



Curtin University

A Curtin Ignition Case Study

Notis
Simon Anderson

This initiative is based on the successful Ignite program managed and delivered by the University of Cambridge Judge Business School's Centre for Entrepreneurial Learning (CfEL)



Centre for
Entrepreneurial Learning

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Notis

"Ignition played a 'foundation role'. I'm grateful for what Ignition did for Notis and me. Ignition helped in the validation of the concept and shaped my path into my future, and to Salt Lake City where there is so much opportunity and support for start up technology-based businesses. We feel we have made the right choice..." Simon Anderson



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sixteen hours through the snow and ice. I made it but that was a bit much!"

The big question is why did Simon uproot his home and family and head for Salt Lake City? He explains, "Our research showed that Utah is a good place to be for technology startups; it's ranked third best of all the cities in the USA. It's a good place to meet investors and raise funds, the local networks are great for finding experts who are keen to impart their advice, there are excellent support services, and it will be good territory to find people when we need to recruit. Before leaving Perth we visited a number of VCs who gave us very different opinions as to what we should do. One common theme was to go for slow growth - and that was not our plan. Our main market is the US, so Notis had to look like a US company; when we travelled to the US we learnt that becoming a US company through testing our beta and proving the concept on US soil is essential. This is our next step for Notis, to prove what we have demonstrated in Australia here. At this stage we can then have greater success at raising funds which will be used to support ongoing development, Notis needs to be robust so that we can launch into other markets and so the

AT A GLANCE

Business name: **Notis**
Web address: www.notis.com
Number of employees: **4**
Founder: **Simon Anderson**
Date incorporated: **2013**
Ignition year: **2013**

platform can support more users. The schools market is huge and important to us; as we grow we know we plan to develop Notis for communities and that represents an even bigger market. We also need to 'spread the word', so spending money on marketing is essential."

Simon has built a team around him. He has known his business partner, Jesse Robinson, since 2008. Jesse is the founder of the Tyler Robinson foundation, which helps families afflicted with childhood cancer. Jesse's home is Salt Lake City, which helped Simon transition continents for the sake of Notis.

Since Simon has been in Utah he has made notable progress. For example, he and the business have been accepted into a private club called Hero Partners (heropartners.com). Members of Hero Partners are entrepreneurs who are committed to helping people with ideas that transform communities and the world. Simon says that the club has brought him much-needed contacts, but what he admires most are the club's

Simon Anderson is Perth born and bred and the founder of Notis, an online platform that provides services to university students by helping better engage with student services and other students, at their own or a different university. When he attended Ignition in 2013, the platform was branded 'WhatUNid' and later it became 'Common Room' before Simon and his team finally settled on 'Notis'.

Three years after attending Ignition, Simon moved his startup business to Salt Lake City in Utah, where he believes Notis has a better chance to meet investors and achieve the growth the business needs. The US is where his main competitors are based, and Simon firmly believes he and his team can do things better.

When Simon joined Ignition he was still studying at Curtin University, and Notis was just an idea. He used the program to test and refine the concept and develop his elevator pitch, and came away from it knowing Notis had a future.

Simon validated his concept with the experts and fellow delegates, but more importantly, he validated the concept within himself, which gave him the confidence to go forward. Just two-and-a-half years after attending Ignition, Simon moved his family to a small town in Alberta, Canada, from where he commutes weekly to Salt Lake City. Simon commented, "I'm really doing FIFO but in America! It's an eleven-hour drive from where I live to Salt Lake City. It's normally a beautiful drive through the mountains, but in a blizzard last winter the temperature dropped to -25 degrees Celsius and the drive took me



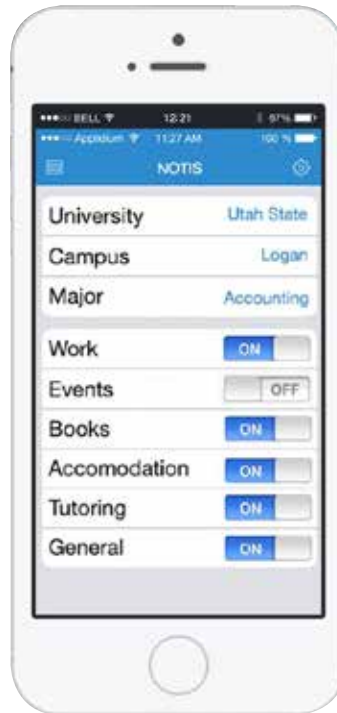
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values. They encourage members to use their skills, time, resources and finances to help others.

The future looks bright for Simon and his team at Notis. As he says, "Ignition played a 'foundation role'. I'm grateful for what Ignition did for Notis and me. Ignition helped in the validation of the concept and shaped my path into my future and to Salt Lake City where there is so much opportunity and support for start up technology-based businesses. We feel we have made the right choice but there is one thing here that I'm struggling to get used to, when looking out of the window and see bright sunshine, to then go out to discover that it's a chilly -5 degrees C!"



For more information:

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