

*"In today's commercial world, having a website has become more important than having a business card. Indeed, getting a website has become the leading brand collateral requirement for new businesses. So is it just me, or doesn't it seem strange that obtaining something so fundamental is so incredibly difficult?"*

*Andy Mundell - Nov 2005*

Turn .on your .on business..

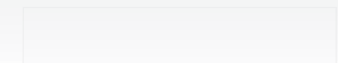
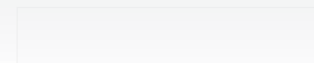


**ON.CO.NZ**

ON.CO.NZ



**On|Company™**



## On|People

### Andy Mundell:

Managing Director. Branding. Design. Vector Graphics.

### Fraser Mills:

Web design. Web development. Coldfusion programming.

### Louise Wilson

Graphic Design. Web design. Print & pre-press management.

### Craig Henderson

Web development. Flash Animation. W3C Web standards.

### Cameron Graham

PHP/MySQL programming. Web development & applications.

### Peter Hodge

Copywriting. Media & PR.

## On|Centre

### Auckland:

213 Great South Rd, Greenlane.  
(Greenlane/Great South Intersection)

Tel: 09 360-1118

**We live in the real world.**



**We live in the real world.**

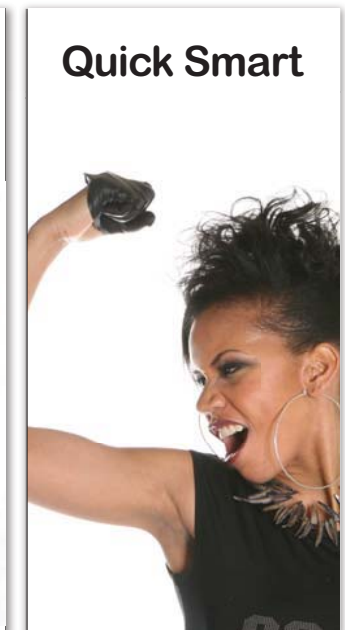
**ON.CO.NZ**  
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**On|Company™**

**HISTORY**

- Dec 05: Gidgygoo™ - Market research and analysis.
- Apr 06 Websites Etc™ - Prototype commercial concepts
- Apr-Nov 06: DomainDomain™ - 740 .nz domains registered/purchased.
- Sep 06: ON™ - Acquisition of 'on.co.nz'.
- Oct-Dec 06: On Company - Incorporation of On Company Limited.
- Jan 07: www.on.co.nz - Website goes live.
- Jan 07: OnStudio CMS. Content Management System launched.
- Jan 07: 1st Mailer to 60,000 Auckland businesses
- Feb 07 On|Centre™ pilot store. Greenlane intersection 70,000 cars daily.
- Mar 07: 2nd Mailer to 60,000 Auckland businesses
- Apr 07: OnEditor.com & OnEditor.co.nz site demo goes live.
- May 07: 3rd Mailer to 60,000 Auckland businesses.



## The world wide web changed everything!

Intelligent gadgets have become ordinary parts of our digital lives. Technology integrates so fast that we often forget our connected world is barely one decade old. Our society has entered a period of mass digital migration that will vastly exceed all previous industrial paradigms. Technology is growing exponentially. Based on the current rate of growth, the world will encounter more technological change over the next 40 years than the combined sum of all changes since the beginning of our civilisation. Infinity at its infancy. Normal limits do not apply...

gidgygoo

### ▶▶! FFWDthinking

**Executive summary:** Society is changing. E-business is no longer an adjunct and is rapidly becoming the central commerce tool. New Zealand businesses face a widening digital divide. The majority do not yet have a website. Of those who do, few have integrated e-business systems or management. There are many options available in New Zealand for website production including web designers, web developers, consultants, I.T. companies and via DIY website building programs. Irrespective, most traditional, low-tech businesses struggle to find how/where to access these services or indeed to simply understand what these services are. For people seeking 'service' rather than 'services', and wishing to be customers rather than users, the term '**solutions**' has become an oxymoron for a whole new set of problems.

