



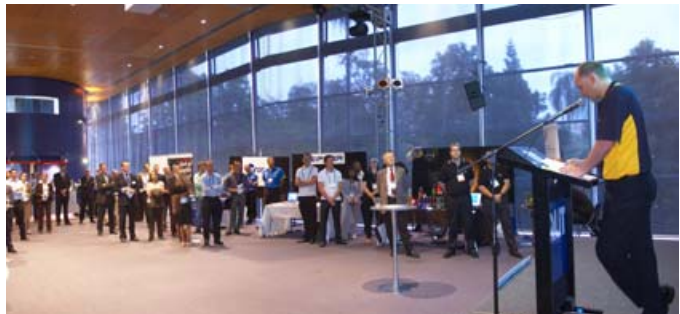
## Introduction

The John Heine Entrepreneurial Challenge is Australia's premier new venture competition for graduate students. It simulates the process of entrepreneurs soliciting start-up funds from investors. Graduate students prepare a plan for a real business that is judged in conjunction with a Presentation and a Q&A Session.

The Challenge is founded on the academic integrity of the entrepreneurship educational programs of participating schools. It aims to:

- Improve entrepreneurial education in graduate business schools
- Allow benchmarking against demonstrated best practice
- Allow the participants to win a package of prizes as seed funding for their start up venture
- Give participants valuable insight into the merit of their business plans via critical analysis by experienced investors
- Provide participants with the opportunity to make important contacts with members of the business and educational community

The John Heine Entrepreneurial Challenge encourages innovation, entrepreneurship and the development of new businesses in Australia. It enhances the quality of education in Australian universities by providing a forum for interaction on a competitive level. Through the competition, students experience a close match to real venture capital raising processes



as they launch and manage their own businesses. In addition, the Challenge provides networking opportunities for all national and international stakeholders to connect with Australia's best new business ideas and the people who are making them happen.

*We found the John Heine Entrepreneurial Challenge to be a rewarding process for professional and business development. The process of developing and preparing the business plan and pitch to a deadline, while at times long hard work, enabled an in-depth and reiterative process to our strategy and direction. The nature of the competition also gave us the opportunity to get expert feedback from industry experts and investors in the form of practice pitches prior to the competition and judges feedback during the competition. The competition also provided us with exposure after the event and winning it provides us with credibility and a very good platform to communicate our business of innovative contaminated water treatment to the U.S. market, which we are very much looking forward to. Thank you from the Somnium Team."*

### **Somnium Innovations**

University of Adelaide, JHEC Champions 2008



## Competition History

The John Heine Entrepreneurial Challenge, previously MOOT CORP® Australia, boasts a nine year history and is part of the Global MOOT CORP® Challenge hosted by the University of Austin, Texas. The Global competition was established in 1983 and has annually attracted the world's top thirty business schools. Preliminary competitions are held in the USA, Canada, Hong Kong, South Africa and Europe, including the UK. In Australia, The John Heine Entrepreneurial Challenge winner competes at the international final in Texas, USA.

In past years, Australian teams have had exceptional success in the international competition with Bond University teams winning in 1994, 1996 and 2000. In 1999, the Queensland University of Technology team was placed second runner-up, as was Swinburne University of Technology in the 2000 international competition. In 2006, Bond University's Nudleman team defeated over thirty universities from around the world to come third runner-up.

*To be given the opportunity to present our business concept to international venture capitalists was an amazing experience for us at university level. Networking with sponsors, other MBA students and some of the most high profile business people in the world had us as close as it gets to the real thing and in a prime position for developing our business for the future.*

**Andrew Maxwell**  
**CEO - EcoClear Inc**  
Bond University, International Winner. 1996

## Event Program

The event program runs over two consecutive days in December. 2009 dates are confirmed as 10 & 11 December. Day one consists of the competition heats followed by the New Venture Showcase at which the finalists are announced. The competition final occurs on day two and culminates in the Awards Dinner and the announcement of the competition Champions. This is also an excellent opportunity for participants to network with fellow competitors, judges and sponsors in a relaxed environment.

## University Partners



In 2009, for the first time in its history, the John Heine Entrepreneurial Challenge will move interstate to Victoria and be hosted by the Australian Graduate School of Entrepreneurship (AGSE) at Swinburne University of Technology in partnership with Queensland University of Technology (QUT).



Swinburne University of Technology focuses on the entrepreneurial application of knowledge - positioning Swinburne as 'The Entrepreneurial University'. With a student community in excess of 20,000 studying courses that range from Bachelor degrees through to PhDs. Swinburne University of Technology has a rich and enviable record as a provider of quality education, training and research.

