

# UPSTARTS

RANK	COMPANY	FOUNDER(S)	FOUNDER'S AGE	INDUSTRY	YEAR FOUNDED	REVENUE (2003-04) (\$'000)
1	Nudie Foods Australia	Tim Pethick	43	Fruit juice	2003	12,000
2	Pubby	Mark Alexander-Erber	36	Hotels/pubs	2000	9,910
3	ETM Group of Companies	David Hummerston, Leon Burman	32, 34	Travel & events	2001	7,888*
4	Business Strategies International	Ivan Kaye	44	Business services	2001	5,500
5	Wagamama	Stewart Koziora	35	Hospitality	2002	5,000
6	Oyster Consulting	Richard Pearce	39	Resources	2002	3,200
7	Sales Marketing and Real Technology	William Scott	25	Marketing	2000	3,100
8	VisionBytes	Peter Fox	41	Digital media	2001	2,791
9	SumoSalad	Luke Baylis, James Miller	28, 30	Food retail	2003	2,718
10	RedBalloon Days	Naomi Simson	40	Gift experiences	2001	2,500
11	Electronic Keying Australia	Steven Fine, Geoffrey Plummer	34, 36	Security	2003	2,000
12	Callidan Instruments	Garry France	39	Manufacturing	2002	1,989
13	BodyOnline	Greg Richard	55	Health care	2001	1,926
14	Steve Watson & Partners	Steve Watson	37	Construction consulting	2003	1,830
15	Calyptech	John Maher	39	Technology	2000	1,800
16	ICON International Communications	Chris Gray	44	Public relations	2000	1,800
17	Calytrix Technologies	Mark Rheinlander	41	Software	2001	1,501
18	Visean Online	Ian Johnston, Matt Connolly	39, 37	Oil & gas drilling technology	2000	1,500
19	MassMedia Studios	Steve Fanale	35	Digital media	2000	1,450
20	Objectify	Karina Heikkila, Daniel Beaty	39, 27	Software	2001	1,327
21	Law & Finance	Kenelm Tonkin	36	Education	2000	1,320
22	Liquid Ideas	Angie Bradbury, Stuart Gregor	31, 36	Marketing	2001	1,300
23	HotMagna	Henry Okraglik, Magnus Cameron	44, 37	Software	2000	1,230
24	ARK Consulting Group	Earl Eddings	37	Risk management	2001	1,202
25	The CFO Solution	Phillip Hains	45	Accounting	2001	1,200
26	Careers Australia	Owen Firth	36	Recruitment	2001	1,200
27	Symbio Networks	Andy Fung, Rene Sugo	53, 33	Telecommunications	2002	1,045
28	Plantic Technologies	David MacInnes	53	Biomaterials, packaging	2002	1,040
29	Eduss	Theo Scherman	39	Education	2001	1,036
30	Market U	Anna Whitlam	32	Recruitment	2003	1,034**
31	Eyecare Plus	Tony Hanks	54	Health care	2001	984
32	Loaded Footwear	Brendan McKeegan	35	Fashion	2003	930
33	Australian Celebrations Training	Elisabeth O'Brien	42	Education	2003	818
34	Neuromonics	Peter Hanley	41	Health care	2001	672**
35	Wireless IP Technology	George Deligiannoudis	35	Telecommunications	2001	670
36	PicNet	Marco Tapia	47	Business services	2002	664
37	Aussiehome.com	Charlie Gunningham	41	Real estate	2000	645
38	Wilson People Management	Ben Wilson	38	Recruitment	2002	590
39	Crux Cybernetics	Maarten Tentij	46	Software	2000	527
40	Ginger & Smart	Alexandra Smart, Genevieve Smart	34, 32	Fashion	2002	500

\* Revenue does not include gross ticket sales on travel products. Total transaction value for ETM Group of Companies was \$25.4 million.

\*\* Revenue is for calendar year 2004