Deloitte.

Technology Fast 50
2017 winners' report

50 | **Technology Fast 50**
2017 AUSTRALIA

The Deloitte Technology Fast 50 2017 Australia recognises and profiles fast growing technology companies. Now in its seventeenth year in Australia, the program ranks the 50 fastest growing public or private technology companies, based on percentage revenue growth over three years (2015 to 2017).

Purpose. Opportunities. Collaboration. Capabilities. Trends. Platforms. Connectivity. Inspiration. **Leadership.** Creativity. Development. Focus. Innovation. Energy. Passion. Determination. Dedication. Success. Ideas. Teamwork. Insights. Analysis. Experimentation. **Growth.** Planning. Driving. Thinking. Strategy. Accelerating. Enthusiasm. Perspectives. Local. Global. Momentum. **Technology.** Evolution. Terrain. Possibility. Expectations. Confidence. Pipeline. Globalisation. Liquidity. Investment. Ecosystem. Rules. Regulations. Cultivating. Shaping. Future. **Potential.** Attributes.

A word from Deloitte

Innovation. Creativity.
Future focused thinking.

These are just some of the attributes exhibited by your Top 50 list and each year we are inspired by the quality, capacity and determination of our entrants' ideas.

We are delighted to announce that the Deloitte Technology Fast 50 2017 Australia winner is Hireup, an online platform that revolutionises the way people with disability find, hire and manage support workers. Hireup has swept away the nearest competition by securing a phenomenal 7713% growth over the three year period: a figure significantly above the average of 664% and the third highest result since the Awards started in 2001.

Overall winners

Congratulations to all our Technology Fast 50 2017 winners, with a special shout out to the top three, Hireup, zipMoney and Zero Latency – see their profiles on page 19.

Leadership winners

Those Australian technology companies with high revenue growth that managed both economic and business expansion challenges this year are Catapult, Prospa and EML Payments.

Rising Stars

These high-growth nominating companies don't qualify for the Technology Fast 50 list as they have less than three years existing revenue, but they are our rising stars: Code Camp, PLAYGROUND XYZ and Hivint!

A few observations from the winners

This year some 34% of the Deloitte Technology Fast 50 2017 Australia winners are online businesses, notably including online marketplaces and online business models in the financial services and health sector. We've also seen that a further 14% of winners have been from fast growing networking and communications technology companies. It has been great to observe the continued increase in maturity and sustained growth with 17 companies previously featured in our winners' lists.

Congratulations to all of our Technology Fast 50 winners.

A word from ASX

ASX is proud to be associated with the Deloitte Technology Fast 50 for the fourth consecutive year.

Congratulations to all the companies on this year's list, especially the 2017 winner Hireup. Being a member of the Deloitte Technology Fast 50 is acknowledgement that you are leaders in your field, and we are delighted to see so many ASX listed companies in this year's list.

The ASX technology sector continues to grow. In the last three years there have been over 65 ASX technology IPOs, including past Deloitte Tech Fast 50 winners. There are now over 210 technology companies listed on ASX, with a market capitalisation of $46 billion. This highlights the increasing profile, importance and strength of the industry.

Australia has an enviable position as an attractive investment destination, with its large and growing pool of investable funds, 26 years of uninterrupted economic growth, and a robust and respected regulatory environment.

Alongside this, ASX operates at the heart of Australia's financial markets with a total market capitalisation of $1.9 trillion. It is consistently ranked among the world's leading exchanges for capital raisings and has emerged as a technology hub for both domestic and international companies seeking growth capital.

Innovative new technologies continue to challenge existing business models and create new opportunities across all industries.

As a company ASX is no stranger to this and we are excited by the efficiencies technology can create. An example of this is the exploratory work ASX continues to engage in to implement DLT (distributed ledger technology), commonly known as blockchain, as a possible replacement for our legacy settlement system, CHESS.

We wish all Deloitte Technology Fast 50 finalists continued success and extend our thanks to Deloitte for helping to elevate the profile of Australia's fastest growing technology companies.

