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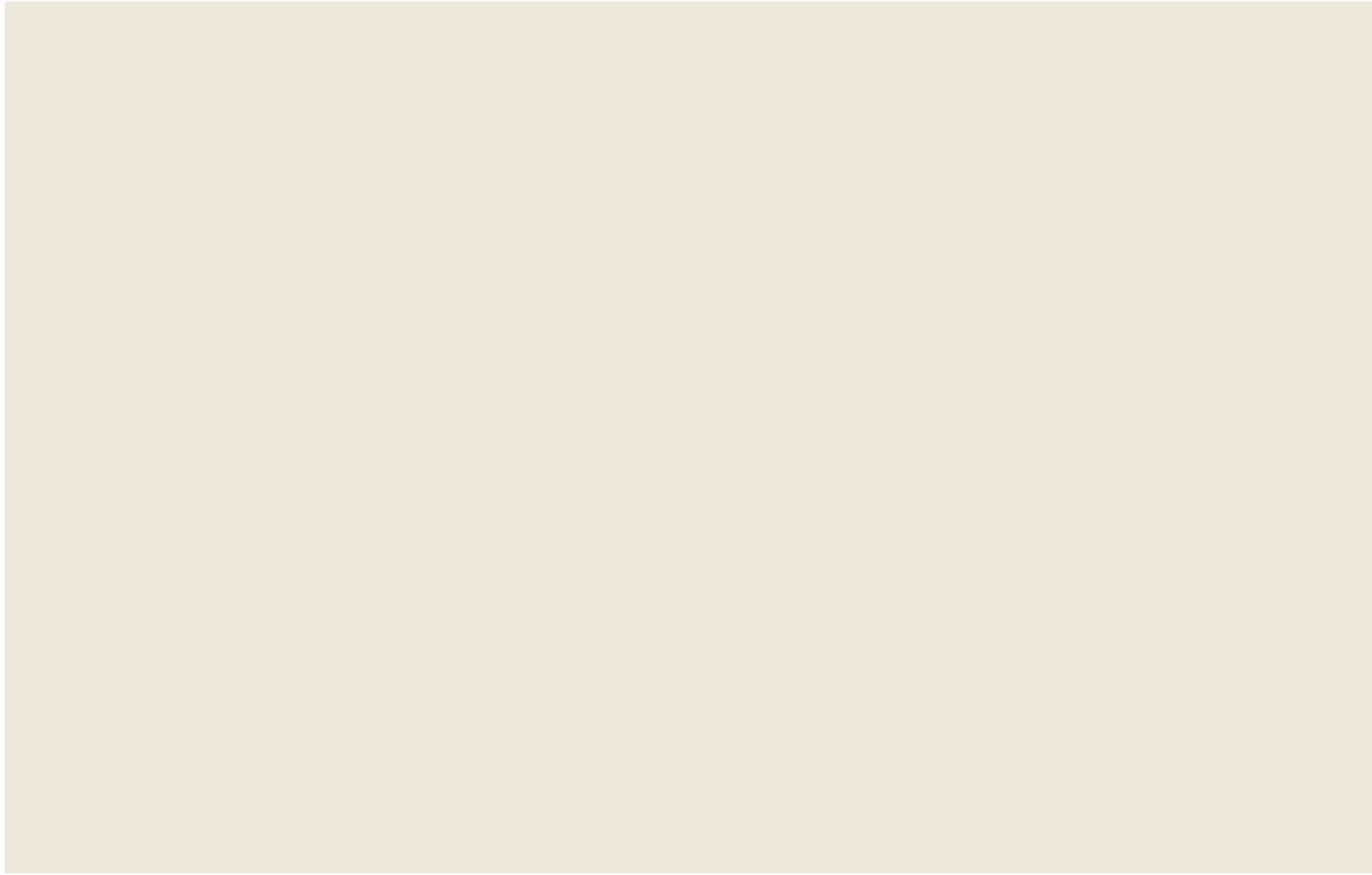
TEKI < \$10.7m research funding to make an impact

TEKI 55 Young entrepreneurs win \$70,000 challenge

TEKI 57 *Ugly Man* pays a visit to Adelaide

TEKI 5: Rhodes scholar follows in Bob Hawke's footsteps

university and is known internationally for excellence in research and teaching.



