

Unique Unfolding House Already Attracting Investors

SMART CAPITAL

Q4 | 2012

PLUS

RIP related drowning is a thing of the past thanks to new innovation

SKY'S THE LIMIT for cloud data services provider

CONCERTS, EVENTS AND FESTIVALS now just a click away

TRADE SAVERS

Trades and renovator group buying platform nails growth to *changing industry trends*

SEJESTER to revolutionise social discovery market

Small-scale capital raisings help drive unlisted company growth

The flow of new capital into a company can have a significant effect.

For example funds to help buy a new piece of equipment or to open up trade markets can result in company growth, hiring of new staff and even the creation of new products and services.

This is usually the case when capital is injected into unlisted public companies.

On the other hand when capital is used to buy shares in a listed public company none of the effects described above happen.

The funds are transferred from a buyer to a seller and the net result is no growth, no stimulation or no new activity.

Investment in unlisted public companies does so much more for the economy but is rarely reported on.

That's why we aim to promote ASSOB matters through vehicles such as Smart Capital.

Our cover story for this edition features a start-up that has achieved some remarkable results in its eight short months of raising funds through the ASSOB platform.

Trade Saver, an online group buying website targeted at builders and home renovators, listed with us in April and has managed to secure relationships with several Mitre 10 and Home Hardware franchisees, as well as numerous trades and building supply companies in Queensland and NSW.

They have also entered into a number of high profile affiliate agreements including Fairfax Media owned OMG, which has over 30,000 Australian websites across over 60 industry



categories, and national trades magazine The Tradie.

The company is also in negotiation for a trade focused education campaign through the RSPCA Queensland and the Australian Men's Shed Association, all of which are aimed at reaching millions of potential new subscribers each month.

Trade Saver has recently closed Round 1 of its capital raising and is looking to switch from start up to growth phase in the new year.

Without the flow of new capital into Trade Saver, and all the companies on our platform, none of this growth would be possible.

Also in this edition we profile new ASSOB listing, Rip Buoy, an Australian innovation that's set to revolutionise surf lifesaving and serve as a major asset to local councils and state governments through its brightly coloured device; TEKTUM, a company dedicated to sustainable, ready-made housing solutions; events based social media company Jedo; wholesale cloud aggregation services company Cloud Data Centre; and Sejester, an online mobile classifieds application.

All these companies will no doubt benefit from capital injections, like Trade Saver, and may go on to become leaders in their fields, employing people, creating new enterprises and even becoming a listed public company.

Until then they, and others like them, rely on the small-scale capital raisings to help drive their growth.

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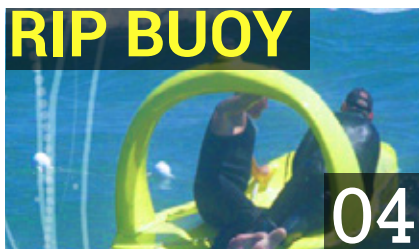
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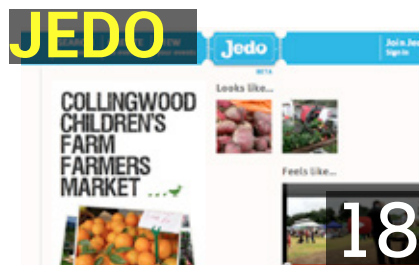
RIP BUOY



Cloud DC



JEDO



SEJESTER



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IMPORTANT MESSAGE:

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Rip-related drownings could become a thing of the past, thanks to an Australian innovation that's set to revolutionise surf lifesaving and serve as a major asset to local councils and state governments.

There are over 11,000 beaches in Australia, however, only four percent of these are patrolled by lifeguards and even then, it's generally on a seasonal basis.

Of the 25,000 surf rescues each year, 90 percent are rip related. Given this lack of patrolling and the 17,000 known rips around Australia it is not surprising that almost 50 people drown in rip currents every year.

RATHER THAN ACTING AS A REPLACEMENT FOR SURF LIFE SAVERS, THIS DEVICE WILL EXTEND THE CAPACITY OF EXISTING SERVICES BY AIDING TO REDUCE THE NUMBER OF DROWNINGS IN ALL SEASONAL CONDITIONS INCLUDING, AT NIGHT AND AT UNPATROLLED SECTIONS OF COASTLINE.

The Rip Buoy is a brightly coloured floating device that has a "tail" that can extend up to 20 metres. When placed in known rip areas, swimmers that get caught will be able to grab on to the tail and pull themselves in to the main body of the buoy, where they can activate a distress signal that will alert the appropriate services and initiate a rescue.

Director Neil Wallace developed the idea for the

Rip Buoy after witnessing a tragic drowning in 2010. He says that the device effectively fills gaps in the provision of lifesaving services and has the potential to significantly reduce the number of drownings on beaches around the world.

"Rips can be extremely difficult to escape for both seasoned and inexperienced swimmers alike, and as such, I've designed the Rip Buoy to be easy to use, serving the dual purposes of

providing an easily accessed floatation device, together with an electronic warning and data system, swimmers can activate and call for help," he says.