Dominic Stevens
Managing Director and Chief Executive Officer
ASX Limited

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Interview with

JOSHUA TANCHEL

Leader, Deloitte Technology Fast 50 Program

"Ready to be inspired? Our Technology Fast 50 list brings to life the dedication, determination and drive of entrepreneurs."

– Joshua Tanchel

Purpose + Leadership = the Dynamic Duo

What is your purpose? And what leadership style do you use in your organisation?

Both of these areas fuel the innovation, productivity and creativity of any business. Purpose led businesses are certainly leading the way and their success is often founded on technology.

Hireup, our incredible winner this year, demonstrates a business that infuses their approach with a social, purpose led and entrepreneurial spirit. With a focus on connecting people, they act as an online disability support network that puts its users in control.

Growth is accelerating: power in numbers

We only have to look to the numbers in this year's Technology Fast 50 group to see the acceleration.

The average growth rate in 2017 has been 664% (a significant rise since 2016). Last year we had three companies with more than 1,000% and this year we have seven companies with a growth rate of at least 1,000%.

In terms of the number of listed companies, tech sector listings have doubled in the last three years, now comprising over 200 companies, ranging from SaaS to Fintech to online marketplaces, and including global names such as Wisetech and Xero.

When it comes to maturing of the sector we have seen that 22% of companies are between $10m and $20m, 10% of companies are between $20m and $40m and 14% of companies are greater than $50m.

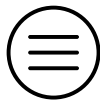The numbers speak for themselves: in the right environment, growth is rising exponentially.

State ecosystems powered by innovation

The other interesting item we have seen from the cohort of companies is the increase of innovation and tech-focused companies across regions. A lot of the States are seeing their ecosystems develop, evolve and thrive – culminating in a vibrant community across the tech and innovation landscape.

Queensland achieved its highest number, accounting for 12% of the companies featured. Queensland has taken on a range of technology and entrepreneurial endeavours, and we can see the return on investment of that particular State and their contributions. From leadership insights to programs and workshops, States are making headway by continuing the innovation momentum and drive.

We need to collectively drive this momentum and keep the pace of innovation and change going. There's opportunity to learn, share best practice and support each other.

Around 16% of FinTech businesses feature in the list and this really showcases that where there are clear customer pain points happening and business are actively trying to solve those issues.

Other industries are also emerging – from health care to education – and there are more to come as we see disruption continuing to change the way we look at meeting and exceeding consumer expectations.

The biggest challenge

Attracting and retaining talent is still seen to be the major obstacle that companies are facing. Having the right skill sets and ensuring that those people are attracted to joining a business can be challenging.

From visa related issues to increasing opportunities across all industries, there needs to be further community discussion around how best to ensure that the talent pool is available and growing.

Technology, innovation, ambition and creativity provide the perfect opportunity for a sector that is thriving, growing and succeeding. By sharing more insights, case studies and examples of why the industry is a great place to forge a career, we can continue to attract and retain the best minds out there.

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A tech and entrepreneurial mindset

I often get asked what the key attributes are of successful businesses and it essentially is a combination of some core elements. There needs to be a strong focus on a growth mindset and navigating beyond what we think is possible. With a strong sense of creativity, thinking differently and infusing the business with innovation, new opportunities come to light.

A strong customer focus is vital, using technology to improve the client experience and remove any friction around the obstacles they are facing. The businesses that succeed are ones that have a relentless drive around strategy and who are accountable around implementation.

And the elements that support all of these attributes?

A robust sense of purpose that leads the organisation across the entire journey to a successful, inspiring and sustainable business. All companies need to stop and reflect on their underlying purpose and the reason for why they exist.

A strong understanding and belief around this core focus and purpose drives all decisions and greatly impacts the culture and operational elements. Services need to remain relevant and there is always the need to continuously evolve and adapt – while striving to raise the bar on service, quality and exceptional client experiences.

What next?

It's an exciting and dynamic time to be a part of this sector.

We have a continued role to play in shaping, cultivating and driving opportunities fuelled by technology and innovation.

We hope that when reading through the list of Deloitte's Technology Fast 50 winners, you are inspired and motivated to explore the diversity of opportunities out there.