Considerable pent-up demand exists for entry level website development and e-commerce/e-business systems, products and services. **The production end is sufficient. The delivery end is deficient.** Delivering e-business services to the marketplace through a tangible real-world interface represents a significant commercial opportunity.

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## »! WITH GLOBAL CHANGE COMES OPPORTUNITY . . .

. . . so too the number of companies endeavouring to get a slice of it.  
Competition plays out at every niche.

The same is true locally as it is globally. Internet related industries are, for the most part, driven by the wider macro global environment. That is.... The local market conditions are a mirror of the global state.

**There are few exceptions.**

**New Zealand is one exception.**

New Zealand's circumstances position it outside the macro template. There is a gap in the market place. An opportunity to actively engage with the market to capture a share in the mass digital migration of NZ business that is about to occur. **Gidgy Group Ltd has been established with that aim.**

## »! THE GLOBALISATION OF SPECIALISATION

Most of the things that will alter the way we live, work, and play have already happened, they're just not evenly distributed.

There are many examples of how industry after industry fails to recognise that the world around them has changed.

Japanese cars now account for 48% of all new vehicle sales in the USA. Toyota, the worlds largest car maker, has secured the number 2 US market share position ahead of Ford. Toyota has never posted a loss. GM is in a nose dive. They said it would never happen.

For decades industries dismissed China's manufacturing capability given its 'so-called' skills-deficiency. Today, a foreign-owned factory opens in China every 26 minutes! A foreign-owned R&D laboratory opens every 43 hours!

The gold-standard measure provided by the Carnegie Mellon Software Institute is the highest quality certification in software design. Globally some 70 companies have achieved this standard. Thirty-five of those companies are from India.

## »! PARADIGM SHIFT.

*[Paradigm shift: A fundamental change in approach universally accepted by society. Examples include: Fire. Tools. The wheel. Electricity. Telegraph. Combustion engine. Flight. Personal Computer. Cellular phones. The Internet.]*

Paradigm shifts alter the way we live, the way we work, how we play, how we communicate, what we buy, how we buy it, 'why we buy it'. These shifts are the launch pads and graveyards of business.

As technology grows, so too does the speed of its growth. It grows upon itself. It is exponential.

Prior to the 20th century paradigm shift events were hundreds of years apart. Then within the first quarter of the twentieth century we saw more technological advancement than in all the previous century. By the end of the 20th century, the rate by which technology was doubling upon itself required only decade. Significant change is no longer imminent. It's constant.

## »! At this moment in time...

- ▶ Asia is gearing up for it's next biggest export... "Innovation".
- ▶ The worlds creative talent is freelancing, no longer requiring the traditional agency infrastructure for media and clientele.
- ▶ Digital assets are gaining in value and replacing brand as the leading intangible value to business.
- ▶ The emerging "Web 2.0" or "Live Web" environment is dramatically shifting global society and business models

"We must act quickly and decisively. The next sea change is upon us."  
**Bill Gates** - October 2005

"We believe the first ten years of the commercial Internet were a warm up act for what is about to happen".  
**Morgan Stanley** - October 2005

"The nearly 1 billion people online worldwide, along with their shared knowledge, social contacts, online reputations, computing power, and more, .. are rapidly becoming a collective force of unprecedented power. For the first time in human history, mass cooperation across time and space is suddenly economical."  
**Business Week.**



»! NEW ZEALAND ONLINE

OECD figures rank NZ's internet penetration as the highest in the world with 76.3% of New Zealanders online. This is twice the OECD average.

In contrast, New Zealand's commercial penetration online ranks low, with only 15.3 websites per 1000 head of population. This is half the OECD average.