Adelaidean

Editor:
David Ellis

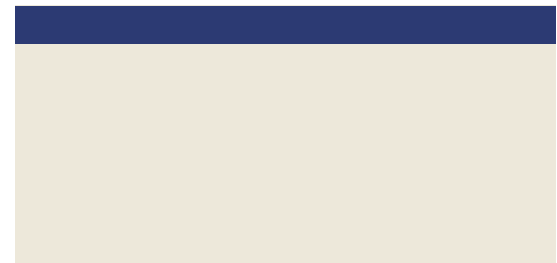
Writers:
Ben Osborne, Howard Salkow,
David Ellis

Design and Layout:
Chris Tonkin

Contributors:
Helen Simpson, Nicole Stones, Judith
Edwards, Kim McBride, Di Kidd

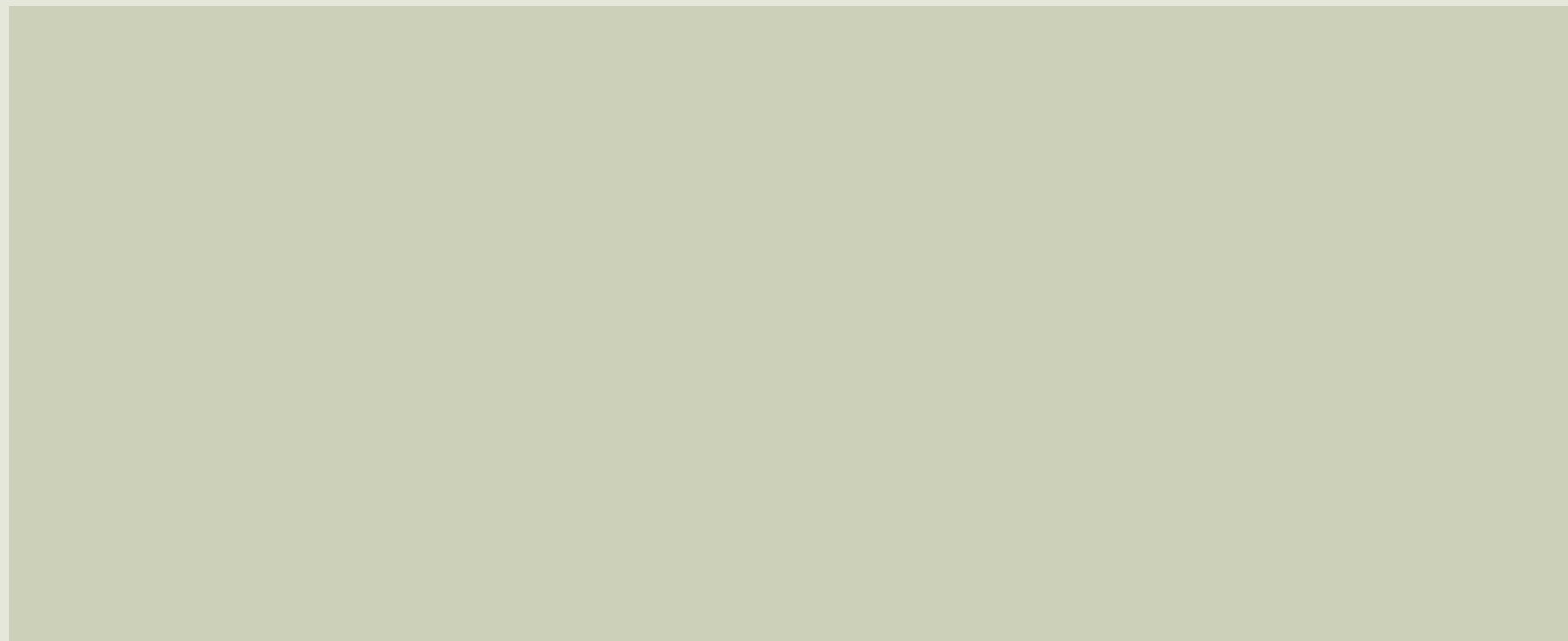
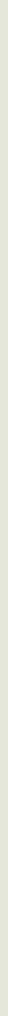
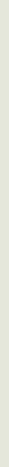
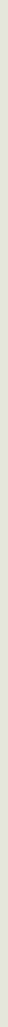
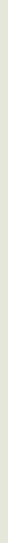
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The university's standing as
an international-class research



The five are members of a business team called Genii, which has won the University of Adelaide's \$70,000 Entrepreneurs' Challenge (EChallenge) for 2003.

