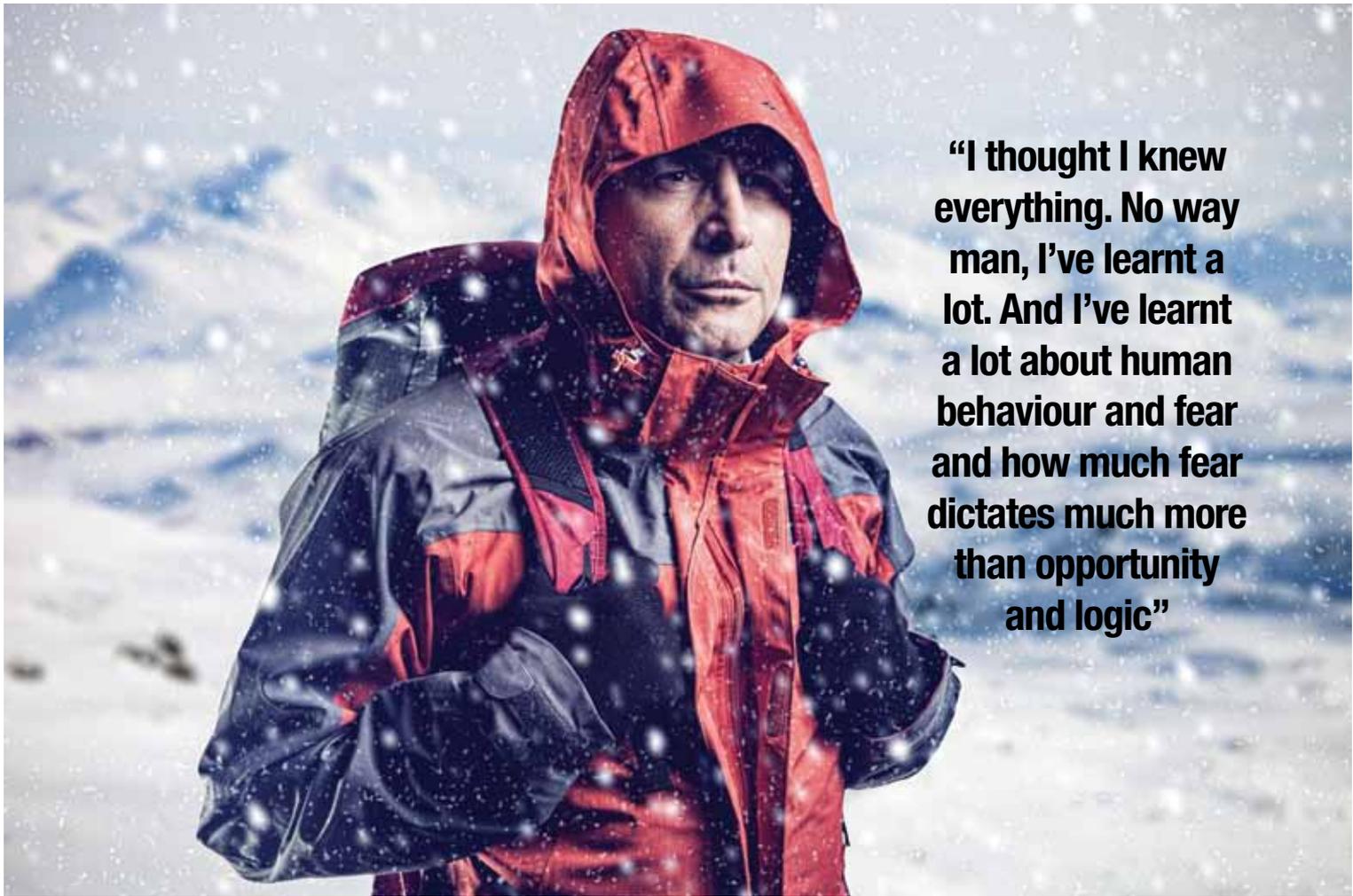


# TAKING BUSINESS TO THE EDGE

## THE MAN TAKING 117 ENTREPRENEURS TO ANTARCTICA

In May we introduced readers to the Unstoppables project which is bringing together over 100 Australian entrepreneurs for a 10-day think tank in the world's coldest place, Antarctica. The boat which will take some of the greatest business minds in the country to the bottom of the world sets sail from Chile on Australia Day, so with the final plans being put in place M2 caught up with Unstoppables founder Julio De Laffitte to see how things are progressing and find out why he thinks the ventures that are created on this trip will prosper in the current economic climate.



**“I thought I knew everything. No way man, I’ve learnt a lot. And I’ve learnt a lot about human behaviour and fear and how much fear dictates much more than opportunity and logic”**

***We’re coming into the home straight until the Unstoppables trip, how’s it all shaping up?***

We’re down to the last 19 berths and we’re looking at an incredible paradox where there are people applying to come and we are saying no, because we want the people that are coming on the boat to be movers and shakers. Unstoppables for us is a movement so the people that we want to come [are the ones] that will cause that movement to take place. It’s not about the guy who’s already become a multi-millionaire; it’s about the people that want to be sharper entrepreneurs. There is an interesting conversation where some people that are coming have asked us not to use their profiles and that’s because they’re already significant people in the landscape of Australia so it’s shaping up really cool.

***How has the response been?***

When I first started, people were saying, “Julio this is so out there, oh my god.”

The polarisation process is beautiful how some people look at it and go, “I’m in, I love it. I’m in.” And some people go, “What? What the heck? What’s going on?”

And now there are those that are going, “Man I’ve got to be a part of this; I’ve got to be on this boat.”

In terms of popularity, here’s the dilemma. From the beginning we had these questions asked again and again and again, like, “Who is on the boat?” and people were often looking for a celebrity saying, “Who’s the celebrity? Is Richard Branson coming?” So I got so pissed at this and now I’m going to write a book saying, “Richard Branson, here comes Julio.” That will be the title.