"Rather than acting as a replacement for surf life savers, this device will extend the capacity of existing services by aiding to reduce the number of drownings in all seasonal conditions including, at night and at unpatrolled sections of coastline."

While there is a clear social advantage to the device, there is also a strong economic case for the Rip Buoy.

"Looking at the issue in pure financial terms, individual drownings costs local communities up to \$600,000 each," Mr Wallace says.

"Based on these figures, one of our Rip Buoys only needs to save one person every 15 to 25 years in order to be economically viable—this is without even taking into account the significant affect it will have on the human cost of rips to family, friends and the wider community.

"Each of our devices will be leased to local, state, federal & international authorities, for fixed-length contracts, with the cost over this period including the rental of the device as well as regular maintenance, making the Rip Buoy a 'set and forget' solution."

The Rip Buoy also has technology built in which can record wave heights,

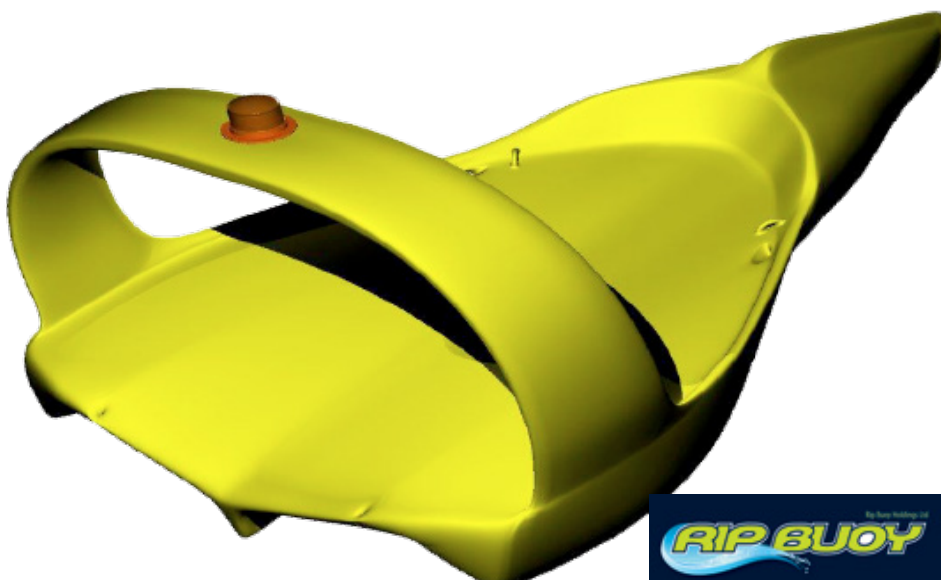
current strength and water temperature. Over time, this will build a database that will be available to councils and surf life saving bodies that can be used to statistically determine the beaches and conditions that have the highest levels of need.

While the idea for the Rip Buoy commenced development in early 2010, in the past six months the company has developed a strong position with a product that is nearly ready to launch, and an experienced board of directors and senior management that includes surf life saving champions Guy Leech and Sean Davies.

The company has had significant interest from local councils and emergency services, and Mr Wallace says Rip Buoy is set to make its way onto Australian beaches in the near future.

"Capital raised from this offer will allow us to finalise the infrastructure necessary for Rip Buoys to be deployed at locations around Australia," he says.

"Three years from raising capital, we expect to have approximately 90 of the devices located on Australian beaches. Rip Buoy expects to launch their product into the international market in 2013.



ASSOB LISTING CODE
RBH

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Optimum relationships at the forefront of successfully raising capital

A relative newcomer to the corporate advisory world, Optimum Capital Management (OCM), has found establishing relationships with a wide range of complimentary services has helped support the long-term success of its clients.

The architect of OCM and its agency network, Heinrich Jacobs, says equity financing is just one piece of the capital raising puzzle, with the need to offer a range of supporting services just as important.

"We take a big-picture approach to helping our clients, that is we want to be able to help manage all aspects of a capital raise, not just the compliance component," Mr Jacobs says.

"This means having access to the best analytics, capital raising platforms and

operational capabilities across industries and geographical markets.

"By taking a holistic approach and project managing all aspects of the capital raise we've found our clients are not only much more appreciative, but more successful as well."

Early on OCM decided to establish a network of the best complimentary capital raising services such as board recruitment, marketing, public relations, and business and consumer research as part of its services.

"Most businesses just don't realise what's involved in raising capital when they first come to us," Mr Jacobs says.

"Once you explain that its not just about having a solid and compliant offer, but it involves a whole range of other requirements, they can get worried.

"That's why we made a strategic decision to help clients with their day-to-day strategy, as well as other aspects such as promoting the offer, otherwise they'd probably find it all too hard.

"It's a very customized approach having a suite of services under one roof and managing those services for a client.

"It really provides a level of comfort that everything that needs to be done to raise the required capital will be done."

Through this consultative approach OCM has developed an eight point check list for attracting sophisticated investors.