QUT provides a career-oriented education which helps graduates find employment in their chosen career, in an environment which uses the latest technology to make learning stimulating and enjoyable. QUT has close ties with government, industry and professional associations, thus ensuring our courses are relevant to the real world.

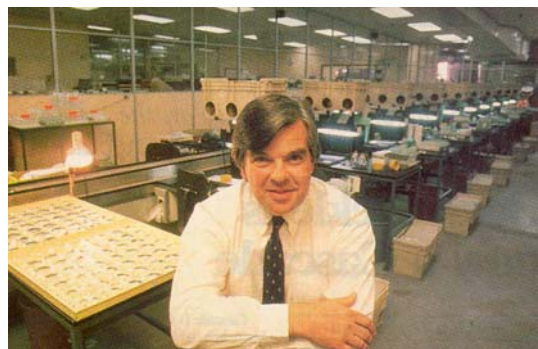
### **The Venue**

Located at the Hawthorne Campus, Melbourne, the AGSE building provides a dedicated and stimulating executive-style environment. Facilities include reading room, and roof garden, classrooms equipped with appropriate technology and specialist rooms available for syndicate work, a student lounge, computer laboratory, atrium and function room.

### **About John Heine & the Principal Benefactor**

As Chief Executive Officer of the global optical company Sola for two decades, John Heine was an exceptional business leader and crusader for global integration.

SOLA began as an entrepreneurial venture in Adelaide in the 1950s with the development of the plastic lens. By 1959, SOLA had become the pathfinder in the world of plastic lenses. John Heine became Managing Director of SOLA in 1981, three years after the company was acquired by the giant UK glass manufacturer Pilkington. John's talent for people management, hard-nosed marketing campaigns and new product development allowed the company fortunes to soar. In 1988 John decided that running a global company from the US had substantive advantages and moved the headquarters (and several Australian families) to the San Francisco Bay Area. In 1993 the company was bought by AEA Investors Inc., a private equity consortium (which included John Heine) and then listed on the New York Stock Exchange in 1995.



*John Heine at the SOLA manufacturing plant.*

John Heine is remembered as a formidable business competitor who demonstrated a fierce drive to succeed.

John's life, lived full, was cut short by a heart attack doing one of the things he loved best, fishing in central Tasmania. John is survived by his wife Barbara and three children, Peta, Kate and Marc, who have chosen to honour him by becoming the principal benefactor of this national business plan competition.



## Success Stories 2003 Champions, Bond University

Plasvacc, the winner of the April 2003 MOOT CORP® Venture Capital Competition, has launched the first blood plasma product specifically made for dogs. Plasvacc used the funds and expertise awarded through the competition to commercialise their business.

Dr Ross Wilson, Plasvacc Chief Scientific Officer, describes the plasma product, Caniplas, as containing antibodies and clogging agents that are great treatments for a variety of canine ailments, like gut upsets and haemophilia. The product features quality control and uses blood from dogs that have received multiple immunisations.

Plasvacc are the only commercial producer of plasma for veterinary use in Australia. The techniques developed by Plasvacc to manufacture high quality plasma products have been recognised globally, with products currently supplied to over 400 clients in Australia and overseas  
[www.plasvacc.com](http://www.plasvacc.com)



Plasvacc co-founders, Dr Ross Wilson- Chief Scientific Officer and Andrew Macarthur- Chief Executive Officer.

## 2002 Champions, University of Adelaide

Since the Adelaide University team presented ZORK™ in 2002, the founders Conor McKenna and John Brooks have been heavily involved with the commercialisation of the venture. Significant effort has been directed to protecting the Intellectual Property with patents developed and lodged internationally.

Commercialisation funding was secured through a Comet grant for a \$65,000 project to prototype tooling and commercialisation with an intensive development and testing program. Support from strategic partners has expanded with activity focused on product development and testing as well as work up for commercial battling trails. A direct market effort targeting industry leaders has generated 100% endorsement for ZORK™.

In ten months to November 2003, ZORK raised \$3 million in private equity investment, successfully launched the product in the global market place and achieved first sales with production orders exceeding capacity.

*We have had tremendous product endorsement and the professionalism of our plan and team has helped us attract the support essential to making ZORK™ a reality. Winning the MOOT CORP Competition gave us the confidence and focus to kick-start the venture, the credibility to secure the COMET grant and the tools to move forward into capital-raising.*

**Conor McKenna**  
Executive Chairman, ZORK  
The University of Adelaide, JHEC Champions 2002