The EChallenge is a competition in which teams—including at least one University of Adelaide student—come up with new business ventures that have real commercial value.

Genii's business idea is a location device no bigger than a 20-cent coin that could help improve safety at ski resorts. It could also be used as a cashless point-of-purchase for all locations within the resort, freeing consumers of the worry of carrying cash and credit cards.

"With our product, there is no search and rescue—only rescue," said winning team member Austin.

Among the five-member Genii team are two current University of Adelaide students and one graduate: Monique Bowley, studying for a Media Studies degree, Commerce/Law student Rebecca Schwartz, and Commerce/Law graduate Jason

Watson. The other team members are Andrew Hardacre and Austin. "Winning the EChallenge is a great stepping stone for Genii," Austin said. "The prizes supplied from [major sponsor] Hewlett-Packard, Deloitte Touche Tohmatsu and the other fantastic sponsors will enable Genii's dedicated and talented team to take the next important steps in its development."

As winners of the 2003 EChallenge, Genii receives \$50,000 in cash and prizes, and a chance at taking their business idea to the next level.

The runners up were GeneSense, winning \$17,000 for second place, and Bioprotective Innovations, with \$6000 in cash and prizes for third. The Sahara Lounge won the \$1000 People's Choice Award.

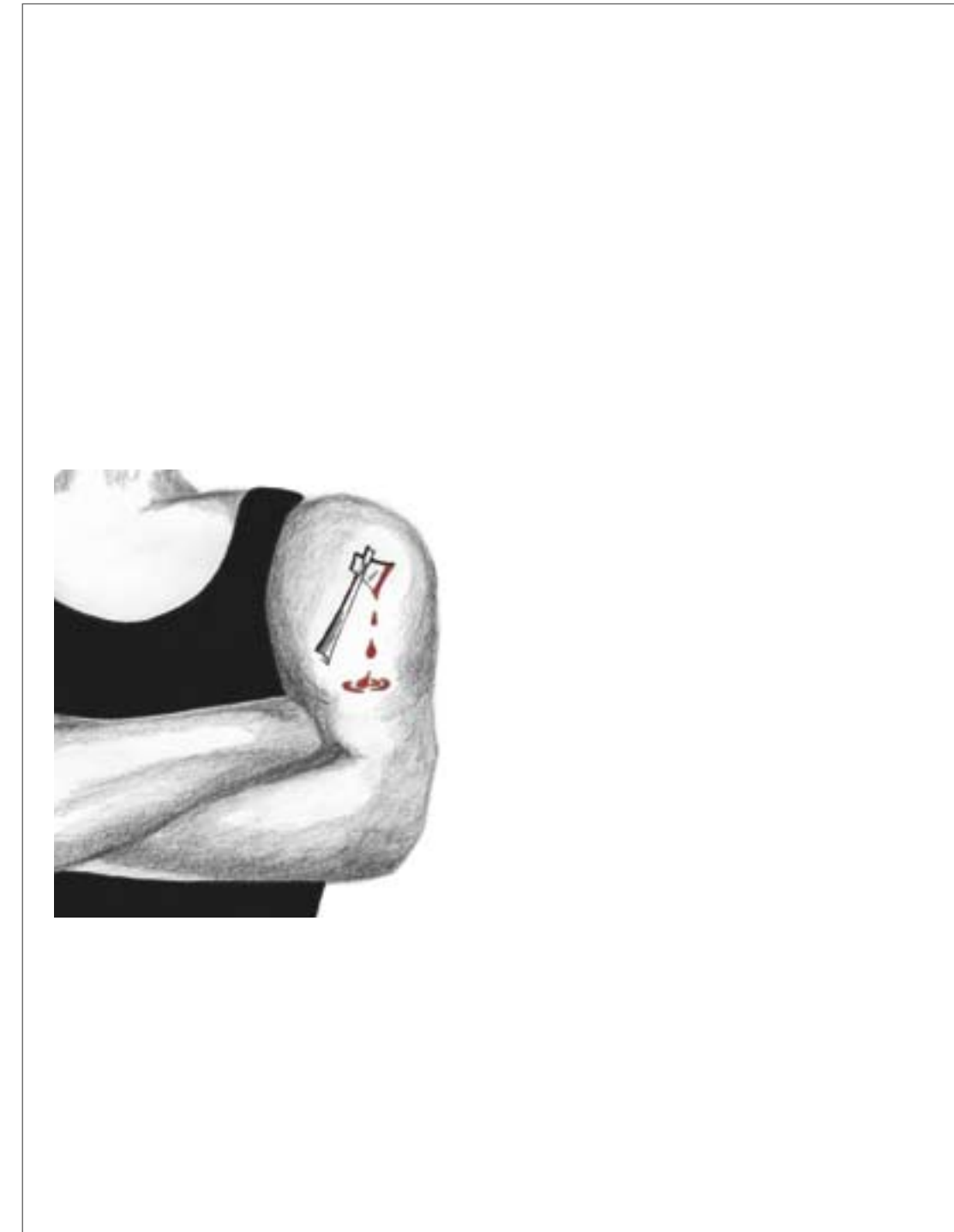
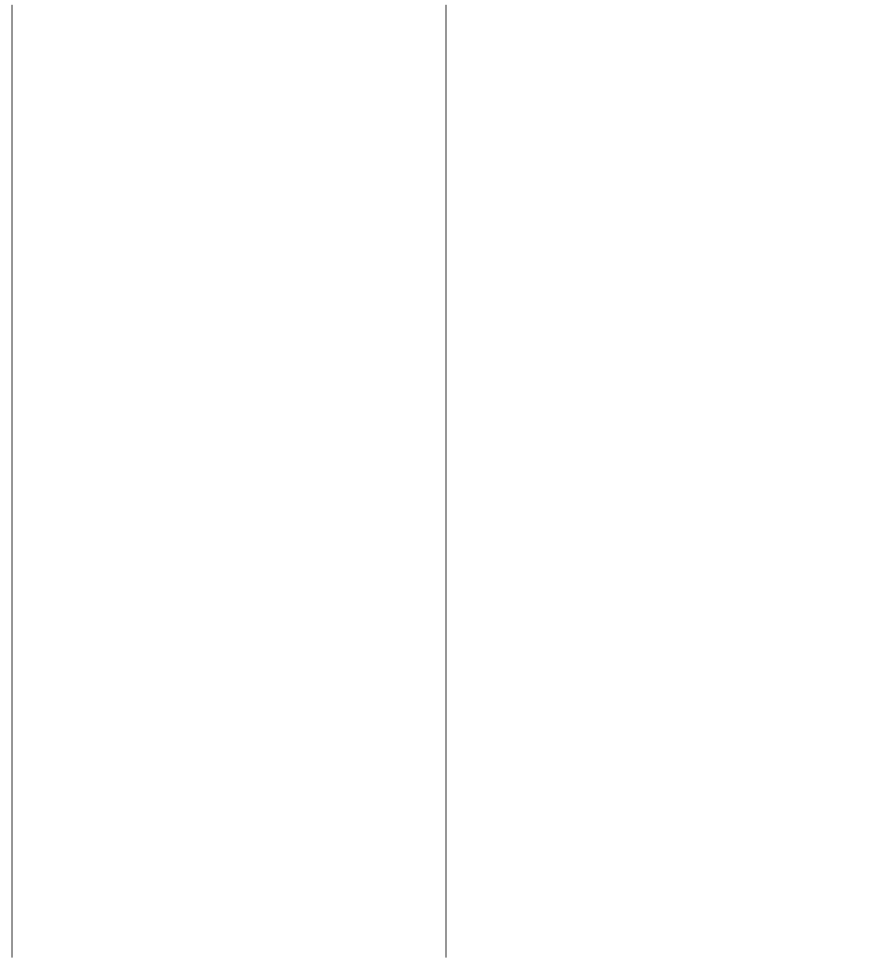
EChallenge project manager and University of Adelaide Commerce/Law student Marissa Haltis said the winning teams represented South Australia's best and newest entrepreneurs.

"When you consider the calibre of the competition, with 60 teams originally competing and the overall quality of

the finalists, our three winning teams have made a remarkable effort," Ms Haltis said.

"We hope that EChallenge will be the catalyst these teams need to go out and succeed with their business ventures, and we are proud that the competition has helped to develop entrepreneurial skills in a new generation of South Australians.

"We wish Genii all po... a



 **Coming Events**

