next twelve to eighteen months. Erin Harrison spoke to Wanaka based entrepreneur.**

*"SQL has provided some structure and guidance on what needs to be done to get my startup off the ground. I feel confident that any question I ask the Startup Coaches can be answered fairly quickly and with knowledge and experience"*

From being a part of a three month residential class at the Techfutures Lab for her Masters, to helping her son find accommodation when he was on work experience north of Auckland, and lastly, a relocation to Wanaka – it was these key life experiences that were crucial in providing Blackler with the foundations for her new business venture, The WAN.

“As part of my Master’s project, we had to explore emerging technologies, and the one I was most interested in was developing a business model that was built on a website platform.

“And it just so happened that I had been trying to help my son secure suitable, mid-term accommodation – of which was proving rather difficult. I realised there was no service that bridged the gap between short term holiday stays and long term house rentals.”

# SUCCESS STORIES

## THE WAN

Blackler had also not long arrived in Wanaka before she saw many seasonal workers struggling to find somewhere to live for a short period of time, a problem that was echoed by the local business owners.

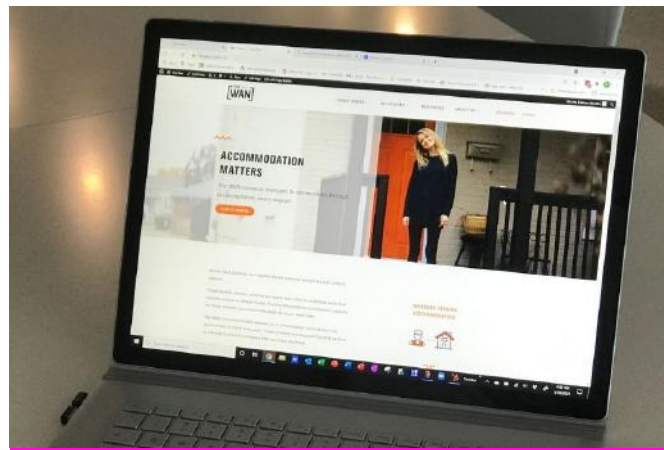
“The more I talked to them, the more I found who couldn’t secure the workers they needed to, because of a strange ‘no man’s land’ of accommodation offerings. And while I originally just used the concept of The WAN for my thesis, the feedback I got was that it was actually a really great idea and I should establish it as a business.”

So, through the support and guidance of Startup Queenstown Lakes, last year Blackler was able to turn her idea into The Workforce Accommodation Network – a service that connects and matches accommodators and ‘roomers’, i.e. seasonal and flexible workers. It’s about making it easy, safe, affordable and hassle-free for both parties, by verifying everyone involved.

And as Blackler notes, The WAN is not just for those working in the traditional seasonal industries – like orchards and up the mountain in winter – it is for anyone who frequently moves around for work. For example tradespeople, police, medical locums and students who are required to do work placements for their degrees.

“People don’t seem to realise just how many workers relocate for their jobs or as part of their study, whether on a regular basis or for one-off projects.”

Blackler has been thrilled to have support from Startup Queenstown Lakes through her journey from idea to implementation - “the programmes they run are awesome and have been crucial when it comes to shaping The WAN and putting the right plans in place to make it viable.



*“Jinene Clark, the business advisor for the Wanaka region, has been amazing, as well as having access to people like lawyers and accountants whose knowledge and experience have really helped me understand the best way to make progress.”*

And while there are still hurdles to overcome, Blackler says that always coming back to her ‘why’ is the motivation she uses to keep powering through. She is passionate about creating communities through accommodation, and also knows that if it was easy, someone else would have done it by now. It also doesn’t hurt to hear great feedback from people who have used the service.

“At the end of the day, I really get a kick out of knowing I have made a difference.”





## 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.”

A portrait of Sarah McGuinness, a woman with short reddish-brown hair and blue eyes, smiling. She is wearing a dark teal button-down shirt. The background is a plain, light grey color.The logo for ROW (Revolutionaries of Wellbeing) features the word "row" in a bold, lowercase, black serif font. Below it, the tagline "revolutionaries of wellbeing" is written in a smaller, lowercase, black sans-serif font.

row

revolutionaries of wellbeing

## SUCCESS STORIES

# ROW

## REVOLUTIONARIES OF WELLBEING

**It was a late night ‘what am I doing with my life’ moment that set Sarah McGuinness on a path to lead a group of revolutionaries out into the business world. Their mission?**

**To be the champions of change when it comes to embracing all aspects of wellbeing in the workforce.**

But it wasn't quite 'go to whoa' for the corporate communications professional turned psychologist. In fact, McGuinness had a few steps to take before she found her calling as an entrepreneur.

