

MEDIA RELEASE

Tuesday, 18 July 2017

LAUNCHVIC TO CELEBRATE HOME GROWN HEROES AT SUMMIT

LaunchVic has today announced a summit specifically for early stage founders to hear from some of Victoria's most successful founders, as part of the 2017 Digital Innovation Festival on 25 August 2017.

The event, 'Yeah Nah', aptly named to reflect the startup journey, often one of incredible highs and incredible lows will provide a platform for experienced founders to share their startup journeys along with any 'yeah, nah' moments.

LaunchVic CEO, Dr Kate Cornick said consultation with founders earlier this year revealed a desire to be able to learn from other people's experiences and to celebrate more of Victoria's home-grown startup heroes.

"If we are to genuinely engage and grow our startup community and position Victoria as an internationally recognised startup ecosystem we need a positive and celebrated role model culture that current and future generations of startups can learn from," Dr Cornick said.

Headlining Yeah Nah is C'Yan Ta'eed - Co-founder and Executive Director Envato; Didier Elzinga - Founder and CEO of Culture Amp; Paul Bassat - Co-founder of SEEK and Square Peg Capital, Martin Hosking - CEO and Co-founder RedBubble; and Kate Morris - Founder and CEO of Adore Beauty with more to be announced.

Throughout the day, Victoria's best will share the things they would and would not do differently (the yeahs and the nahs) and touch on topics including investment, building global products, scaling a company overseas and creating strong cultures.

Yeah Nah is an all-day event from 9.00am to 5.00pm followed by networking drinks on Friday 25 August 2017. Tickets are \$99 for startups and founders. Register [here](#).

Victoria's Digital Innovation Festival runs from 23 August to 6 September, showcasing, connecting and celebrating local and national innovators. To host an event during this time register [here](#).