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Technology Fast 50

2017 TECHNOLOGY FAST 50 WINNERS

#01 Hireup
Growth 7,713%

#02 zipMoney
Growth 4,012%

#03 Zero Latency
Growth 3,611%

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#04
Big Review TV
Growth 2,052%

#05
Instaclustr
Growth 1,257%

#06
PEXA
Growth 1,233%

#07
Sparesbox
Growth 1,223%

#08
Megaport
Growth 822%

#09
Brosa
Growth 807%

#10
Metamako
Growth 801%

#11
Cashrewards
Growth 490%

#12
GetCapital
Growth 480%

#13
Catapult
Growth 440%

#14
Araza
Growth 439%

#15
Prospa
Growth 438%

#16
LegalVision
Growth 389%

#17
MyDeal.com.au
Growth 375%

#18
BrandLink
Growth 369%

#19
Adactin
Growth 333%

#20
SOCIALGARDEN
Growth 324%

#21
EML Payments
Growth 317%

#22
Solista
Growth 314%

#23
HealthEngine
Growth 305%

#24
MoneyMe
Growth 298%

#25
Deputy
Growth 277%

#26
OpenAgent
Growth 247%

#27
Online Marketing Gurus
Growth 225%

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#28
Zimbani
Growth 223%

#29
CorrectComms
Growth 216%

#30
TechMpire
Growth 212%

#31
Zetaris
Growth 208%

#32
Adore Beauty
Growth 197%

#33
Touchpoint Technology
Growth 196%

#34
HRL Holdings
Growth 192%

#35
Oneflare
Growth 178%

#36
Avoka
Growth 176%

#37
Supple Solutions
Growth 176%

#38
Digivizer
Growth 161%

#39
NEXTGEN Distribution
Growth 137%

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#40
Onel
Growth 135%

#41
BizCover
Growth 131%

#42
MNF Group
Growth 124%

#43
Insync Technology
Growth 121%

#44
Bench
Growth 119%

#45
Appen
Growth 118%

#46
Transpire
Growth 118%

#47
HUB24
Growth 116%

#48
CLOUDplus
Growth 115%

#49
OvertheWire
Growth 112%

#50
Burst SMS
Growth 106%

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Technology Fast 50

2017 LEADERSHIP AWARD WINNERS

#01 Catapult
Growth 440%

#02
Prospa
Growth 438%

#03
EML Payments
Growth 317%

#04
NEXTGEN Distribution
Growth 137%

#05
MNF Group
Growth 124%

#06
Appen
Growth 118%

#07
HUB24
Growth 116%

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Technology Fast 50

2017 RISING STAR AWARD WINNERS

#01
Code Camp
Growth 5,697%

#02
PLAYGROUND XYZ
Growth 1,292%

#03
Hivint
Growth 1,282%

#04
AutoGuru
Growth 612%

#05
Visual Amplifiers
Growth 472%

#06
Versent
Growth 298%

#07
Megaphone Marketing
Growth 290%

#08
Vine Digital
Growth 62%

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Technology Fast 50

WINNER PROFILES

Technology Fast 50

#01 **Hireup**
hireup.com.au

Hireup is an online platform that lets people with disability and their families find, hire and manage their own home care and support workers. People with disability heavily rely on this kind of service for access to educational, community, social and employment opportunities. For decades before Hireup, the only way for people with disability to connect with workers like this was to rely on organisations and service provider agencies to schedule and send workers to their home. In this situation, people with disability had little control over who would come and when. They were often at the whim of the agency, having to accept support on someone else's terms. Given the personal nature of support, this was a disempowering situation for both people with disability and support workers.

To redress the balance, Hireup removes the 'middle man', thereby letting people organise their own supports. We were presented with the opportunity to do this with the introduction of the government's new National Disability Insurance Scheme (NDIS). The NDIS has introduced individualised funding, allowing greater choice and control for people with disability by enabling them to pick and choose the services they need.

To facilitate this process, Hireup has brought the peer-to-peer economy to the Australian disability sector and given people the opportunity to connect directly. Our technology allows users to manage their own supports while we take care of the administrative nitty-gritty: payroll, comprehensive insurance, taxes, employer compliance and reporting.