But I stood by my guns and I did not go to get celebrities, I went to get people that came out of nowhere and made it. One guy who’s coming, his name is John Elliott. He’s a 32-year-old insurance broker from WA and what I love about John is his uncanny ability to be present and then you read an article about him saying that he’s going to take Bitcoin as payment for insurance. That is a

revolutionary moment. Why? Because the moment he starts to take Bitcoin, one may say, “How are you going to spend it? How are you going to pay tax on it?” It really redefines the structure of all things because you and I may wake up tomorrow morning and we may use Tim Tams currency or choco dollars. So you and I might make a website and we shoot choco dollars to people, and people give us money and we give them choco dollars.

So let’s say I forward you 200 choco dollars for this interview and you go, ‘cool’ and you take the choco dollars. But then Bob your friend also uses choco dollars and so you start to trade.

So John Elliott is an insurance guy who went to the Internet and said, “I want to do this internet-based as much as the next guy.” The point is, he’s mixing new technology with building a culture, building a brand, he’s a young entrepreneur and a go-getter and the fact that he is taking Bitcoin as payment already tells you he’s redefining the future of insurance.

Now let’s imagine what would happen if I put John Elliott and someone like Geoff Gourley together. Imagine if they were to hang out in Antarctica together.

Geoff Gourley is a guy who is all about social entrepreneurship and really looking at activating a reality that is green energy and it’s not “greeny” stuff, there is commercial value in doing the right thing by the planet.

Can you imagine those two guys getting together and saying, “Hey what if you gave a discount on your insurances and I gave a discount on my green platform to everybody that wants to invest in saving the planet?” What happens then is, people that are cautious, they want to invest already. Between those two guys, they can create a platform, have you invest, get a return and save the planet. It’s just two guys hanging out in Antarctica. So what we’re going to be doing is looking at creating a minimum of 20 companies on that boat.