"After finishing my psychology degree and training, I ended up working for the State Government in Victoria where I was involved in leadership training and development, with a focus on growing the level of emotional intelligence in the organisation.

"But what I discovered, even after all that strategy and training, was that people were still stressed and tired, and that's when I started to realise that the issue was systemic. There can't be change at an individual level if the wider organisation is actually part of the problem."

# SUCCESS STORIES

## ROW

While there's no doubt the word 'wellbeing' is one that is jockeyed around more frequently than it would have been five to ten years ago, what does it actually mean? According to McGuinness, it encompasses a holistic view of every element required for an individual to be the best version of themselves.

"Firstly it is mental health – so thoughts and the brain itself. Then there is physical health, like flexibility, strength, organ health and fitness. And environmental health, like where you live.

"There is also social health, which is about community, having a social support network online and offline, as well as financial wellbeing. It's really hard to achieve complete mental and physical wellness when you can't afford the basics and you're living below the poverty line."

Some businesses may question the importance of wellbeing in the workplace, asking whether employers should really be responsible for the health and happiness of their employees. But according to McGuinness and her team, if organisations don't have wellbeing on their radar now, there will be consequences down the road.

"It impacts on so many things, most crucially productivity and creativity. Without a focus on wellbeing, it will be hard to build a thriving business and people will be far more likely to burn out."

Now McGuinness is like a 'connector' of people, growing the membership of ROW to more than 400 people from across the globe and allowing these people to share ideas and facilitate new realms of what it means to embrace wellbeing in an organisation. There are also a number of packaged solutions available through ROW, some of which are run by McGuinness herself, and others by professionals in the ROW network.



So what's next for McGuinness and her revolutionaries? A plan to take over the world, in the nicest possible way of course. Her dream is to see the investment into wellbeing lifted across the board, and for every business to have a wellbeing champion working inside it. 2022 will be devoted to growing the awareness of ROW, as well as delving into the results of a global survey of wellbeing managers.

"We often hear from people in these roles that they're juggling the management of wellbeing programs on top of an already busy role, and consequently it's usually wellbeing activities that get pushed to the bottom of the list.

"We want to understand how that role is supported day-to-day, as that's the critical missing piece in how workplaces improve wellbeing across the business."



## 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 recieved 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..."



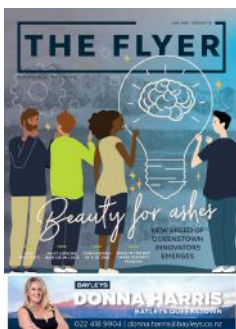
Raise the profile of the District in regional, national, and international audiences through a communications and marketing strategy.

## 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

SQL is governed by an independently appointed board of trustees (6 trustees for fiscal year 2020-21) including one appointee from the Queenstown Lakes District Council (QLDC) govern the Trust. The Annual Statement of Financial Performance is prepared by Affleck O'Meara.

### Main Sources of Entity's Cash and Resources

The primary funding source for fiscal year 2020-21 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.

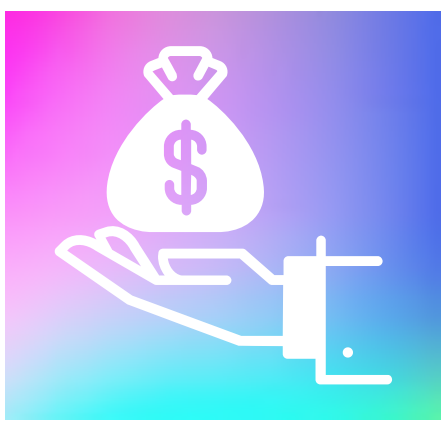
### Main Methods Used by Entity to Raise Funds

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



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





# ANNUAL REPORT

## STATEMENT OF FINANCIAL PERFORMANCE

# Performance Report

StartupQueenstownLakes  
Fortheyearended30June2021

PreparedbyAffleckO'Meara

# Contents

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# Compilation Report

## Startup Queenstown Lakes For the year ended 30 June 2021

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 2021.

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 expertises 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.



Affleck O'Meara Limited  
Level 2  
45 Camp Street  
Queenstown

Dated: 7 December 2021

## Entity Information

### Startup Queenstown Lakes For the year ended 30 June 2021

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

#### Legal Name of Entity

StartupQueenstownLakesCharitableTrust

#### Entity Type and Legal Basis

Non-profittrust

#### Registration Number

IRDNumber127-050-899

#### Entity's Purpose or Mission

TheprimarypurposeoftheTrustistofosteranentrepreneurialecosystemthatsupportsstartupbusinessesforthebenefitoftheQueenstownLakescommunity.