Hireup gives people the tools, flexibility and support to choose their own workers. The Hireup model subverts the way it has always been and represents a more empowering, supportive solution for people with disability. The disability support market has long had one model to define it, Hireup is changing this by investing in technology and the community.

hireup

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#02 zipMoney
zipmoneylimited.com.au

zipMoney simplifies the consumer's financial journey by empowering them with simple, user-friendly and financially responsible products that facilitate both informed purchases and long term personal finance planning.

Zip's main products:

zipPay: A digital wallet that helps customers to buy now and pay later, interest free always, for everyday purchases both online and in-store.

Pocketbook: Industry leader mobile app that helps you get smart with your money by automatically categorising your spending to help you reach your financial goals.

Zip's proprietary credit decisioning engine is the industry leading technology, enabling real-time point of sale credit approval with frictionless and simple sign-ups via Facebook, PayPal or Email. The engine leverages big data and alternative data sources, such as the customer's social behaviours and geographic location, to determine risk-based pricing. This disruptive technology goes above and beyond traditional legacy bank capabilities, powering real time credit solutions within a 60 second time frame.

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#03 Zero Latency
zerolatencyvr.com

Zero Latency is the pioneer and global leader in multiplayer FRVR, in which untethered players freely explore a large physical space while immersed in a virtual reality gaming (or other) experience.

Zero Latency is currently the only company offering a fully-productised and commercially proven FRVR entertainment platform, currently operating in 11 locations on four continents, with 10 additional sites currently under development worldwide, and to be open prior to Christmas 2017. Since April 2017, we are rolling out our systems to our licensed partners and/or JV partners at a speed of two locations per month.

Zero Latency's unique approach to VR delivers the highest level of immersion of any VR system on the market. Our proprietary patent-pending tracking system and FRVR software has been successfully tested with up to 16 people, four times more than our nearest competition. All of our sites are currently deployed as 8-player systems.

Unlike off-the-shelf motion capture systems used by our competitors, our proprietary tracking system was built from the ground up for FRVR. This allows us to provide a better experience that is optimised for high numbers of players and fast load in times. This drives high throughput and increases revenue.

We use optical and sensor tracking "fused" together in our tracking servers to provide fast and responsive tracking of players and in-game objects (such as weapon controllers). Our system is accurate to 2mm and boasts a latency of less than 20ms (making it unperceivable to players). This accurate, low latency experience means that dizziness and nausea is eliminated. These are common side effects of other VR experiences on the market today.

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Leadership Award

#01 Catapult
catapultsports.com

Catapult create technology to help athletes and teams perform to their true potential. Catapult has been empowering sports scientists, coaches and athletes to train and play smarter since 2006.

Founded by Shaun Holthouse and Igor van de Griendt in 2006, Catapult was born from a partnership between Cooperative Research Centres (CRC) and the Australian Institute of Sport with the clear mission of addressing the fundamental questions in sports performance. This has remained the cornerstone of Catapult's purpose as the company has grown from a small Australian start-up, to become a global category-leader in elite sports technology over the past decade.

The last few years have seen Catapult complete a number of key acquisitions. This includes the purchase of Canberra-based GPSports in 2014, market leader in video-based technology XOS Digital as well as Ireland-based Playertek in 2016, and most recently SportsMed Elite and Baseline athlete management systems in August 2017. Today, Catapult has over 300 staff based across 16 countries worldwide, working with over 1500 elite teams from 30 different sports globally. Catapult Group International Limited (CAT) is listed on the Australian Stock Exchange.

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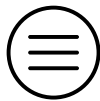
#02 **Prospa**
prospa.com

Prospa is Australia's leading online lender to small businesses. Unlike traditional lenders, Prospa understands small business owners need faster finance solutions – so you can make decisions quickly and seize opportunities with total confidence.

Using a smart proprietary technology platform and a fast, easy online application, Prospa focuses on the health of a business to determine creditworthiness, as well as the personal score of the owner. Small businesses can apply online for loans up to $250k using the online application, get a fast decision and in most cases receive the funding in under 24 hours.