**Number of businesses and websites.**

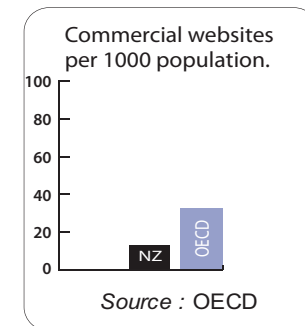
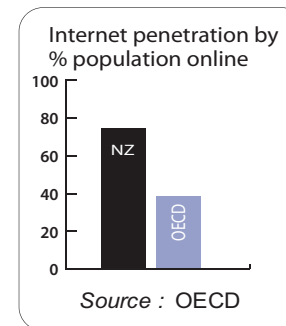
There is no wholly accurate gauge for measuring the number of NZ businesses with or without a website. To rationalise it, 3 differing scenarios are explored.

1. Using the OECD figure of 15.3 websites multiplied by population size (per 1000) determines NZ as having 64260 websites [15.3 x 4200(000)]. There are 344,340 registered businesses in NZ (excluding farming). Assuming the optimum of one enterprise to one website, and that each website is a commercial operation, the result concludes 18% of NZ's businesses have a website. 82% do not.
2. The number of commercial domain names registered in NZ to end Dec05 was 179262. It is recognised that many registered domain names are not active and, further, that many businesses own multiple domains. By applying a generous assumptive figure that 50% of registered domains are active websites and applying the optimum of one enterprise to one website, the result is 26% of NZ businesses have a website. 74% do not.
3. Online business surveys place the figure higher with as many as 46% of businesses (respondents) owning a website. However, as these surveys are conducted within an already-online environment and are small in size, the results are unlikely to be representative of the wider business community.

In any of these cases, the significant majority of businesses in NZ do not have a website.

»! STATS 05

New Zealand total population:	4,195,729
NZ registered no of internet users:	3,203,180
NZ internet penetration (OECD):	76.3%
OECD average internet penetration:	39.2%
NZ no of websites per 1000 people (OECD):	15.3
OECD avg no of websites per 1000 people:	31.4
Number of nz businesses enterprises	344,340
Percentage nz businesses in SME category	96%
Commercial nz domains registered to end05	179262



»! LOW BROADBAND

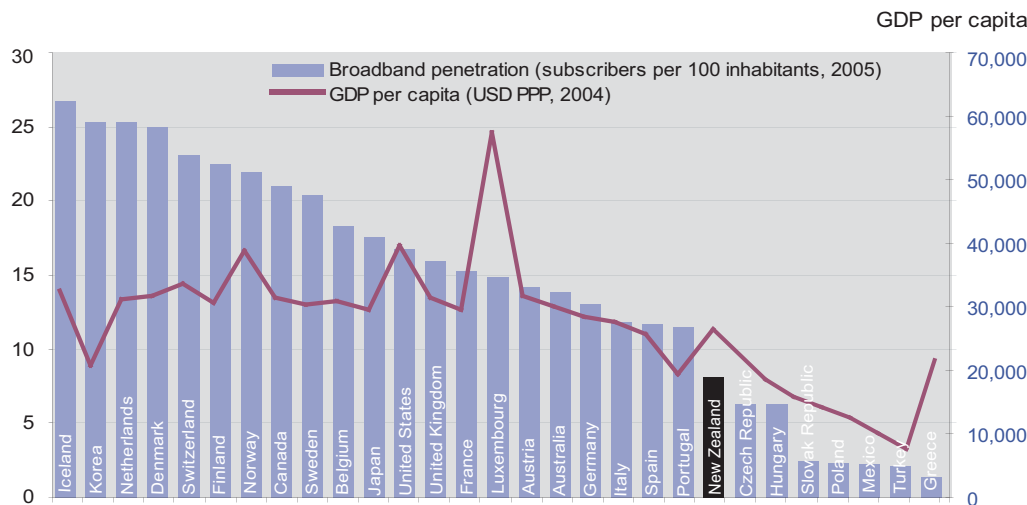
A contributing factor to NZ's low number of websites is its low rate of broadband penetration. NZ is in the bottom 10% of all OECD nations for broadband.