**“It’s not about the guy who’s already become a multi-millionaire; it’s about the people that want to be sharper entrepreneurs”**

Realestate.com ten years ago did not exist, now it's a multi billion dollar business.

Salesforce did not exist. Seek did not exist. All these things did not exist, 12, 14 years ago. So while we think that these things are the anomalies, they're not the anomalies – they were the anomalies 10 years ago, but now they're becoming the trend. But the greatest majority of people cannot get into the trend; they don't know how to cause these things to happen. That's what Unstoppables is all about, it's the gathering of people that know how, who will do so.

**Knowing what you know now about this audacious idea to send a boat full of entrepreneurs to Antarctica, would you still go through with it?**

I say to people today, "I have done two or three MBAs in one year." The woman who drives this project for us, her name is Priscila Duarte. Priscila came last year and her business acumen was at an A-level and her business acumen has amplified three, four times over now. So would I do it again? Absolutely. The learning curve has been beyond what I thought. I thought I knew everything. No way man, I've learnt a lot. And I've learnt a lot about human behaviour and fear and how much fear dictates much more than opportunity and logic. So I've learnt a lot and I've made some amazing friends because of it.

Would I do it differently? I would not know how to do it differently because all that I've learnt now allows me to do it differently but back then I did not know what I do know now. So knowing what I know now, I'd definitely do it differently from a perspective of engaging with people. In the beginning a lot of people thought it was a great idea but too crazy. And after months and months went by people started to think, as they started to see the businesses happening and connections happening and that we are launching things, people started to have respect for the idea and the desire to engage with each other.

**There's a high calibre of people and they come from a range of different industries, are you seeing common things that connect them?**

Yeah very much so. I have heard this a lot from the people that are on the boat, as we interviewed them, they were saying, "I don't know what I want to be when I grow up." So in other words, these guys have a real sense of adventure and curiosity. A real sense of, "Look at that, I'm going to go investigate, I can make this happen." And they're not doing it for their career or because it's the right thing to do or because their mothers will be proud of them, it's pretty much like, "Oh my god, look at this. I'm going to bring it and do it." That's very common.

The other one is a deep, deep desire to see things completed.



**“Imagine being on a boat for 10 days with 100 people, with full permission to succeed and facilitators that are causing it to happen. I think absolutely everyone on that boat is going to live 10 years in 10 days”**

a frame of reference people have lower corruption and more respect from an economic and cultural perspective, this is an incredible place. It's when people are living in survival and they're trying to defend themselves from the future that things don't start up and new companies don't start up. So Unstoppables will bring to mind that frame of reference where people really look at what's available to them in terms of encouragement and mentors and money opportunities. Unstoppables is the grouping of amazing people going to amazing places to cause amazing results. So Unstoppables is bringing back to Australia the spirit of entrepreneurship, helping people to commit to their futures now. And it's also about getting a voice to ask governments at federal, state and local levels, to please take away the red tape. Please take away the legislation of the legislation. It's out of control. So will the companies coming from this be successful? Imagine being on a boat for 10 days with 100 people, with full permission to succeed and facilitators that are causing it to happen. I think absolutely everyone on that boat is going to live 10 years in 10 days. The return on investment on this trip to Antarctica, I personally believe, is going to be 10 to 20 times when you look at the experience, the friendships and the commitment to help each other. **M**

**Find out more about the Unstoppables expedition to Antarctica [unstoppables.com.au](http://unstoppables.com.au)**

These guys can bounce back. They get whacked in the head and they come back. I see that across the board. People getting cancer and saying, "I'm not interested in getting cancer so I'm going to go take care of this and bounce back." People just being 100 percent committed to what the play is.

Another interesting factor is a real sense that no one is saying, "I know it all now." They're saying, "There's a lot I don't know, there's a lot to learn, I'm not complete yet." A real sense of humbleness, even though we're talking about people that are achieving at the highest levels of humanity, they still have a sense to say, "I haven't achieved yet, I'm still getting there."