1. The general idea – if it passes the "boy that is a great idea" test then you've passed stage one. If it doesn't you might need to rethink why you're raising capital

2. Size of the market - size does matter, as you need to recognise if you're a big fish in a small pond or a small, agile nimble player in a very large market capable of sustainable growth over a long period of time. This is what gets investors excited.

3. Defensible competitive advantage - does your business have a defensible competitive advantage and what's stopping someone else from copying exactly what you are doing? You need to think these issues through.

4. Board and management team - do the people have the skills and experience to execute on their defensible competitive advantage and can they be trusted to run the company with investment capital from the public?

5. Projected sales vs. profits - are the financial projections realistic and balanced?

6. Pricing of equity and implied valuation - getting your valuation right is vital. Ensure you charge the right price for each share and that your implied business valuation is not too high or too low.

**“MOST
BUSINESSES
JUST DON'T REALISE
WHAT'S INVOLVED IN
RAISING CAPITAL WHEN
THEY FIRST COME TO
US”**

7. Risks - identify risks and develop appropriate mitigation strategies early on in the process.

8. Marketing savvy – while sophisticated investors are concerned with the points covered above, it is important to present investment offers

in a professional way that are legally compliant and really sell the offer.

OCM has secured listing mandates worth \$5 million and has a solid pipeline of new clients on its books seeking to raise capital both in the private and public markets.

Two recent examples include Rogers Digital, a privately owned online media and news broadcasting business seeking to raise capital to expand its services, and Sejester, a new social discovery tool that suggests events and places based on your interests and time.

Mr Jacobs founded Optimum Capital Management in 2011 and has 10 years management experience across banking and finance, technology and FMCG. He has an MBA from Southern Cross University in Finance and Marketing.

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Trades and renovator group buying platform nails growth to changing industry trends

A dramatic shift in the way builders and home renovators research and purchase their goods and services has helped the growth of online group buying platform Trade Saver.

The company that launched Australia's first online group buying platform for the building industry has spearheaded a change in buying behaviour, particularly amongst the trades who have been one of the last sectors to embrace online sales.

Trade Saver managing director Toby Diamandopoulos says group buying has exploded onto the Australian market in recent years and the sudden rise of websites dedicated to giving cheaper prices has been popular with consumers.

"Although there are a number of group buying sites already established, Trade Saver's approach is very unique and we believe the first of its kind," Mr Diamandopoulos says.

"While the concept of group buying has been around for a while, most sites offer a disparate collection of products from hair care to kitchen utensils, but few choices in each category.

"Our business model turns this approach upside down and specifically targets a single category, the trades and building industry, but with a larger range of products and supplies able to accommodate both the professional trades person and DIY home renovator.

"Trade Saver is designed to offer the best deals and

the largest savings on all trade products Australia wide."

Mr Diamandopoulos says the building industry is worth \$176 billion each year, along with a \$30 billion home renovator sector, both providing plenty of room to build the Trade Saver business.

"It's not as though it's an exclusive or secretive market – just think about the publicity generated for the home improvement movement through programs like The Block, Hot Property, Better Homes and Gardens and The Living Room," Mr Diamandopoulos says.

"Trade Saver has a first to market advantage, by offering an online portal for every company within the building industry, without them having to build their own e-commerce site.

"Our targeted approach doesn't offer a large range of items in no particular category like all other deal sites – we only operate in the trades and building industry, and as such can build a real following.

"We are also offering a platform for smaller business to be exposed to a much bigger market, and larger businesses to offload stock without affecting their in store prices.

"Combine these factors with a new buying market and it's the ultimate win-win for everyone."

Since its launch in April this year Trade Saver has achieved a number of milestones including partnering with one of the country's largest media groups and closing the first round of its capital raising.

Mr Diamandopoulos says filling the first round is a major milestone for the company as it moves from start up phase to growth stage.

"The Trade Saver website has been steadily gaining popularity through a number of marketing and affiliate initiatives, and investors have definitely seen the opportunity in the business," Mr

Diamandopoulos says.

"As with any start up there has been a number of people watching our progress and waiting for the right time to invest, and closing the first of three rounds certainly provides us with the momentum we need.

"We now expect to close the second round quickly before embarking on the third and final round to raise \$550,000."

Since its launch the Trade Saver website has signed up independent hardware chain Hudson Building Supplies, Queensland based Bretts Hardware, several Mitre 10 and Home Hardware

franchisees as well as numerous trades and building supply companies.

Trade Save has also entered into a number of high profile affiliate agreements including Fairfax Media owned OMG, which has over 30,000 Australian websites across over 60 industry categories, and national trades magazine The Tradie.

The company is also in negotiation for a trade focused education campaign through the RSPCA Queensland and Australian Men's Shed Association, all of which are aimed at reaching millions of potential new subscribers each month.



ASSOB LISTING CODE

TSL

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INDUSTRY SECTOR

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ASSOB PLAYS A CREATIVE ROLE IN ASSISTING THESE COMPANIES TO REALISE THEIR POTENTIAL

Despite ongoing concerns about business confidence, Australia's largest small-scale capital raising platform has experienced double-digit growth in capital raising activity.

