



Guru urges us to get savvy on start-ups

ANTHONY GALLOWAY

SHARK Tank judge and entrepreneur Steve Baxter says Townsville has a great opportunity to take advantage of its innovators and grow a vibrant start-up community.

Mr Baxter invests in a range of companies including indoor skydiving, medical software and mobile marketing technology. The Brisbane-based innovation guru urged the North's entrepreneurs to grow a start-up community by holding regular networking events.

He said they should also consider establishing an organisation to nurture start-ups, similar to his River City Labs.

"You have to start with some sort of facility that can be a place for helping start-ups – it doesn't have to be expensive or grandiose," he said.

"Based on conversations

I've had, I think there's a green shoot here. People are trying to do the right thing and there's an understanding this is something all communities should be embracing and it needs a lot of work."

He said the key to a successful start-up was having someone involved who had the technical skills in the relevant area. "A lot of start-ups which outsource that technical side to China or India ... don't end up successful," he said.

"A successful start-up at its core needs technical ability to get it done.

"For example, in my company Indoor Skydiving Australia, having skydivers involved in key roles was an important aspect of that company."



Steve Baxter.