Small business is at the heart of everything we do. 97% of businesses in Australia are classified as small, and together these small businesses account for about half the value of the economy and 70% of the workforce. Since 2011, Prospa has helped thousands of them to grow.

prospa

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#03

EML Payments
emlpayments.com

EML issue hundreds of thousands of cards and process billions of dollars in payments each year. We manage more than 800 mobile, virtual and physical card solutions to partners across 13 countries including Australia, UK, Europe, US and Canada. Our combined portfolio offers innovative payment technology solutions for payouts, gifts, incentives and rewards and supplier payments.

We are trusted by some of the largest corporate brands around the world including Sportsbet, bet365, Ladbrokes, McMillan Shakespeare, Cadillac Fairview, Shell, Pay Plus, Ariba, LuLaRoe, Wide Open West, Land Securities and Auchan.

EML has two, fully redundant, dedicated to prepaid processing platforms located in Australia (CMS Oracle on Linux using C++ and MS SQL and .net used for other applications) and the US (SQL on Microsoft, and .net for applications). Our proprietary platforms have been built form the ground up and are certified by Visa, MasterCard as well as domestic schemes They are designed to process consumer and corporate funded prepaid programs. EML integrates with its clients offering a fully white labelled, customized offering. Over the last 12 months we have processed over 139 million transactions.

E M L
empowering your payments

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Rising Star Award

#01 Code Camp
codecamp.com.au

At Code Camp we believe every Australian school student should have the opportunity to learn to code.

Over our 3-5 day school holiday program, after school classes, in-school sessions, our incredibly engaged Code Camp students experience:

- learning to code and build apps
- logic, problem solving and computational thinking
- user experience
- entrepreneurship
- gamification
- creativity and brainstorming ideas
- wireframing and design.

Our aim is to educate, inspire and empower Australian school students (male and female) to be creative and innovative; and understand computational thinking, problem solving and user experience, while having an incredibly fun time! If they choose, the opportunity to learn to build a business which can solve real world problems with access to global distribution!

Code Camp was founded by Benjamin Levi and Pete Neill in December 2013. In 2016, our leadership team has two incredible additional members; Hayley Markham (operations) and Dan Zwolenski (social impact, head of technology), and more than 300 passionate teachers.

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#02 PLAYGROUND XYZ
playground.xyz

PLAYGROUND XYZ are a marketing technology company headquartered in Sydney focused on revolutionising mobile advertising.

Launched by three young partners who have spent their careers in mobile advertising, we started this company on the belief that despite the hype, mobile advertising sucks; publishers can't monetise it, users hate it and advertisers don't get the right ROI.

We decided to focus on one thing that it felt was massively undercooked in the conversation around the ad format. The ad format creates an instant glass ceiling, (or floor) for the performance (or lack thereof) of a campaign. And when we started there was a woeful lack of quality ad formats on mobile.

We asked ourselves: what should mobile ads do? How big/small should they be? How should they behave? To change the paradigm we had to hand build a sophisticated technology stack (patent pending) which allows the creation and delivery of brand new types of ads that had never been done before – new canvasses for ideas; things that satisfy advertisers, publishers and readers alike.

We operate on a core manta: to automate everything in sight, with a restless focus on building technology and tools that allow for self-serve access and scale. Over 51% of all operational expenditure has been spent on R&D along the way supporting this goal.

PLAYGROUND XYZ

#03 Hivint
hivint.com

Hivint was established in 2015 to fundamentally change the way cyber security professional services are provided and consumed in the Australian market. We believe 'community driven security' is the future of cyber security management.

The market agrees: Hivint has grown to a team of over 35 consultants covering four states in just two years, making it the fastest growing cyber-security consulting business in Australia.

Our core differentiator is SecurityColony.com – a world-first cyber security collaboration platform that follows a simple philosophy: if a problem is solved in one organisation, it makes sense to make the answer readily available to others so they can take steps to protect their businesses from the same threat, and can avoid having to waste money on a problem that has already been solved elsewhere.

For under $3,000 / year, users can access millions of dollars of consulting project output, with our analysis showing that over $10 million in consulting value has been unlocked by subscribers in the past 18 months. This approach to cyber security consulting provides a 'multiplier' effect enabling Hivint to support many more companies than we otherwise would.

Quality, consistency, and reliability. These are the key traits our clients expect from Hivint and that we deliver every day.

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