The Australian Small Scale Offering Board (ASSOB) has reported an 18 per cent increase in September investment activity from previous months, and is anticipating consistent growth in funding for early stage

Australian companies for the next six months.

ASSOB CEO, Paul Niederer said he was buoyed by the growth figures that support the Gold Coast based platform's efforts to-date in raising over \$128 million in capital for small business over the last five years.

"If you exclude the mining sector, the reality is that future employment growth in Australia will depend on small businesses, and the major constraint on them is finance

to grow their businesses," Mr Niederer said.

"This is where ASSOB plays a creative role in assisting these companies to realise their potential.

"ASSOB is now attracting growing interest both from investors who are increasingly keen to access high potential, innovative companies, and from entrepreneurs who are recognising that obtaining equity capital gives them a firm basis to grow their business."

One of ASSOB's recent successes was smile.com.au, which was one of the most successful capital raising effort in FY2012 with \$500,000 raised in two days and a total of \$900,000 raised over the last 12 months in cash and commitments.

Smile.com.au is the company behind Australia's first dental plan, boasting hundreds of participating dentists throughout the country.

ASSOB has an established track record in raising capital for high growth unlisted companies, with over 176 companies securing funding over the past five years.

Mr Niederer said on average the capital raised by each company was over \$522,000 by offering around 20 per cent of their business.

"The maximum amount a company has raised on the platform was \$3.5 million down to a minimum \$55,000 raised, which demonstrates the diversity of the companies and their requirements," Mr Niederer said.

"It is also important to note that a majority of those that list on our board are long-term investments with 86 per cent of them still currently operational."

The main industry sector to list on ASSOB is IT & Technology accounting for 17 per cent of the board, followed by software and web based companies at 11 per cent, and health and beauty at 10 per cent.

ABOUT THE AUSTRALIAN SMALL SCALE OFFERINGS BOARD

The Australian Small Scale Offerings Board (ASSOB) is Australia's largest capital raising platform for unlisted public companies. Over \$128M in debt and equity capital has been raised through the Australian Small Scale Offerings Board to date.

ASSOB utilises many of the techniques of traditional stock-exchange listed companies to facilitate capital raisings between \$250,000 and \$5 million, but does so pursuant to the prescriptive requirements outlined by the Australian Securities and Investment Commission (ASIC) and the Corporations Act (Cth) 2001. Companies taking advantage of the ASSOB Platform initially obtain funding from friends, followers and fans of their business and subsequently their company is promoted to the 23,000 plus subscribers on ASSOB's database, including sophisticated and professional investors.

Australian Small Scale Offerings Board



ASSOB celebrates Early Stage and Growth Companies successfully raising

\$128,542,079

Number of pitches funded

176

Average equity offered

21%

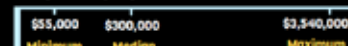
Average No. investors

14

Average equity raised by an organisation

\$522,915

Range of equity raised for businesses*



* Based on the last 101 companies that raised capital

86%

Organisations that received an investment and are still operational

Gender of directors



Investment Breakdown



Location of Investors



Location of Entities Raising Capital



Leading Industry Sectors



GET STARTED www.assob.com.au



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Version 4 - 11/08/2012



TEKUM unfolds its unique housing solution to investors

OUR RADICAL APPROACH TO MASS MANUFACTURED HOUSING REQUIRES AN ENTIRELY DIFFERENT MINDSET FROM THE TRADITIONAL BUILDING PROCESS

T EKUM Limited, a company dedicated to sustainable, ready-made housing solutions, has developed a modular product that is already attracting the attention of accommodation providers and developers.

The TEKUM HOUSE2.0 offers fast, flexible and affordable housing, and is set to revolutionise the residential building industry in urban, regional and remote Australia.

The company's first public display of its unfolding HOUSE2.0 was recently unveiled in Mackay in Queensland, and according to local real estate partners attracted an impressive potential client list including mine company representatives and local developers.

TEKUM joint managing director Nicolas Perren says the company has entered into a strategic alliance with Sodexo Australia, a major

mining services provider, to offer Build-Own-Operate accommodation solutions for regional and remote workers villages.

"Sodexo is a world-class operator of accommodation with 40 mining village operations under contract in Australia alone for most of the key industry players," Mr Perren says.

"Their drive to create long-term value make us a natural fit, with proposals for villages using HOUSE2.0 presented to prospective clients, one of which is for a brand new holistically sustainable mining village."

TEKUM is also negotiating with a series of potential clients for significant numbers of homes nationwide and has received a purchase order for the planning of three two-bedroom homes from National Disability Living Solutions (NDLS).

NDLS are building a fully funded development in Wodonga, Victoria, with a Memorandum of Understanding for the purchase of the homes currently being converted to a contract following the approval by the Victorian State Government.

TEKUM has patents pending and is the sole owner of the intellectual property rights to HOUSE2.0, which can be stored and transported in standard shipping containers.

The unfolding technology allows it to then be completed with minimal time and labour and to the scale of a standard house.

The size, practicality and design aesthetic makes it a far superior product to the traditional mining camp donger, and the liveability of the house makes it more cost effective to operate in some of the harsh climatic conditions of mining sites, providing support to staff retention initiatives by offering mining employees a better quality of life.