These people don't have an ego that is inflated. They do have an ego, and it would be weird to say a bunch of entrepreneurs don't have an ego because they do, but they can actually toe the line and go, "I'm going to shut up now because I want to learn."

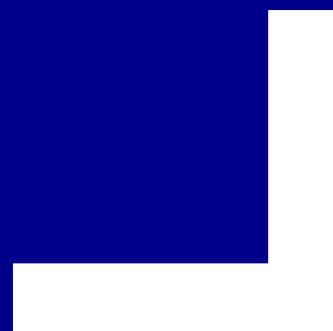
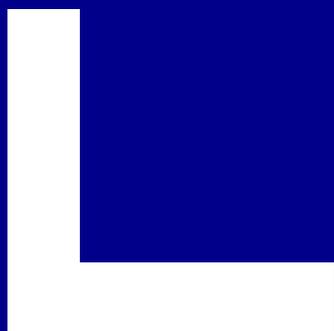
**You've said Australians are wired for success, are you confident the businesses and ventures will prosper in the economy as it is?**

Oh absolutely. Australia is the best country in the world because this is a democracy, because money is cheap, because the laws apply - so as



# THE FUTURE OF AUSTRALIAN BUSINESS

Heads up budding entrepreneurs; it's never too late to begin your next investment adventure. To give you a helping hand we've brought together a group of Australia's biggest and brightest entrepreneurs to share their experiences and thoughts on what might be worth taking note of now and into the business future. As well as their success, one thing that connects these business leaders is that they'll all be setting sail for Antarctica as part of the inaugural Unstoppables trip at the end of January. This endeavour will see over 100 movers and shakers collaborating and brainstorming on what the next big thing will be and how they will engage together in creating the new ventures of the future.





**“Online educational platforms, learning management systems, and development consultants will grow.”**



**“In some industries I have been involved with I have found a strange resistance to change”**

## BEN TANNY,

TRAVELLER AND WRITER.

### **What businesses do you see booming in the next 10 years?**

**3D Printing:** Businesses that provide software, hardware and training for 3D Printing. Individuals will eventually be able to print their own clothing, jewellery, glasses etc. Businesses will print tailor made units for sale and repairs. Now we have print on demand books, soon we will have print on demand anything.

**Online Education:** Universities will operate more of their curriculum online. Other educational institutions will move as much as possible online. Online educational platforms, learning management systems, and development consultants will grow.

**Eco-Home Supplies and Installations:** Companies that design, manufacture and install; renewable energy systems, home water collection and recycling, eco-toilets etc. With the growing costs of energy, water and waste removal, carbon taxes etc., people will look for alternatives.

**When did you know you were an entrepreneur and what was the spark that set you off on this entrepreneurial journey?** The first Nintendo Game Boy came out... I was in primary school at the time and was the first to get one. I rented it out to students to take home over night for \$2 and \$5 for the weekend. As revenue was generated I purchased more games. Some years later I was living in a dormitory with overseas exchange students. It was pre-Skype days which meant when we wanted to call home we needed a calling card. I found the best card available, bought them wholesale and became the distributor in school. I sold them at a discount compared to the shops. Students were happy because they could get a card at 10:00pm when the shops were closed and pay less. I earned a few thousand dollars a month running a business from my wallet. It excited me when I realised that by providing a service that other students really appreciated, I had all the money I needed to pay for ski trips, scuba diving gear, a bicycle etc., and to give to my favourite charities.

**What is holding Australian businesses back?** For individuals, many Australians have a great idea, a product and or service. They want to establish a business but get lost in the complications of administrative work: registering a business name, figuring out how to hire people, pay taxes and superannuation, manage accounting, set up web sites and so on. For the larger business, because Australia is a bit isolated, it's easy to forget about the rest of the world and not actively look at the global markets. It takes considerable effort to get to trade shows, conventions, and networking opportunities outside of the country given the distance.

## JOHN ELLIOTT,

CEO,  
ELLIOTT INSURANCE.