#### Entity Structure

Anindependentlyappointedboardoftrustees(6trusteesforfiscalyear2020-21)includingoneappointeefromtheQueenstownLakesDistrictCouncil(QLDC)governtheTrust.

#### Main Sources of Entity's Cash and Resources

Theprimaryfundingsourceforfiscalyear2020-21wasanunrestrictedgrantfromQLDCintheamountof\$220,000.Additionalincomewasgeneratedfromprogramme fees, and funding from Callaghan Innovation of \$60,000.

#### Main Methods Used by Entity to Raise Funds

TheTrustsubmittedaproposaltoQLDC'sannualplantocontinueitscommitmenttoprovide\$220,000/yearthrough2021,to supporttheadoptedeconomicdevelopmentstrategy.

#### Entity's Reliance on Volunteers and Donated Goods or Services

TheTrustbenefitedgreatlyinthisfiscalyearwiththehelpofnumerousvolunteersanddonatedgoodsandservicestodeliver programsandservicestothe community. Notable contributors include, but are not limited to:

#### Entity Information

DavidWallace-chairmanoftheboardoftrustees.

AlexaForbes-amemberoftheboardoftrustees.

RichardLiew-amemberoftheboardoftrustees.

GlynLewers-amemberoftheboardoftrusteesandQLDCrepresentative.

MichelleTrapski-amemberoftheboardoftrustees.

WayneHudson-amemberoftheboardoftrusteesandprovidedguidanceonlegalmattersandhostingtheFKAAngelicDropin Clinic.

PeterHarris-EconomicDevelopmentManagerofQLDC

AffleckO'Meara-particularlyBjorndeNijs,forprovidingongoingaccountingadvicetotheTrust,freeaccountingadvicetoour Startups,andhostingmultiplewebinars,LIFTOFFandKICKSTARTsessions.

AndersonLloyd-ongoinglegaladvicewithspecificallyDerekRoth-Biesterfortheirassistanceandhostingmultiplewebinars, LIFTOFFandKICKSTARTsessions.

DavidFosterwhohostedaLIFTOFFsessionandhisfirmCheckettsMcKaywhoprovidedhalfanhourfreeadvicetoLIFTOFF participants.

NewZealandTradeandEnterprise-forhostingworkshops

UrbanGrind-providedmeetingspaceforeventsandactivitiesatnocharge.

Workshopexperts/hosts:

MikeCasey

MelissaJenner

PeterSeligman

JohnStockdale

MichegroChisholm

MaxNorton

FionaWoodham

StephenMoe

AmazonWebServices

AngelAssociationNewZealand

DigitalBoostNZ

BlackbirdVC

MainlandAngelInvestors

## Postal Address

2/26HawthorneDrive, Frankton, Queenstown 9300

# Approval of Financial Report

## Startup Queenstown Lakes For the year ended 30 June 2021

The Trustees are pleased to present the approved financial report including the historical financial statements of Startup Queenstown Lakes for the year ended 30 June 2021.

APPROVED



Chair, Board of Trustees

Date 18/5/22



Member, Board of Trustees

Date 18/5/22

# Statement of Service Performance

## Startup Queenstown Lakes For the year ended 30 June 2021

'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 QLDCA 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 QLDCE 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 more than 92 events with 1,229 attendees 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 vision and short-term goals.
- Started to work with the tourism industry to establish a national footprint in the tourism tech, hospitality tech, and adventure tech space.

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 2021

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

	NOTES	2021	2020
<b>Revenue</b>			
Revenue from providing goods or services		25,365	12,592
Interest, dividends and other investment revenue		124	131
Grant Funding		280,000	220,000
<b>Total Revenue</b>		<b>305,489</b>	<b>232,723</b>
<b>Expenses</b>			
<b>Volunteer and employee related costs</b>			
Contractor payments	2	167,637	141,967
<b>Total Volunteer and employee related costs</b>		<b>167,637</b>	<b>141,967</b>
<b>Costs related to providing goods or service</b>			
Event Expenses	2	12,673	27,011
Other Expenses	2	43,195	26,678
<b>Total Costs related to providing goods or service</b>		<b>55,868</b>	<b>53,689</b>
<b>Total Expenses</b>		<b>223,505</b>	<b>195,656</b>
<b>Surplus/(Deficit) for the Year</b>		<b>81,984</b>	<b>37,066</b>