Joint managing director David Hartigan says HOUSE2.0 also aims to tackle the housing affordability crisis by applying mass-manufacturing techniques to dramatically cut the cost of housing. "HOUSE2.0 provides significant

benefits compared to traditional on-site construction and other modular housing providers by dramatically cutting the cost of a house through mass manufacturing, efficient transport, procurement economies, and reducing assembly time on site to a matter of days," Mr Hartigan says.

"Our radical approach to mass manufactured housing requires an entirely different mindset from the traditional building process but still results in a house that looks and feels like a quality home and is flexible in the way it can be built and used."

TEKTUM was founded to develop the unique ready-made housing system and has a strong management team and a clear business plan, which is taking the HOUSE2.0 product from concept to commercialisation.

While TEKTUM uses process-engineering techniques developed in the automotive and aircraft manufacturing industries, the TEKTUM business model focuses on sales and marketing of the product, as well as the management of the supply chain.

"All non-core activities such as manufacturing of sub

assemblies, construction and logistics are outsourced to those best placed to undertake them, and manage the risks in so doing," Mr Perren says.

"This model will also have a lower working capital requirement than any 'vertical integration' business model."

While not the focus of this capital raise, TEKTUM will

also explore overseas markets once IP is secured, the design and manufacturing process is well developed, and the product has a solid track record, most of which will be exploited under a licensing model.

TEKTUM will continue work with HOUSE2.0, as well as develop new products within its core business of affordable, sustainable and safe housing products.



ASSOB LISTING CODE
TEK

COMPANY NAME
TEKTUM

INDUSTRY SECTOR
Construction

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BlueMount Capital

WE SPECIALISE IN CREATING AND IMPLEMENTING
SUCCESSFUL FUNDING AND CAPITAL RAISING
STRATEGIES

BlueMount Capital is an international capital markets group with offices in Australia, China and Hong Kong (www.bluemountcapital.com). The group boasts a global network of highly skilled professionals. Our valuable relationships give us the capacity to deliver comprehensive solutions for the most sophisticated business requirements across all asset classes.

BlueMount Capital provides venture equity capital and finance services to small business and companies seeking capital for growth and expansion in the unlisted, pre-IPO and listed capital markets.

We specialise in creating and implementing successful funding and capital raising strategies. BlueMount Capital is the authorised representative of AFSL License number 288877.

Our Brisbane office, led by Dr Mark Rainbird (pictured) serves investors, private and public companies delivering a broad range of services including:

- Funding Strategies and Investor Ready Services
- Equity and Debt Capital Raisings
- Small Scale Offerings and Venture Capital
- Grant Funding
- Special Private Placements

- Stock Exchange Listings
- Mergers, Acquisitions and Divestments
- Strategic Trade Sales
- Technology Commercialization
- Real Estate Debt and Equity Financing and Restructuring
- Providing Opportunities for Investors.
- Director and business advisory services.

Mark has more than 20 years' experience in senior executive roles, including Chairman and Board level positions in private equity, ASX-listed, both government and non-government and unlisted organisations. He has extensive experience in capital raising and mergers and acquisitions and specialises in Small Scale Offerings and Special Private Placements. Mark studied at MIT and Griffith Uni (BSc, 1st Class Honours, PhD) and is an accredited ASSOB sponsor.

Investors

- BlueMount Capital is able to introduce investors to a range of opportunities including public unlisted companies to large resources projects
- Many of these offers are made under section 708 of the Corporations Act 2001 (Cth) and/or in accordance with the Australian Securities & Investment Commission Class Order 02/273
- Please contact us to discuss your requirements and access our investment opportunities

Structured (Small Scale Offering)

- Suits emerging and growing companies
- Move private companies to Public Unlisted
- Introduction to investors via ASSOB process and BlueMount's distribution channels
- Equity Raisings via non-disclosure (Section 708; 20/12; Class Order)
- Access to secondary Board so investors can trade shares
- Deal range \$0.5-5M (and further raisings possible via disclosure)
- "Investor Ready" services
- Director and business advisory services

Special Private Placements

A Private Placement Facility is a flexible and cost-effective alternative to a traditional equity private placement or secondary offering. It provides the Company with the right, but not the obligation, to issue shares and raise capital or debt at a time of your choosing. These facilities are suitable for pre-IPO and listed companies.

Equity or Convertible Note Facilities (\$5-50m):

Features of a Private Placement Facility

- Flexibility
- Control
- Speed
- Certainty
- Cost-effective
- Usually unsecured
- No short selling by investor

Uses of Private Placement Facility

- Working capital/build cash reserves
- Funding acquisitions
- Funding capital investment and expansion
- Retire debt/reduce balance sheet gearing/reduce borrowing costs
- Enhances Company's credit and borrowing statusStand by funding
- Pre-IPO companies can use the facility to support a current capital raise by marketing to investors.

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SelfWealth launches investor platform after raising \$1.2 million on ASSOB

SelfWealth's investor platform has been successfully released to the market via its website after raising \$1.2 million on the ASSOB platform.