### **What businesses do you see being wiped out in the next 10 years?**

In some industries I have been involved with I have found a strange resistance to change, as some business owners seem bent on the preservation of “the way we have always done things”. In insurance broking there are many Brokers who blame their consumers, direct Insurers, and online aggregators on turning their industry into a “price war”. The fact remains sometimes they are cheaper because these groups are developing faster cheaper and more convenient methods of delivering their product to a mass audience. They try to fight and resist this inevitable change instead of focusing on how they can automate elements of their own business in order to compete. Although broking will never be wiped out, their place in the Home, Car, Travel and Small to Medium Business areas will be decimated should the industry not embrace change and adapt. I am sure this industry's story is not a rarity, however not all industries may have the size, importance and resilience of the Insurance Broking industry to be able to survive this tech boom.

**Why are you going to Antarctica with Unstoppables?** Mentors have gotten me along way in business so far, and I am looking forward to giving a little back and learning from the majority of the people on this trip. The opportunities, change and business that can be created on this trip will be a once in a lifetime opportunity.

**When did you know you were an entrepreneur and what was the spark that set you off on this entrepreneurial journey?** I was only asked this question the other day, “when did you know you were different?” Although I had never been asked this before (in regards to Entrepreneurship) I knew the answer immediately. It was when I had just left school, I was at the traffic lights watching the guys run around washing car windows and asking for donations. By the time I got home I had started formulating how to make this into my first business idea. What if I ran these guys like an organised team, part proceeds to a genuine charity, given the exposure and captive audience selling advertising space on their shirts, I was destined to make millions until I found out it was illegal. From there I looked at the world in a different light. I had a book of ideas that I developed over time. I started treating my sales career like a University course, knowing the importance it would play when I found the right opportunity to follow. When the right situation presented itself I jumped for it and have not looked back since.



**“...traditional companies will need to innovate or buy existing startups to compete”**



**“The main thing holding businesses back is an attitude of risk aversion, compared to other nations in the world.”**

## BRAD BILBIE,

DIRECTOR,  
FOLIO INVEST.

**What businesses do you see being wiped out in the next 10 years?** I believe there will be huge disruption to the automotive, energy and banking industries over the next ten years and traditional companies will need to innovate or buy existing startups to compete. I'm well across some of the developments in free energy and have significant investments in this field: we now have the capacity to paint the roof of our house at minimal cost with solar liquid nanoparticles to power your house or coat your car to power your electric car; if these ideas get the right funding and don't get blocked by corporations and government you will see much of the existing energy industry get wiped out starting with coal and eventually oil. Businesses that don't embrace clean practises or harm the environment will become more and more affected as the public wake up and demand it.

**When did you know you were an entrepreneur and what was the spark that set you off?** Early on in high school I used to buy chocolate bars from the wholesalers at 50c and sell them for \$1 in class. I ended up with a couple of 'heavies' working for me who I would give a lunchbox full of chocolate bars to. They would then on-sell them for me and I would reward them with a free chocolate bar for their excellent work. Also before I could learn to drive I bought an old car for \$500 and spent about \$200 fixing it up and later sold it for \$2,000. My parents were amazing for the entrepreneur mindset. They were married and pregnant at 18, were university drop outs, worked five jobs between them and had no money to their names. By the time they were in their mid 20s they had a number of businesses, the most expensive house in our city and a vast commercial property portfolio. Dad invented a couple of global products and it was inspiring to see the transition from one of his ideas into an international company. Not so great to watch it crumble years later but that's business life and going through those experiences at such a young age helped me greatly. They were definitely the spark that grounded me on the entrepreneurial journey.

**What is holding Australian businesses back?** The major thing holding any business back is the mindset of most owners which is stuck in first gear; they don't even know what it's like to be in second gear let alone the many above it. I think the tall poppy syndrome plays a part in this where many people are fearful of success; afraid of how their friends and family will judge them. Stress – I see many business owners acting in a stressful way. When you have a stressful mind or environment it literally transforms the chemical balance of your body and it becomes very hard for you to attract positive things in your life. I did whatever I could within my business to eliminate stress. I believe the better you are at managing your temperament the better caliber of people and deals you will attract.

