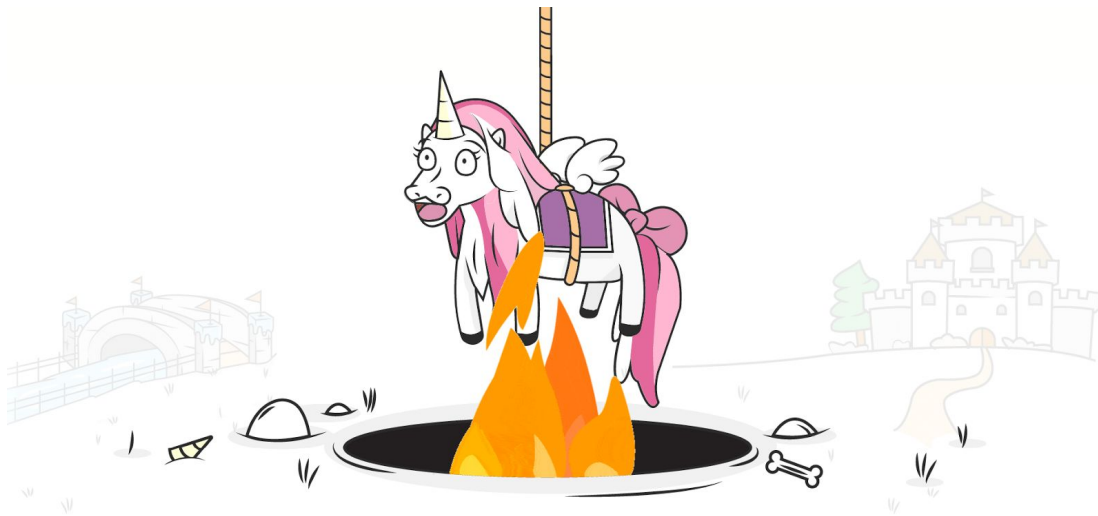# Press Release

Startcon 2016 Officially Launches: Bonfire of the Unicorns! Sold out six years running, Australia's largest startup and growth conference is on November 26 & 27 at Randwick Racecourse.

SYDNEY, July 13, 2016: Within one week of announcing the venue and date, StartCon 2016 pre-release sold out completely. Now the much-awaited conference is officially launching general ticket sales, along with a bold theme for this year's event: Bonfire of the Unicorns.

Silicon Valley has a $585 billion dollar problem: the private company "unicorns" with valuations exceeding one billion dollars, are struggling to find exits. As a result, investors are pulling back

on making investments in new companies. This compounded with the tumultuous time in the global stock markets, is creating a tougher environment for startups to get funding.

"How do you survive and thrive in the coming startup apocalypse?" is thus the theme of this year's StartCon 2016 conference.

"Everything is about resiliency now to weather the storm," says Tim McSweeney, a director at technology-focused merchant bank Restoration Partners. "Unicorn, it's a mythical beast, whereas a cockroach, it can survive a nuclear war."

On November 26 & 27, 2016, internationally acclaimed technology industry superstars will fly to Australia, to teach you how your company can grow and prosper in any economic environment. Whether you're an entrepreneur, work at a startup, or in senior management or marketing at a large corporate, this is the #1 conference in Australia that will get you to the next level.

Day One content will focus on kick-starting ideas to **Ignite the Spark**. For high-growth companies & marketing teams, Day Two content will feature blitzscale tactics needed to **Fuel the Fire**.

StartCon 2016 speakers announced so far include:

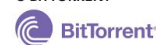**Sean Ellis**
FOUNDER OF GROWTHHACKERS

GrowthHackers

Elena Verna
VP, GROWTH @ SURVEY MONKEY

SurveyMonkey

Nate Moch
VP, PRODUCT TEAMS & GROWTH @ ZILLOW

Zillow

Annabell Satterfield
SENIOR PRODUCT MANAGER, GROWTH @ BITTORRENT

BitTorrent

Christopher Lowe
GLOBAL TECH MEDIA SPECIALIST @ BLOOMBERG

Bloomberg

Chandini Ammineni
DISTRIBUTION PARTNER @ 500STARTUPS

500startups

Jason Lenga
OPERATING PARTNER @ TIGER GLOBAL

TIGER
Tiger Global Management, LLC

Ben Sand
CO-FOUNDER OF META

Meta

Matt Barrie
FOUNDER & CEO @ FREELANCER.COM

freelancer

Ridwan Kamil
MAYOR OF BANDUNG, INDONESIA

Institut Teknologi Bandung

Jane Lu
FOUNDER & CEO @ SHOWPO

SHOWPO

Danny Bhandari
FOUNDER OF TIBRA

Tibra

StartCon 2016 has a star-studded array of international speakers including:

● **Elena Verna, Vice President of Growth, Survey Monkey** whose focus is on the interlinked fields of consumer behavior and product usability. She runs two teams at SurveyMonkey: Business Intelligence and Product Marketing.

● **Nate Moch, Vice President of Product Teams & Growth at Zillow,** who has helped the company grow into the largest real estate and rental network on the web. He is currently responsible for Zillow's Growth and Data teams, helping expand Zillow's audience and data footprint.

● **Annabell Satterfield, Senior Product Manager of Growth at BitTorrent** who took on the company's biggest revenue driving products, BitTorrent & uTorrent, growing revenue by 40% per annum. Prior to that, she took BitTorrent's mobile apps from launch to 100 million installs with user acquisition cost of ZERO.

● **Ben Sand, Co-Founder of Meta** who are technology leaders in the augmented reality industry, projected at $120 billion market size by 2020. Ben is a graduate of Y

Combinator Summer 2013 and raised a Series A of $23M from renowned investors including Tim Draper and Horizon's Venture.

Other speakers include Founder of GrowthHackers and Godfather of Growth Hacking Sean Ellis, Chandini Ammineni (Distribution Partner, 500 Startups), Danny Bhandari (Founder, Tibra), Jason Lenga (Tiger Global), and Christopher Lowe (Bloomberg UK).

Check this link for more information about the speakers and get their headshots here.

As a special offer to kick-off the launch, StartCon is offering All-Access Passes at a special price of just $349 for both days. This never-to-be-repeated price, will be the lowest available and will end at 5:00PM or until the limited release is sold out.

StartCon will be held in Royal Randwick Racecourse on November 26 and 27 2016.

Royal Randwick Racecourse, venue for Startcon 2016. Download photos here.

StartCon's mission is to give Australian companies the tools & actionable insights to build highly-scalable and resilient businesses.

"It's pretty clear now that the unicorn club is more of a vanity metric than saying anything around operating performance" says **Cheryl Mack, StartCon Manager** "StartCon 2016 focuses on what businesses need to do to stay alive and scale sustainably."

http://2016.startcon.com/

About StartCon

StartCon (formerly SydStart) is the largest Australian startup and growth conference, expo and entrepreneur community, established in 2009. The StartCon community has been supported by Freelancer.com since 2011.

Thousands of technology startup professionals, investors and ecosystem participants have already experienced StartCon events. This year's conference will be held on November 26th and 27th at Royal Randwick Racecourse, with world-class international speakers in entrepreneurship and growth marketing, high quality workshops and a 100-booth expo showcasing the biggest tech names and high-growth startups in Australia.

For further details see www.startcon.com.

For more information regarding StartCon, please contact:

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