

MEDIA RELEASE

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Startup Catalyst Sets their Sights on London

Startup Catalyst is taking a group of startups, investors, and startup ecosystem supporters on a seven-day mission to London in mid-June, with an extension into Berlin Germany.

The major event that participants will attend is the London Tech Week. It's a festival of 300+ live events across the city, showcasing and celebrating the best of tech whilst providing networking, social, learning and business opportunities.

Startup Catalyst CEO, Aaron Birkby has been in and around the start-up/entrepreneurship industry ever since the age of sixteen. Learning to code at the age of 8, Aaron has founded over ten businesses, most notably his successful cloud-based billing and authentication platform called Arinda.

“London is home to the headquarters of hundreds of global corporate giants, so anyone who comes along on the mission will have the opportunity to meet, interact with and learn from one of the best startup ecosystems in the world,” Mr Birkby said.

“After talking to participants from the previous 2016 London and United States missions, I have realised how significant and powerful these missions are to both the startups and the founder's personal growth,” he said.

The mission schedule includes private group tours and meetings, and participants can also tailore their own schedule from the 300+ events on across the city that week. All participants also receive support from the likes of UK Department for International Trade and Trade and Investment Queensland, to curate specific meetings to suit their individual needs.

All profits from the mission contribute to funding Startup Catalyst's annual Youth Mission, where they take 20 high-achieving, technically savvy youths (18-29) on a fully-sponsored two-week mission to Silicon Valley to expose, infect, and inspire them to be Australia's next generation of future globally successful tech entrepreneurs.

2016 London Mission participant and co-founder of the Queensland Government's entrepreneur financial-aid program, Hot DesQ, Elise Henry talks about her experience on the mission and how it has affected her both professionally and personally:

"I highly recommend going on the Catalyst mission. It was invaluable for me, both from a learning experience, and for the vast connections I made to people who I wouldn't otherwise have been able to meet," Ms Henry said.

There are still a small number of places left on the mission for those interested in attending.

Startup Catalyst

Startup Catalyst takes groups of youths, startups, investors, corporates, and innovation leaders to international startup hotspots including Silicon Valley, Europe, Israel, and Asia with the goal of transforming the startup and innovation landscape in Australia. Our goal is to assist in the cultural transformation of the Australian economy to one that is fast paced, startup aware, and "global first".

For any information please visit:

[http://www.startupcatalyst.com.au/mission-europe-london-and-berlin-june-2017/;](http://www.startupcatalyst.com.au/mission-europe-london-and-berlin-june-2017/)

<http://www.startupcatalyst.com.au/#home>

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