



Pitch 08 - Western Australia

WA Pitch '08 announces winners!

Five of WA's most promising small businesses pitched their ideas to a panel of industry experts and potential investors at WA Pitch '08. The winner was CockySmart Pty Ltd, followed closely by Alzhyme Pty Ltd. The third prize was awarded to Spartel Pty Ltd.



CockySmart Pty Ltd is an organically derived agricultural product which eradicates flies, ticks and lice infestation on livestock with no side effects.



The second prize winner, **Alzhyme Pty Ltd** is commercialising novel compounds for use in the treatment and early diagnosis of Alzheimer's disease.



Spartel Pty Ltd, the third prize winner is an in-venue glass management system resulting in cost savings, volume reduction and environmental benefits for hospitality and industry.

CockySmart Pty Ltd, Alzhyme Pty Ltd and Spartel Pty Ltd are indicative of the many clever businesses which are emerging from WA. In winning WA Pitch '08 their growth has been fast-tracked through access to the Pitch '08 development pathway.

John Chamberlain, Managing Director, CockySmart Pty Ltd said, "The Pitch '08 process has enabled us heightened publicity and investor focus that would have been difficult to generate on our own. Pitch '08 has connected us with other entrepreneurs, business mentors and sharpened our investor focus."

Cocky Smart Pty Ltd won a listing on Australian Small Scale Offerings Board and a corporate multimedia package, valued at \$40,000 (based on an average \$500,000 capital raising), runner-up Alzhyme Pty Ltd won a listing on ASSOB valued at \$11,000 and third prize also won a listing on ASSOB valued at \$10,000.

The 10 short-listed businesses all received business mentoring through ASSOB and access to the WA government's Small Business Development Corporation and the Innovation Centre WA as well as presentation and pitch training.

For further information please contact Kate Ingham, Director Pitch '08 on 1300 722 954



WA five finalists: Jeremy Fitton (Skylifter Pty Ltd), Calvin London (Cocky Smart Pty Ltd), Dr Greg Thomas (Alzhyme Pty Ltd), Lyn Hawkins (Finn Cragg Pty Ltd) and Dr Harrie Hofstede (Spartel Pty Ltd).

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