Telecom NZ's monopoly of the country's copper network has resulted in 90 percent of NZ Internet users still being on dial-up connections (56kbit/sec and below). Dial-up has ceased to be a measure of readiness for the connected world.

Broadband, defined as 256kbit/sec and greater, has limited geographical coverage in NZ and high costs. Download speeds average 512kbit/sec to 1Mbit/sec, versus other countries offering broadband speeds of 100Mbit/sec and now up to 1Gbit/sec.

Under mounting pressure, the NZ government has recently intervened to force Telecom to open their network to competition. The Telecommunications Amendment Act is to be drafted through the legislative process ahead. Competition is emerging in NZ and costs are being driven down.

»! OECD Broadband penetration - per capita GDP



»! SLOW BROADBAND

NZ's aging copper network is not capable of speeds beyond 3.5Mbit/sec. 3.5Mbit/sec download is functional but remains the slowest broadband on the world stage.

Sizeable investment in infrastructure will be needed to get anything near world class access. Attracting that level of investment into a regulated marketplace will be extremely difficult.

»! VODAFONE HSDPA (High Speed Data Packet Access)

It is anticipated that Vodafone NZ will launch a new HSDPA mobile broadband network within NZ toward the end of this year offering download bandwidth of 3.5 Mbit/sec.

»! UPSTREAM

Upstream is where the real problem lies. NZ's upstream bandwidth is very low (around 128-256kbit/sec). This restricts NZ's Internet users to mere consumers of canned content for at least the foreseeable medium term future.

## FFWDweb

### »! WEB 2.0:

Web 2.0 is a new approach rather than any new technology itself. The driving force is society using the tools of the Web for interaction, contribution and distribution. It is about harnessing collective intelligence.

Web2.0 is about using the web as a platform. For corporates, the Web is a platform for business. For marketers, the Web is a platform for communication. For journalists, the Web is a platform for media. For programmers the Web is a platform for software development, and so on...

As users add new sites and content it is bound in to the structure of the web by other users discovering the content and linking to it. Much like synapses form in the brain, associations becoming stronger through repetition or intensity. Web-brain connections grow organically as an output of the collective activity from all web users.

Links rather than pages are the dynamic space of Web 2.0. Links to a weblog for example point to a constantly changing page, with 'permalinks' for any individual entry and feeds to notify each new change. Rather than a simple bookmark or a page link, it provides much stronger connections, greatly increasing the flow of information.

Simple web services like news feeds are about syndicating data outwards, not controlling what happens when it gets to the other end of the connection. Web 2.0 tools encourage replication and distribution. "Some rights reserved," rather than copyright, provides distribution through contribution. It is a reflection of what is known as the end-to-end principle, an idea that is fundamental to the internet itself.

### »! SEMANTIC WEB

Search engines work by identifying key words within a URL (uniform reference locator) looking to match these to the users search query. A collection of words creates pattern recognition but is irrespective of actual meaning or intent. "Bass" for example, may be a type of fish or a bass guitar. "I play bass" does not define the intended meaning.

Tim Berners-Lee, inventor of the world wide web, has been developing the 'Semantic Web' for 9 years and has now commenced the first stages of deployment. Rather than looking to URL's for matching words, the Semantic Web looks to URI's (uniform reference indicators) to distinguish the meaning of each word within the specific context intended through a sentence structure. In short, the machines will be able to read.

Within a few years key words will give way to literal sentences. Search results will become highly accurate, further driving specialization rather than generalization of as the model for business success.

## »! E-COMMERCE TRENDS

A survey by Nielsen//NetRatings of 3750 New Zealanders last year showed 19% had purchased online sometime in the preceding 12 months, and that 22.6% had used the internet within a four week period to research information online.