## THAIRO TOMAZETTI,

DIRECTOR; 2STAY,  
ACCOMMODATION NETWORK.

**What businesses do you see booming in the next 10 years?** In my industry, I have seen growth in international education over the last eight years and I see this growth accelerating in the next 10 to 20 years. Also, with an aging and highly educated population here, I expect to see an increase in professional services such as wealth and financial management.

**When did you know you were an entrepreneur and what was the spark that set you off on this entrepreneurial journey?**

When I was 13, I started working in Sales for my father, who owned his own company. By the end of my first year, I was his number one salesman, out-performing employees who were twice my age. I realised I enjoyed it and wanted to build something on my own. The spark? When I was 17 years old, I started my first company. I enjoyed the challenge and the feeling of accomplishment. It was a clear signal to me that I wanted to be an entrepreneur.

**What is holding Australian businesses back?** The main thing holding businesses back is an attitude of risk aversion, compared to other nations in the world. The opportunities are waiting, we just need to seize them.

**What is the biggest obstacle Australia is facing to getting to the future?** Adequate planning in a rapidly changing environment is probably the biggest obstacle to a successful future. Having the discipline to stop and assess our direction is often challenging when we are focusing on delivering our daily and short term objectives. However, as entrepreneurs, it is our role not only to assess our direction, but shape the future and define success.

**Why are you going to Antarctica with Unstoppables?** This expedition to Antarctica is an amazing idea, to bring business leaders together and create an environment of innovation and collaboration. We often get distracted with daily routine and short-sightedness, but forcing ourselves into an unknown and unique environment is the perfect way to ignite strategic thought and creativity.

A man with dark hair, wearing a white shirt, is smiling and pointing his right index finger upwards. He is holding a small black object in his left hand.

**“Nano-technologies and all technologies that will improve human performance, health and longevity.”**



**“Every business is going to face technological change.”**

**DAVE MATHIESON,**  
DIRECTOR,  
MATHIESON CHARTERED ACCOUNTANTS.

**What businesses do you see being wiped out in the next 10 years?** Every business is going to face technological change. The businesses that do not embrace or, and in some cases, completely remodel their business model will be superseded by those that do. The businesses that have repetitive tasks or manual processing will be the businesses facing the greatest degree of change. For example, banking, chartered accountancy and insurances.

**What businesses do you see booming in the next 10 years?** Businesses that can create big data and then mine that data to establish consumer and business spending habits. As a result businesses traditionally in one field move and merge across in to other fields. For example, the Banks have access to all their customer's records and could quite easily move into the field of chartered accountants preparing financial statements and GST returns.

**What is holding Australian businesses back?** I'm a Kiwi so I'm uncertain about Australia but from a New Zealand perspective I believe the lack of vision and resources in New Zealand. New Zealand is such a small place relative to the rest of the world so we're never going to get economies of scale in mainstream products. We need to be focusing on global niche markets.

As technology changes the way we do business, the demands for faster turnaround times will increase. New Zealand is in a different geographical time zone to the rest of the world and should look to exploit this advantage. We can achieve this by effectively providing an 'overnight services' to the rest of the world.

## **BORIS SICARD-LEMAISTRE**

CO-FOUNDER,  
YELLOW KORNER.

**What businesses do you see being wiped out in the next 10 years?** Manufacturing in G20 countries.

**What businesses do you see booming in the next 10 years?** Nano-technologies and all technologies that will improve human performance, health and longevity.

**When did you know you were an entrepreneur and what was the spark that set you off on this entrepreneurial journey?** I was four years old sleeping on my mother's pile of jeans in her retail shop looking at her, passionate and happy.

**What are your entrepreneurial superpowers?** None! I believe that great people are just ordinary people with great desire. I don't consider myself a "great person" but I aspire to be one.

