



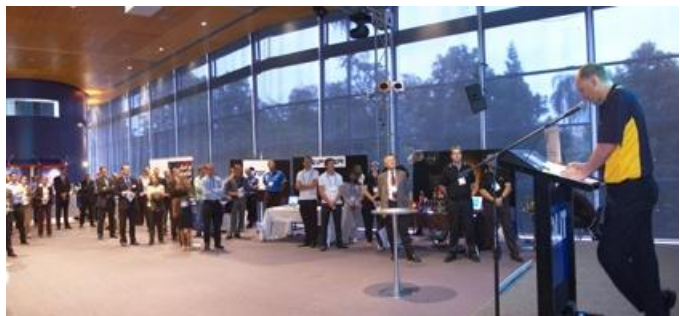
Introduction

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. 2010 dates are confirmed as 9 & 10 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

Host University



ECIC | Entrepreneurship
Commercialisation
and Innovation Centre

Organising University



In 2010 the John Heine Entrepreneurial Challenge will be hosted by the Entrepreneurship and Innovation Centre at the University of Adelaide in partnership with Queensland University of Technology (QUT).

The University of Adelaide is one of Australia's leading universities. Its contribution to the wealth and wellbeing of South Australia and Australia - across all fields of endeavour - has been enormous.



The ECIC fosters a flexible, productive and enthusiastic learning environment, postgraduate award programs range from Graduate Certificate to PhD and attract recent university graduates and experienced professionals from all discipline backgrounds.

QUT focuses on preparing students for professional practice with a balance of theory and practical education. QUT Business offers extensive business partnership programs, scholarships and international study initiatives to support this winning philosophy.

The QUT Faculty of Business includes four discipline-focused schools, a graduate school and corporate education unit. QUT Business undertakes expansive research, including hosting three research centres of excellence, and offer support services for student experience and community engagement.

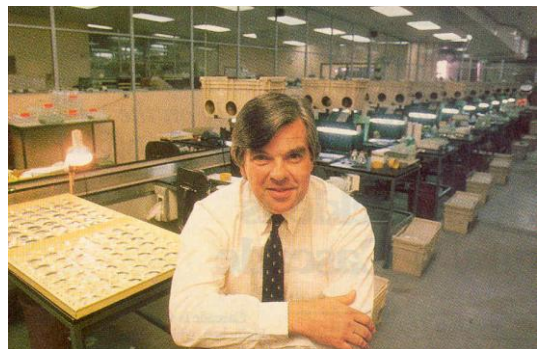
The Venue

The 2010 John Heine Entrepreneurial Challenge will be held at The University of Adelaide's main campus, North Terrace. Set in the cultural heart of the city of Adelaide, this is the site of most teaching and research facilities.

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's wife Barbara and his family chose to honour him by becoming the principal benefactor of this national business plan competition. In March 2010, Barbara passed away from lymphoma. John and Barbara are survived by their three children, Peta, Kate and Marc.



Success Stories

2007 Champions, *Cleanspray*



At the time of competing in JHEC in 2007 Cleanspray was completing its first commercial production run and invoiced its first sales shortly after.

Today Cleanspray has national retail distribution capability via 375 commission based sales team members. Cleanspray is stocked by pharmacies supplied by Australia's major pharmacy distributors including API, Sigma Pharmaceuticals and Symbion. Additionally Cleanspray supplies Woolworths, Franklins, IGA, Foodworks and SPAR supermarkets nationally.

Cleanspray has licensed its vending business to a specialist vending machine operator, with Cleanspray available in public toilets in many major shopping centres around Australia.

Recently, Cleanspray team members attended the Arab Health trade show in Dubai and are currently negotiating with distribution partners in the UAE, Dubai, Russia, South Africa and India

www.cleanspray.com.au

The JHEC was a fantastic experience for me personally and for our business generally. Through our participation we became clearly focussed on the key issues to take our business forward. In particular, the feedback sessions with the judges were extremely beneficial. We were able to use the feedback to help us emerge out of the start-up phase and expand.

Richard Brimblecombe
Chairman, Cleanspray Holdings (Australia) Pty Ltd
Bond University, 2007 Champions

2003 Champions, *Plasvacc*

Plasvacc, the winner of the April 2003 MOOT CORP® Venture Capital Competition, manufactures and distributes high quality blood plasma products used to supplement the immune response system in animals. Plasvacc used the funds and expertise awarded through the competition to commercialise their business. Since competing, their product range has since expanded to include treatments

for equine, bovine, camelid, canine and feline species.

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



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