



## Lawn bowls a change of pace for startups

Brisbane startups swapped their coffee shots and laptops for lawn bowls at the Yeronga Bowls Club on Friday night.

The event, dubbed Startup Barefoot Bowls, was an opportunity for local digital businesses to meet and share their experiences.

Coorparoo-based digital publishing startup, Liquid State organised the event to celebrate the achievements of Brisbane startups throughout the year.

Liquid State CEO, Philip Andrews, said the unusual choice of activity suited the startup culture in Brisbane.

"Networking events can be a bit too corporate and we wanted people to let their hair down, so we thought barefoot bowls would be perfect," he said.

Larger organisations attended the event as well, including representatives from the Microsoft Innovation Centre, and Brisbane Marketing, which is currently implementing the Digital Brisbane Strategy.

Mr. Andrews said the diverse turnout was due to the culture of open collaboration in Brisbane's tech scene.

"We're very lucky in Brisbane to have many established businesses and a local government both of whom are always ready to lend a hand to startups."

Mr. Andrews also took the opportunity to demonstrate some of the new features Liquid State is building into their product, including support for publishing to Android devices, and the option to publish apps from PDF, Word, Excel and PowerPoint files.

"When it comes to digital publishing, no platform or file format should be second best. Create once, publish everywhere," he said.

The Liquid State software platform is cloud-based and is a simple, fast and economical way to produce and publish content to desktop and mobile devices.

The company recently raised \$785,000, through a combination of private angel investors and a government grant through the Commercialisation Australia (CA) initiative.

The Microsoft Innovation Centre opened in Brisbane in 2012 and is the first of its kind in Australia. Its aim is to equip and inspire startups, students, and developers to innovate.

The Yeronga Bowls Club is one of Brisbane's oldest running lawn bowls clubs and celebrated its centenary in 2012.

For further information, interviews and photos, contact:

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PRESS KIT (Includes Backgrounder & photos): <http://bit.ly/LSPressKit>

EVENT PHOTOS: <http://bit.ly/SBBphotos>

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