In August, Stuff.co.nz asked people in their online community what they purchased most often on the internet. By 11.20 am 532 or 28% of 1846 people said they used the net to buy travel; 10% books, 5% music and 21% said "other things". 31% said they didn't shop online at all.

This trend is consistent with other countries. An analysis of global e-commerce activity published by The Economist in May 04 noted that consumers were increasingly connecting online and offline worlds by ordering goods online and then travelling to a physical store to pick them up.

The report observed that while online retail sales in the US only accounted for 1.6%, or \$US55 billion, of total retail sales; the internet was exerting a "monumental" influence on purchases carried out in the offline world.

USA department-stores giant, Sears, reports that 40% of all online sales (excluding garments) were picked up in store, and that one in five customers walking into a Sears department store in America will have already researched their purchase online.

The internet is profoundly changing consumer behaviour. Its influence over purchase decisions has a significant effect on both business, and online branding.

*"A web site is increasingly becoming the gateway to a company's brand, products and services. Even if the firm does not sell online, a useless web site suggests a useless company, and a rival is only a mouse click away"* the magazine warned. Many businesses need help to maintain web site content, tweak design and optimise for search engines to be readily found.

## »! SME BUSINESS

96% of NZ businesses are Small to Medium Enterprises. Statistics show that the majority do not have a website.

These businesses are likely to have average PC user knowledge but low IT skill. Most access the internet daily and communicate with customers by email. SME Business owners are most likely to be Generation X and Baby Boomers. Most do not know the difference between a web designer and a web developer. They see web-pages, not programs. Images, not artworks. Email, not e-marketing.

Web design is viewed as costly and complicated. This view is reinforced by contradictory messages from Creative & IT industries and by an abundance of technical buzzwords. Many seek a low-tech approach. An online brochure remains a common perception.

Up to now, a website has not been perceived as essential expenditure competing for SME budgets along side flyers, business cards, trade publication advertising, point of sale, and yellow pages listings. With these comparatives, spending thousands on a website is something that many have been unable to rationalise.

Increasingly these businesses are under pressure. Their credibility is now at stake.

## »» GENERATION GAPS

Baby Boomers: 1953-1964	age 41yrs - 53yrs
Generation X: 1965-1976	age 30yrs - 41yrs
Generation Y: 1977-1992	age 14yrs - 29yrs

## »! E-BUSINESS

When the e-business train pulled away from the station a few years ago most NZ SME's forgot to get onboard. While it's never too late to start, the entry point continues to move.

The IT industry is emmersed in its own rapid growth. Next generation solutions are the perpetual core of IT businesses. Embedded within each new technology cycle is another layer of assumption that people are already on board or at least have an understanding of the acronyms and buzzwords now common place to their world.

Generation Y turns 30 next year. Gen Y-ers are most likely to be up to date with the technology. The technology is often created by them and/or for them.

Baby Boomers and Gen X business owners who have not embraced the change or lack some prior grasp of it are still struggling to define what 'e-business' is, let alone where to get it.

## »! BRAND COLLATERALS. WEB v Print ( THE NEW ENTRY POINT).

When starting a new business, designing a business card has usually been the first brand requirement and traditionally the entrance point to a designer relationship. Today, the highest priority for most new businesses is creating a website. The Creative and IT industries place separation between web and print. To the business owner, brand , identity, image and promotion are irrespective of the type of media.

## »! WEBSITE DESIGN & DEVELOPMENT

*The following generalisations are drawn from focus groups, common opinions and experiences of small business owners.*