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

# Statement of Financial Position

## Startup Queenstown Lakes As at 30 June 2021

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

	NOTES	30 JUN 2021	30 JUN 2020
<b>Assets</b>			
<b>Current Assets</b>			
Bankaccountsandcash	3	169,413	87,933
Debtorsandprepayments	3	5,093	126,500
OtherCurrentAssets	3	65	37
<b>Total Current Assets</b>		<b>174,570</b>	<b>214,470</b>
<b>Non-Current Assets</b>			
<b>Investments</b>			
<b>Termdeposits</b>			
Total Investments	3	50,000	50,000
<b>Total Non-Current Assets</b>		<b>50,000</b>	<b>50,000</b>
<b>Total Assets</b>		<b>224,570</b>	<b>264,470</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
CreditCards	4	2,405	565
Creditorsandaccruedexpenses	5	19,772	16,996
IncomeinAdvance		-	126,500
<b>Total Current Liabilities</b>		<b>22,177</b>	<b>144,060</b>
<b>Total Liabilities</b>		<b>22,177</b>	<b>144,060</b>
<b>Total Assets less Total Liabilities (Net Assets)</b>		<b>202,393</b>	<b>120,409</b>
<b>Accumulated Funds</b>			
Accumulatedsurplusesor(deficits)	6	202,393	120,409
<b>Total Accumulated Funds</b>		<b>202,393</b>	<b>120,409</b>

This statement has been prepared without conducting an auditor 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 2021

'How the entity has received and used cash'

	2021	2020
<b>Cash Flows from Operating Activities</b>		
Receipts from providing goods or services	23,995	6,071
Interest, dividends and other investment receipts	124	131
Cash receipts from other operating activities	322,000	261,559
Payments to suppliers and employees	(242,750)	(198,940)
GST	(23,703)	(25,109)
<b>Total Cash Flows from Operating Activities</b>	<b>79,667</b>	<b>43,713</b>
<b>Cash Flows from Investing and Financing Activities</b>		
Payments to purchase investments	-	(50,000)
Cash Flows from Other Investing and Financing Activities	(27)	(38)
<b>Total Cash Flows from Investing and Financing Activities</b>	<b>(27)</b>	<b>(50,038)</b>
<b>Net Increase/ (Decrease) in Cash</b>	<b>79,640</b>	<b>(6,325)</b>
<b>Account Movement</b>		
BNZ00-SQL	81,480	(5,145)
BNZ Business Visa-SQL	(1,841)	79
Collaboration Space Account	-	(1,259)
<b>Total Account Movement</b>	<b>79,640</b>	<b>(6,325)</b>
<b>Cash Balances</b>		
Net change in cash for period	-	-

This statement has been prepared without conducting an auditor 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 2021

'How did we do our accounting?'

### Basis of Preparation

The entity has selected to apply PBESFR-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 tax 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 2021

	2021	2020
<b>1. Income Tax Expense</b>		
NetProfit(Loss)BeforeTax	81,984	37,066
<b>Non Assesable Income</b>		
GrantFunding	280,000	220,000
Total Non Assesable Income	280,000	220,000
<b>Non Deductible Expenses</b>		
Entertainment-Nondeductible	2,747	479
Total Non Deductible Expenses	2,747	479
<b>Deductions from Taxable Profit</b>		
LosstoCarryForward	(310,754)	(128,300)
TaxableProfit(Loss)	(506,023)	(310,754)
TaxPayableat28%	-	-
<b>Deductions from Tax Payable</b>		
OpeningBalance	37	8
PriorPeriodTaxPaid/Refunded	-	(8)
Withholdingtaxpaid	27	38
Total Deductions from Tax Payable	65	37
IncomeTaxPayable(RefundDue)	(65)	(37)
	2021	2020

## 2. Analysis of Expenses

<b>Contractor Expenses</b>		
ContractorServices-Administrator	-	15,441
ContractorServices-BusinessAdvisor(QT)	10,419	9,162
ContractorServices-BusinessAdvisor(WKA)	30,897	25,456
ContractorServices-EventCoordinator	12,570	-
ContractorServices-Leadership	103,211	89,200
ContractorServices-Marketing&Communications	10,540	2,708
Total Contractor Expenses	167,637	141,967
<b>Event Expenses</b>		
EventProgramming-Workshops&Sessions(QT)	1,443	268
EventProgramming-EventEquipment	-	90
EventProgramming-KickStart,LiftOff	470	522
EventProgramming-IdeaLab(QT)	342	445
EventProgramming-IdeaLab(WKA)	1,175	798
EventProgramming-Giants	389	-
EventProgramming-Startupweekend	8,559	11,565
EventProgramming-TourismTechExpo	-	12,895

