



Press release

Next Australian Startup For Plug and Play Identified.

- **Victorian startup, SensaData, selected for world's biggest startup accelerator**
- **Sensadata is an IoT company based at LaTrobe University**
- **Plug and Play operates in over 40 countries and its alumni companies have a track record of raising 100's of millions of dollars and successful transitions to IPOs**

At the Australian Graphene Industry Association (AGIA) Graphene+ 2018 conference held in Melbourne, Omer Gozen, Senior VP of Plug and Play announced that Plug and Play would give a Victorian startup company, recommended by AGIA, the opportunity to become a participant in Plug and Play's next accelerator program.

The AGIA is delighted to announce that SensaData, a startup company based at LaTrobe University in Victoria has been invited to participate in Plug and Play next month.

Scott McKenzie, CEO of SensaData, said, "We really appreciate the tremendous opportunity that Plug and Play and the AGIA have together offered us. Amongst other opportunities our technology solves one of the biggest challenges in food security supply chains. We have spent 4 years in development and we are now ready for prime time. Plug and Play is going to provide us with access to potential customers, investors and partners – all of whom have global reach and clout. This one event has the potential to be a massive game changer for us, and I am looking forward to the challenge. We really appreciate the support that AGIA has given us. The vision that Omer Gozen, from Plug and Play, provided at the AGIA conference, has given all of us at SensaData an understanding of how business really gets done globally, and how we can connect successfully with the world.

Plug and Play is the largest and most successful innovation accelerator in the world. With 220 corporate partners and 200 venture capitalists in its network it offers direct exposure to the key decision makers from its Fortune 500 corporate partners and Silicon Valley Venture Capitalists.

Chris Gilbey, Chairman of the AGIA, said, "My company, Imagine Intelligent Materials is an alumni of Plug and Play, and I can personally attest to the extraordinary benefits that accrue from being chosen to pitch at Plug and Play. Our journey with Plug and Play started last year in exactly the same way that SensaData's will. Plug and Play is absolutely transformative for early stage companies and is unlike any other pitching event I have experienced. It's because the quality of the audience is so strong. You find yourself immediately after your pitch talking to exactly the right person in the right company. You could spend years knocking on doors and never get the break that you get from this event. I think that SensaData have a great opportunity and I am delighted that AGIA can assist an early stage company from Australia get on the road to global impact. At the Graphene+ conference this year, in

November, we aim to find another early stage company, that is utilising graphene, and send them to Plug and Play next year.”

Omer Gozen, Senior VP of Plug and Play, said, “When AGIA and Imagine invited me to speak at the Graphene+ conference in Melbourne I jumped at the opportunity, because I felt that Australia has a relatively untapped vein of entrepreneurial talent. After visiting Australia, I am convinced that Australia can compete with the best, and I am certain that Plug and Play can well and truly put them on the map. Plug and Play truly connects startups to the market in a really visceral way. After that, its’ all down to the entrepreneur to follow through and deliver.”

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