- ▶ There are 3 primary methods for undertaking website production in NZ . . .
  1. **Web Designer.** Creative industry/graphic designers by background. Designers are the easiest to find. Most have published phone numbers and a commercial studio address. Most SMEs have used a Graphic Designer at some time. Designers tend to focus on brand and image over function. The end result will often look spectacular but may be technically cumbersome and lack good usability. Rates are around \$100 per hour. Paying \$5000 for a small business website is commonplace. Most SMEs use graphic designers to create their sites
  2. **Web Developer.** IT Industry/programmers by background. Hard to find via conventional offline channels. Developers operate in the online world. A phone number or address is rarely listed. Developers sites are often heavy in technical words and information overload. They understand the searchable value of keywords on a homepage but often have little understanding of the wider dynamics of marketing. Paying just a few hundred dollars for a business website is achievable. SMEs are less aware and/or more confused by this route.
  3. **DIY Programs.** There are many DIY site building template programmes. Comprehensive consumer end programmes such as Adobe Dreamweaver require a high level of skill. Simpler options and web-based programs are becoming more common but a heavy earning curve is still required along with a basic understanding of website architecture (The simpler the system, the more basic the end result). Use is only viable via a broadband connection and a commitment of time is required to learn and create it. A website is achievable for \$30 per month. It's suitability for business can be very limiting and always subject to the ability of the DIYer.

**▶▶! VALUE/PERCEPTION**

Website production is an exploding and highly competitive field. The Creative and IT industries are often diametrically opposed in their approach. Ironically the largest market demographic, the low tech customer, is almost entirely untapped. No one has yet achieved brand recognition for being the “easy, low-tech, low-cost website company”. Simple, affordable “done for you” services sought by the wider mass market are either unavailable or invisible in the real world.

The prevailing view within the **graphic-design/creative industry** appears to be that there’s no money at the low-tech, low cost end of the market. With online DIY website solutions becoming increasingly available at the bottom end, and with designers enjoying high customer demand, showcasing their talents and charging top dollar, it is an understandable point of view. The design industry is fundamentally about brand and aesthetics.

**They believe that... image is what matters most.**

**The IT industry** knows that website creation is simply the entry point to digital asset management. The real money isn’t at the front end of the relationship, but rather from the long term management and growth of the clients online assets. The industry is heavily competitive. Open source driven solutions and DIY programs are constantly being rolled out as the industry competes to deliver superior technology to capture the SME market. The IT industry is fundamentally about intelligence.

**They believe that ... technology is what matters most.**

*“The problem with ‘knowing’ is forgetting that others don’t!”*

- ▶▶ Most ‘low-tech’ customers are driven by value perception, not by cost. They desire what they understand and this reflects the monetary value attributed to it.
- ▶▶ SME’s without a website often sight ‘lack of understanding’, not a lack of desire, as being the main barrier to getting a website. Blinding the unskilled customer with technology is not a selling feature. Value fulfilment is essential before trying to raise the bar.
- ▶▶ Low-tech desire is relative to skill. Though an online or DIY site builder *might* yield a suitable result, low-skilled, entry level customers are seldom going to be DIY capable. Ultimately it is still the “Done-For-You” process that they seek.

The emerging digital business environment of web based applications, DIY tools, freelanced collaboration, and ‘real-time’ global interaction is not a realistic delivery model for NZ SMEs confined to a copper wire infrastructure. In the same way as Sears’ on-line customers still go in-store to collect their purchases, the low-tech NZ website customer also seeks a real world interface. The NZ SME marketplace is still fundamentally about bricks and mortar.

**They believe that ... tangibility is what matters most!**

»! TANGIBILITY



# websitesetc

QUICKSMART™

**Websites Etc™** is a retailer / reseller of web production & deployment services.

**Websites Etc™** seeks brand leadership for quick, smart, affordable websites.

**Websites Etc™** core products range from quick-deployment, low-cost DIY templates tuned to client spec, to online stores and customized data driven CMS sites of medium level complexity.

**Websites Etc™** provides a 'real-world\web-world' interface for low-tech customers seeking online identity and promotion.

**Websites Etc™** is a project manager of production and deployment services, sourced via wholesale agreement.

**Websites Etc™** promotes a range of 'pre-priced' and 'pre-built' website packages and add-ons. Packages are consolidated in the same manner (and for the same purpose) as tour packages by the travel industry. i.e. quantifiable platforms, including limited-time promotions and loss-leader entry points upon which tailored outcomes (and relationships) can be built.