SelfWealth is an online community for investors, partnering to achieve the common purpose of better returns – a brand new solution to an age-old investment problem. It provides the self-directed investor with transparency of their performance, regardless of the size of their equities portfolio and aims to achieve greater returns through the 'power of the crowd'.

For the first time in Australia, investors can now access an online equity tool that compares their portfolios' performance against those of peers, professionals and the market for one low flat monthly subscription.

SelfWealth's founder and managing director Andrew Ward said based on his experience in the markets, a substantial number of investors were totally disillusioned with the fees paid

to fund managers, financial planners and administration platform providers.

"We therefore decided to create the SelfWealth Investor platform to circumnavigate this fee structure," Mr Ward said.

The company was founded in late 2011 with a view to launching its platform in the fourth quarter 2012. During the first phase of development, Mr Ward reviewed a number of capital raising options and decided that ASSOB was the preferred approach.

The company was admitted to ASSOB in late March 2012 and has successfully raised \$1.2 million over three rounds.

The directors decided to close round three early, offering the remaining four million shares at price on application, given the risk profile of the company has reduced substantially with

the launch of the SelfWealth Investor platform.

Springboard Equity national business manager Simon Davis said the capital raising has been one of ASSOB's most successful transactions in 2012, which demonstrates the strengths of the ASSOB platform in tough market conditions.

The SelfWealth Investor platform has a community dashboard, which provides analytics for the entire SelfWealth Community. Members can see how people like them are investing their money and what sort of returns they've been achieving. It also provides a breakdown of performance by various risk and circumstantial filters; members can compare their results anonymously to SelfWealth peers, professionals and the market.

For more information visit the website www.selfwealth.com.au.

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An event not to be missed



GONE ARE THE DAYS OF MISSING OUT ON EVENTS IN YOUR NEIGHBOURHOOD JUST BECAUSE YOU DIDN'T KNOW ABOUT THEM. JEDO NOT ONLY TELLS YOU ABOUT THE EVENTS IN YOUR LOCAL AREA, BUT ALSO GIVES YOU THE OPPORTUNITY TO HOST AND SHARE YOUR OWN.

It was during one of her many trips within Australia that Anneliese Urquhart noticed what a mission it was for visitors to find information on events in a new city.

When she realised that even the locals seemed to have the same problem, she knew she had to do something about it.

Ms Urquhart founded events based social media company Jedo in 2011 and a year later the start-up has already established itself as the quirky and local alternative to the big events guides that dominate the market.

By utilising social media, mobile and mapping services, Jedo is able to deliver information-rich media

listings for users, and help them to host and share their own events.

Anyone can list an event on Jedo and events that are up to \$15 to attend can use all of Jedo's services for free.

As an example, when you create an event on Jedo, you can add your own photos and video at no cost.

"Like an eBay for events, Jedo is an online marketplace for events of all types and sizes," Ms Urquhart says.

"You can explore and discover all kinds of events to suit your location and your interests, or you can list any type of event you want.

"Putting your event up on Jedo is free if there is an entry fee of less than \$15."

With more than 1,200 event organisers on board, Jedo has come a long way since its launch.

The company recently announced it has partnered with some of Australia's leading ticketing companies, including Enta Ticketing Solutions, TicketSwitch and Venuetix.

"We are extremely excited about our partnership with these ticketing giants," Ms Urquhart says.

"Enta Ticketing Solutions and TicketSwitch are both highly respected companies, and working with them is not only a great validation, but it also increases the number of Jedo events significantly."

Ms Urquhart has also managed to assemble an impressive board including chairman, Nick

Reade, head of Small Business Banking at ANZ, and the chief operating officer at Starcom Media, Chris Nolan.

The company also recently appointed director of Krug Consulting, David Krug, as an adviser to the board.

"I am very proud of the fact that the Jedo board is quite the dream team," Ms Urquhart says.

"When I first started, I knew I wanted to do everything right and that included getting an experienced board together.

"With the calibre of talent we now have I think it is fair to say that I have achieved just that."

With the right people behind her, Ms Urquhart is able to focus on building her start-up and spreading the word that Jedo is here to stay.

As more event organisers sign up to the site, the number of events continues to grow, and so does the number of users.

Jedo has already reached an important company milestone and is operating in profit.

"It is just so great to see where the business is at," Ms Urquhart says

"It is a lot of work, but I love it and there is nothing I'd rather do than help people share and explore events across Australia."

The screenshot shows the Jedo website interface. At the top is a navigation bar with 'SEARCH for events', 'CREATE an event', 'VIEW your events', the 'Jedo' logo, and a 'Join Jedo Sign in' button. Below the navigation bar is a featured event card for 'Farmers' Market @ Collingwood Children's Farm'. The card includes a large image of oranges, a video player showing a market scene, and a 'Support this event' section with 'Recommend it' and 'Don't recommend it' buttons. Below this is an 'Event highlights' section with a comment box and a 'Comment' button. The event details section lists the date as 'Second Saturday of each month' and describes the market as offering 'Sample & purchase farm fresh & organic seasonal fruit, vegetables, seedlings, herbs & juices plus breads, olive oil, smoked meat & fish, artisan cheeses, home made condiments, artisan cheeses, free range eggs, flowers.....'. It also mentions an 'Award Winning' status, stating they were voted 'Australia's Outstanding Farmers' Market at the 2010 delicious magazine national Produce Awards'.