**What is holding Australian businesses back?** Australia is a beautiful country, filled with amazing people...but it's a small market with medium to very low population density.

**Why are you going to Antarctica with Unstoppables?** Why am I going to Antarctica? To meet and be with like-minded people – people who will become an integral part of my new tribe, my network and me of theirs – lifters, leaders, lovers of life.

What an opportunity to launch the next chapter of my life from the immaculateness (yes, it is a word now!) of Antarctica – an environment conducive to clear, expansive thinking.



**“The businesses that can collaborate with their end user in an effective manner are destined to boom.”**

## DAVID PETTIT,

FOUNDER AND MANAGING DIRECTOR,  
ADVOCATE PRIVATE WEALTH.

### **What businesses do you see booming in the next 10 years?**

Businesses that collaborate with their end users on the products and services that they offer are well positioned to boom. The voice of the consumer through the fabric of social media and the echo of a business's actions through their end users diverse networks can make or break a business. Those businesses that have input and involvement from their clients and customers towards what works and what doesn't are well placed to have their echoes heard in a positive light and will create a magnetic response for new followers. From a start-up perspective, collaboration is critical as it allows an immediate response and allows the entrepreneur to test their ideas to determine validity. The businesses that can collaborate with their end user in an effective manner are destined to boom.

**What was the spark that set you off on this entrepreneurial journey?** In the words of Michael Gerber who authored *The E-Myth*, I had an 'entrepreneurial seizure' when I was working within a business dramatically changed in the way they did things. This, coupled with a market downturn during the GFC, gave me the insight that I needed to make the jump and start my own business with a relentless focus on putting the best interests of the clients at the forefront of our business approach. It was a big step, but I couldn't be happier to be forging our own path as we grow, evolve and move forward. The result of this is that our firm has positively impacted the lives of many and we are well positioned to continue this growth trajectory both domestically and internationally.

**What is holding Australian businesses back?** Overly bureaucratic structures are becoming dated and holding businesses back. Businesses that don't empower their employees to become part of the long term vision of the organisation and create a platform for whatever it is that the employees want to achieve end up with stressed internal relationships that don't make life fun and negatively impact productivity. The ability for a business and its leadership team to create a fun, human, and a family orientated environment aligns the interest of the individuals to the vision of the organisation. All team members then take on ownership for their roles and the success of the organisation and thrive in a success orientated environment.



**“I'm baffled by the concept of payroll tax? Why would the government want to penalise me for employing people? Doesn't that seem counter productive?”**

## DAVID SEGAL,

MANAGING DIRECTOR,  
THE COSMETIC INSTITUTE.

### **What businesses do you see booming in the next 10 years?**

Businesses that understand their customers and continue to innovate the delivery of their product and or service, consistently. In my personal experience, the health related services space still needs to undergo major changes and fall into line with basic business principles. Being part of this industry, I've witnessed what can be achieved by taking this approach and I strongly suspect businesses in this industry that follow suit will continue to boom into the future.

**When did you know you were an entrepreneur and what was the spark that set you off on this entrepreneurial journey?** I think I knew I had to become an entrepreneur from around the age of 25...essentially it was my only option. I found it extremely difficult to work for other people, the countless jobs I've attempted and being fired from are testament to this. I needed to charter my own course, decide how much I was worth and not be limited by the rules and imagination of others. The moment that set me off on my journey was hearing a man by the name of Tony De Leede speak at a Fitness First sales convention where he was recounting the story of his career which began by selling T-shirts out of the back of his car at Cronulla in his early teens. Tony had no tertiary qualification and through savvy and hard work had become one of Australia's most successful entrepreneurs... I thought to myself, if he can do it, why can't I?

**Why are you going to Antarctica with Unstoppables?** I believe this expedition to Antarctica is an amazingly unique opportunity to combine one of the world's most unique and special locations with some equally as unique and special individuals. I'm looking forward to learning and experiencing...certainly a once in a lifetime moment to be remembered forever.