	2021	2020
Event Programming-Workshops&Sessions(WKA)	295	428
Total Event Expenses	12,673	27,011
<b>Other expenses</b>		
Accounting&Bookkeeping	1,440	1,277
Bank Fees	83	59
Donation	115	-
Education	418	126
Entertainment	2,486	416
Entertainment-Nondeductible	2,747	479
General Exp&Supplies,Stationery,Printing,Phone,Internet	349	694
Governance	-	605
Mainland Angel Investors	5,616	534
Marketing&Communication-Advertising&Materials	8,951	4,648
Meeting Expenses	-	352
Memberships	15	602
Printing&Stationery	-	193
Prospector Expenses	-	167
Rent/OfficeSpace/BoardMeetingSpace	6,739	4,339
Software&Subscriptions	8,564	2,302
Stripe Fees	-	36
Team Recruitment	279	2,105
Telephone,Tolls&Internet	87	519
Travel Expenses(National)	5,006	2,440
URL/Domains&Hosting(rolled into Software Subscriptions)	300	1,203
WWIN Programme	-	3,582
Total Other expenses	43,195	26,678
	2021	2020

### 3. Analysis of Assets

#### Bank accounts and cash

BNZ00-SQL	169,413	87,933
Total Bank accounts and cash	169,413	87,933

#### Debtors and prepayments

Accounts Receivable	5,093	126,500
Total Debtors and prepayments	5,093	126,500

#### Other current assets

Withholding tax paid	65	37
Total Other current assets	65	37

#### Investments

Term Deposit 1	25,000	25,000
Term Deposit 2	25,000	25,000
Total Investments	50,000	50,000

2021                      2020

#### 4. Analysis of Liabilities

##### Creditors and accrued expenses

BNZ Business Visa-SQL	2,405	565
Total Creditors and accrued expenses	2,405	565

2021                      2020

#### 5. Creditors and Accrued Expenses

##### Creditors and Accrued Expenses

Accounts Payable	20,635	16,361
GST	(863)	635
Total Creditors and Accrued Expenses	19,772	16,996

2021                      2020

#### 6. Accumulated Funds

##### Accumulated Funds

Opening Balance	120,409	83,343
Accumulated surpluses or (deficits)	81,984	37,066
Total Accumulated Funds	202,393	120,409
Total Accumulated Funds	202,393	120,409

#### 7. Commitments

There are no commitments as at 30 June 2021 (Last year - nil).

#### 8. Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at 30 June 2021 (Last year - nil).

Income:

Income from Interest		80.03
Business Income		(195,349.03)

**(195,269.00)**

Less Allocated to Beneficiaries		0.00
---------------------------------	--	------

Less Deductions:

Losses brought forward	310,754.00	
		310,754.00

**Loss to Carry Forward** **506,023.00**

Tax on Taxable Income		0.00
-----------------------	--	------

**Tax Payable** **0.00**Less Tax Paid at Source:

Interest RWT	26.71	
		26.71

**2021 Refund Due** **(26.71)**2022 Provisional Tax

2021 Residual Income Tax does not exceed \$5,000.00.  
Therefore, there is no 2022 Provisional Tax payable.

Payment Schedule

	1st Inst. 28/01/22	Terminal Credit	2nd Inst. 28/07/22	Total
2021 Refund Due		(26.71)		(26.71)
Amounts Due	0.00	(26.71)	0.00	(26.71)



Interest

Payer	RWT	Gross Interest
BANK OF NEW ZEALAND	26.71	80.03
	<hr/>	<hr/>
	26.71	80.03

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Business Income

Type of Business	Net Revenue
As per accounts	(195,349.03)
	<hr/>
	(195,349.03)

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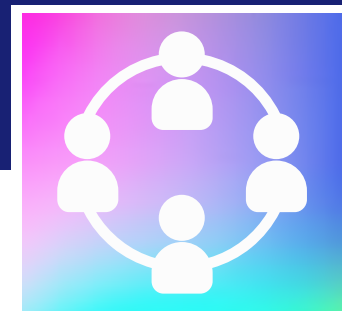
## 8. COMMUNITY ENGAGEMENT

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 49 1:1 sessions for founders, including:
- 19 Wanaka Drop-In Sessions
- 14 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](http://www.startupqueenstownlakes.com)



[intheloop@startupqueenstownlakes.com](mailto:intheloop@startupqueenstownlakes.com)



[www.instagram.com/startupqueenstownlakes/](https://www.instagram.com/startupqueenstownlakes/)



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