ASSOB LISTING CODE
JED

COMPANY NAME
Jedo

INDUSTRY SECTOR
Online utility/ Social networking

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innovyz



Sky's the limit for **cloud** data services provider

BUSINESS OWNERS WILL NO LONGER HAVE TO WORRY ABOUT RUNNING ALL THEIR INTERNAL IT SYSTEMS AS THEY CAN OUTSOURCE IT ALL TO ONE OF CLOUD DC'S WHOLESALE PARTNERS.

Cloud Data Centre, a wholesale cloud aggregation service and Data Centre Infrastructure provider, is gearing up to meet the demand for high density and carrier neutral services for enterprise, government and cloud solution clients.

Cloud DC's founder and CEO Steve Robinson says the company is not just a wholesale cloud storage provider, but offers fully bundled packages to re-sellers.

"Our target is the SME market where outsourcing all the basic

internal IT systems will allow those businesses to focus on what they do well, which is running the front end of their business and not the back end," Mr Robinson says.

The company offers Desktop as a Service (DaaS) packages based on a 'Cost per Seat' which takes the entire office environment for the SME market and puts it in the cloud.

A basic package will include Hosted Exchange (email), Terminal Server, Microsoft Licensing (SPLA), File and Print Server, Virtual Firewall (VFW) with Internet, RDS Gateway and 10GB of storage

per seat.

Forrester Research projects that cloud computing will continue to reshape the IT landscape over the next ten years as spending on public IT cloud services expands from \$40.7 billion in 2011 to \$241 billion in 2020.

"Business owners will no longer have to worry about running all their internal IT systems as they can outsource it all to one of Cloud DC's wholesale partners and pay on a 'Cost per Seat' basis," Mr Robinson says.

"This moves their office infrastructure from a capex

model to an opex model and allows them to know exactly how much it is costing the business."

In addition to the wholesale cloud aggregation offering, Cloud DC has been founded to take advantage of a unique position within the Information, Communications and Technology (ICT) landscape, to manage a number of carrier neutral, Tier 4 capable, commercial modular data centres.

The services to be provided are storage and management of client's hardware (co-location), data storage services, disaster recovery services, Internet services and cloud computing solutions.

Founder and CEO Mr Robinson, chief technical officer Gavin Keeley, and chief financial officer Des Robinson, bring to the business their considerable past experience including the development and sale of data communications company iExec which yielded returns of over 400 per cent to its investors.

"At the time of sale, iExec had also established a data centre that was initially a supplementary service but was fast becoming a profit centre on its own," Mr Robinson says.

"This current opportunity in many ways is very similar to iExec in that it is about delivering ICT data communication services to a niche segment in the market place."



"Cloud DC, together with its partners, will over the next five years build out a number of data centres strategically located throughout Australia, taking advantage of the huge market demand for higher density, power consuming racks."

What is cloud computing?

Cloud computing is the use of both hardware and software computing resources that are delivered as a service over the Internet.

The name comes from the use of a cloud-shaped symbol as an abstraction for the complex infrastructure it contains in system diagrams.

Cloud computing entrusts remote services with a user's data, software and computation.

A recent Morgan Stanley Blue Paper reported that public cloud workloads may increase at a 50 per cent compound annual growth rate in the next three years.

ASSOB LISTING CODE
CDC

COMPANY NAME
Cloud Data Centre

INDUSTRY SECTOR
Information Technology

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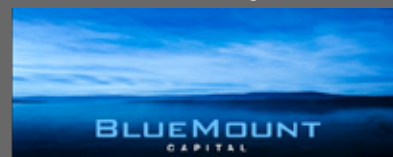
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Sejester to revolutionise social discovery market

SEJESTER'S MAIN MISSION IS TO IMPROVE AWARENESS IN COMMUNITIES, CURRENTLY PLAGUED BY IRRELEVANT OR INSUFFICIENT CONTENT.

The closest place to buy flowers for a special occasion, an asking price for your mower you've listed, and a council announcement for the next market gala – what do they all have in common?

They're all part of a new mobile application set to customise each user's preferences, tailored by their interests, location and time.

Suggesting from venues to general notifications, it is aptly named Sejester.

Sejester is an online mobile classifieds application, providing a platform for local awareness between promoters and their audiences. Featuring an intuitive system innovated from Twitter's hashtag ecosystem; Sejester

aims to refine local discovery and classifieds.

Co-founder Chris Quevedo envisioned his original idea based on the lack of a tailored social calendar, and the difficulty of informing groups of interest to particular causes and events.

"My original problem stemmed from the lack of understanding my area socially," Mr Quevedo says.

"I would drive and see the same sign for this local garage sale selling power drills for weeks, and frankly it's just misleading considering it's been over for a while now.