**What is holding Australian businesses back?** I think two of the major contributing factors are our inefficient workforce and the huge amount of red tape applied to us by the government. For example, I'm baffled by the concept of payroll tax? Why would the government want to penalise me for employing people? Doesn't that seem counterproductive?



**“When it comes to funding start-ups we all feel that Australian venture capitalists are too risk-averse. If that keeps on occurring for the next few years most of the disruptive business in Australia will move elsewhere.”**



**“Businesses that do not recognise that it is the consumer that is in charge will simply wither away into obscurity.”**

## JEFF DOWNS

CEO,  
REDBACK CONFERENCING.

**What businesses do you see being wiped out in the next 10 years?** We live in a world where the only constant is change. That change is happening faster and faster. Businesses that cannot adapt to that change will die a fast death. There is a fundamental shift taking place as we speak. Consumers are much more savvy and are getting more sophisticated by the day. They go online and research their purchases. I can't imagine a single car gets sold nowadays without someone going online to check out a review. Unsolicited recommendations and reviews, outside of a company's control are everywhere online. Businesses that do not recognise that it is the consumer that is in charge will simply wither away into obscurity.

**What businesses do you see booming in the next 10 years?** I would say that the automobile industry is facing the biggest change since we got rid of the steam engine. The advanced technologies that are going to be applied to automobiles will be one of the greatest business shifts we have ever seen. From more efficient and reliable electronic engines to automation of the key functions, this technology will change everything. Businesses that can leverage the new emerging technologies that will come out of a new revolution in the auto industry will excel.

**Businesses that will reap the rewards will include:**

- Any business that develops engines. Replacing internal combustion engines in all sorts of devices and vehicles with electronic engines will create large opportunities
- The enhanced battery technology that is emerging as a result of the car industry will provide opportunities
- The automated control technologies under development have many applications outside of the auto industry. Businesses that can incorporate those developments will reap the rewards.

**What is holding Australian businesses back?** Many businesses in Australia simply do not value an excellent customer experience high enough. I see many instances where a business puts its goals ahead of its customers. You have to give BEFORE you can get. With the increase in choices and competition coupled with the desire for the consumer to be empowered, this legacy thinking will definitely hold business back.

## CARLOS FERRI,

MANAGING DIRECTOR,  
THE ZAPALA GROUP.

**What businesses do you see being wiped out in the next 10 years?** Retail stores as the way we know them today. Consumers hold the buying power and if they are able to get good customer service online as well as convenience then they will choose online over visiting a physical store. Most of the retail stores are already too late in the game to prepare for the next 10 years. Sears is a good example of a company that was not ready years ago as it forgot to think forward. It gave the opening to companies like Apple or Burberry to disrupt retail stores and better tailor their products to consumers.

**When did you know you were an entrepreneur and what was the spark that set you off on this entrepreneurial journey?** I arrived in Australia 5 years ago with two suitcases and \$3,000. Today, as I look around and see how far and how exciting my journey has been. I'm even more motivated for the years to come.

**Why are you going to Antarctica with Unstoppables?** You know when you feel like taking a break from everything (no traffic jams, no meetings, no long phone calls) and spend time thinking, sharing and building your thoughts about the next business moves you will take? Well, the Unstoppables offers everything I always dreamed of and more. An exciting expedition to Antarctica where we can connect to more than 100 like minded entrepreneurs and investors is an amazing opportunity to share what you want and be heard by people who can truly help you to take your ideas or company that next step towards the future.

**What is holding Australian businesses back?** Venture Capital. I have been talking to many entrepreneurs, investors and the government on how we can show the rest of Asia Pacific the opportunities in Australia. We agree that we have the talent, the skills, and the best environment even when there is no help from the government. When it comes to funding start-ups we all feel that Australian venture capitalists are too risk-averse. If that keeps on occurring for the next few years most of the disruptive business in Australia will move elsewhere.