



UNIVERSITY *of*
TASMANIA

Thursday, 11 October 2018

Media Alert

Creative and innovative ideas on show

The University of Tasmania has been helping uncover interesting, inspiring and innovative ideas in a new entrepreneurial competition.

UPitch provides a forum for University students and members of the public to test-drive their creative concepts.

It will culminate in Hobart on **Monday, 15 October** when finalists pitch their ideas to a diverse panel of industry judges, investors and senior University staff.

The inaugural competition is being delivered with the support of FutureFest, Enterprize, TASICT and StartCon's Pitch for a \$1 Million initiative.

The winner will be selected to represent Tasmania in the upcoming [Pitch for \\$1 Million](#) event in Sydney, where 600 start-ups from across the Asia Pacific region will be competing for a grand \$1 million-dollar prize.

University of Tasmania Chief Information Officer Jeff Murray said the theme for the inaugural UPitch event was 'backing the future.'

"UPitch aims to highlight innovative talent by partnering bright minds with industry leaders to forge successful start-ups that enhance Tasmania's growth and economy," Mr Murray said.

"The competition builds on our successful UHack event and aligns with the University's commitment to increase opportunities that provide pathways and support for students and the community to kickstart their ideas.

"This year's theme 'backing the future' echoes our mission to encourage and support a thriving Tasmanian entrepreneurial ecosystem."

Entries include a 'Fairbnb' concept that would provide students with an alternative way to enter the property market, an invention to assist with the manual transfer of patients between hospital beds - eliminating the risk of physical injury to staff, a portable disinfectant device for mobile phones and an app putting local fresh produce honesty stalls on the map.

All competition finalists will receive mentoring advice and ongoing support to transform their projects and concepts into reality.

Further information about UPitch can be found at: <http://www.utas.edu.au/upitch>

MEDIA OPPORTUNITY:

What: Inaugural UPitch finalist pitching and awards event

When: Monday, 15 October, 5.30pm – 8.30pm

Where: University of Tasmania IMAS building, 20 Castray Esplanade, Battery Point

Media contacts:

Shantelle Rodman (prior to the event): 0428 197 878

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Information released by:

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