"Looking through the classifieds was too cluttered, and discovering sales on power drills in the mall was pure luck. I wouldn't have

found out if I didn't explore each shop that day.

"My mission is to not only alleviate the load for finding what I want, but to also help businesses better target their customers. For example, if my niece were interested in sample sales, there should be a map popping up all of the stores that have sales on".

Sejester's vision is to provide users with relevant, timely content. Businesses and promoters can also benefit greatly from its highly configurable engine, reaching audiences efficiently.

Its main mission is to improve awareness in communities, currently plagued by irrelevant or insufficient content.

Local happenings, notices and venues are not easily found,

and it is difficult to promote such awareness.

Sejester affords scalable and multi-purpose opportunities such as:

- Discovering new venues and events, locally or citywide;
- Promoting special store offers, or hosting a nearby garage sale;
- In-store suggestions, recommending items and services;
- Large complexes using our service as a platform, i.e. shopping malls using Sejester to promote stores based on keywords; and
- Event organisers and local councils promoting events or general awareness in their areas.

"Imagine businesses or promoters reaching the right people at the right time, from cities to local neighbourhoods," Mr Quevedo says.

"Sounds simple enough, but it appears over 70 per cent of marketers can't effectively target their audiences to take action."

Sejester caters to both



promoters and regular users looking for relevant suggestions in their area. Posting and finding a suggestion is simple and user friendly.

Promoters target areas by assigning keywords to it; on the other hand, users with the same keywords will see the suggestion once they're in that area.

"What makes Sejester different from other applications out there is the complete customisation of these keywords, selected times suggestions are scheduled to turn on, and a targeted radius reach for promoters," Mr Quevedo says.

"Sejester is currently in talks with Intigus, a major advertiser, and The Star, a nation-wide newspaper, both based in Malaysia, to launch with customised content. A patent has also been filed for Sejester's methodology.

"South-East Asia is a strategic starting point for us as we see a demand for Sejester's services to better filter information in the region."

Sejester aims to launch its first version for the Malaysian market in late 2012, with Australia to follow in early 2013.

ASSOB LISTING CODE
SJR

COMPANY NAME
Sejester

INDUSTRY SECTOR
Information Technology

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AUSTRALIAN INNOVATION STILL REQUIRES PROTECTION



LOCAL COMPANIES ARE PIONEERING NEW PRODUCTS, SERVICES AND TECHNOLOGIES WITH GLOBAL DEMAND AT AN EVER INCREASING RATE AND THIS HAS ESTABLISHED AUSTRALIA AS A WORLD LEADER IN DESIGN AND INNOVATION

Argus Lawyers, a specialist legal firm established to assist innovative businesses with the development, protection, capital requirements and commercialisation of intellectual property, says Australia's position as a global leader in design and innovation is well established but still needs careful protection.

Principal Gerhard Moll says in the current economic climate and with increasing globalisation it is particularly important that companies treat every element of their IP seriously.

"Over the past decade Australia's innovation industry has grown rapidly and it is essential that innovators plan and execute their IP extremely well if they are looking to launch their product or service onto the world stage," Mr Moll says.

"As an example, the number of annual applications for innovation patents registered with the federal government's IP Australia has dramatically increased, with 1,376

recorded in 2009/10, up from only 163 in 2001/02, and this is only one small part of Australia's innovation landscape.

"Small and medium enterprises across the nation are at the forefront of research and development and the number of innovation patents being applied for is a reflection of this, however many find themselves fighting expensive legal battles because they were not adequately protected."

Mr Moll says local companies are pioneering new products, services and technologies with global demand at an ever increasing rate and this has established Australia as a world leader in design and innovation.

"To ensure Australia maintains this reputation as world-leaders and allow Australian businesses to gain the maximum benefit from new developments, it is vital that all aspects of the commercialisation process are considered by these companies and the resources are available to support them," Mr Moll says.



"That covers not only basic intellectual property protection, but also the development and execution of a world class business strategy and the integration of capital raising processes and investor management.

"Without these an innovation will often struggle to succeed or be overtaken by competitors."

Smaller operations are accounting for an increasingly larger proportion of product and technology breakthroughs, and Mr Moll says Argus Lawyers prides itself on providing the same level of service to all clients from individual inventors through to listed entities.

"In a global economy a company with the right innovation and advice can still grow from a garage operation into a large corporation in a relatively short period of time," Mr Moll says.

Argus Lawyers has been established to meet nation-wide demand with offices in Brisbane, Melbourne and Sydney.

The company provides commercial law advice to businesses operating in intellectual property driven businesses, electronic software and hardware development, internet and new media technology, manufacturing and professional services.

"What sets Argus Lawyers apart and has driven the company's expansion is the real world experience in business that all our lawyers share," Mr Moll says.

"This wide-ranging legal and business experience allows a multi-disciplinary approach that equips clients with sufficient knowledge to make informed and realistic decisions for themselves.

"According to Greek mythology Argus was a guardian giant with 100 eyes and we felt he embodied our approach to protecting our clients' best interests and staying alert to risks from all directions."

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