Located in commercial & retail districts with prime, street level visibility on main arterial routes, **Websites Etc™** will engage the low-tech market by '**being where they are**' (in the real world), and by '**communicating as they do**' (in plain english).

*The industry is smart.  
The industry wants smart customers.*

*The customer is dumb.  
The customer wants to stay dumb.*

**The customer is always right.▶▶!**

(retail concept)

»! CONCEPT

# websitesetc



[HOME](#) | [ABOUT US](#) | [CONTACT](#)

Affordable, plain english web production, solutions & service.. WebsitesEtc for websites, etc.. - "We live in the real world"!

QUICKSMART

DESIGN

templates  
custom sites  
e-commerce  
e-marketing.  
makeovers  
logos & brand  
accessories

DEVELOP

project planner  
project studio  
tutorials

SITE MANAGEMENT

DOMAIN NAMES

HOSTING

OPTIMISATION

PAY PER CLICK

KNOWLEDGE

SUPPORT

CONTACT



**Online off-line.**

We treat web production as a service, not as a privilege. We offer real service from real people in real stores, real fast! On time and on budget, tailored to your specifications.



**Fixed page pricing**

Professional customized web templates ready for your content.

**\$199** +gst per web page (to 6 pages) **+\$98** per extra page 7 to 20 pages.

**\$699** customised CMS site and templates with your brand (just add content).

**\$599** ecommerce add on. Full online store function. Unlimited products.

**Keeping it Simple.**

We believe in clean, crisp, easy to use websites. Incorporating simplicity throughout the site requires good planning and content. Our project managers work with you throughout the planning and production process. They are planning specialists and they know the importance of your image and brand.

- Good Design is:** Clear, intuitive communication.
- Good Development is:** Logical architecture. Easy navigation.
- Good Deployment is:** Focussed content. Sought-after information.
- Good Management is:** Intelligent, flexible interface technology.

COMMUNITY  
> news  
> feedback  
> discussion

OPPORTUNITIES  
> employment  
> freelance  
> business



DESIGN STUDIO  
[LOGIN](#)

SITE MANAGER  
[LOGIN](#)

## ▶▶! RETAIL

Websites Etc is a web-production reseller. The first retail store is scheduled to open January 2007. Production is outsourced from wholesale providers and partners. In-store staff are 'creative sales consultants' (not designers). Their core strengths are inter-personal and organisational skills. Their principle role is to quantify the clients needs and to project manage the content gathering and production process.

## ▶▶! MARKET ENTRY

Traditional "street-level retail" and "mainstream media advertising" formats are almost entirely ignored by the web production industry. Though the reasons are obvious, this virtual 'non-existence' of competition via the mainstream-media / main-street model represents a very unique entry position to attract the emerging low-tech mass market.

Websites Etc will leverage this to maximum brand advantage.

## ▶▶! SUSTAINABILITY

The capture potential for Websites Etc is significant over the coming years. A franchise plan is presently in development as the operational systems & infrastructure come into place. Expansion of locations is targeted to commence late 07.

Over the longer term the business model must recognise that the target audience will continually diminish. This retail mass market-entry model represents a limited 5 to 8 year window in time as a gateway to get into the crowd. Sustainability requires actively engaging the client base to manage their own going digital business and to penetrating the wider online market place where competition is already fierce

Planning for this eventuality requires infrastructure be in place from the outset for digital asset management and growth.

Websites Etc does not seek to dilute the principle of its 'entry level' brand position nor to divert time/resources away from the entry point. . The ongoing client relationship focusses products & services under partner brands that are interfaced online, presented in line with the customers growing understanding and needs.

## ▶▶! GROUP OPERATIONS

Websites Etc is one of six divisions each focussed to a specific market capture position along the web business supply chain.

### *Websites Etc is*

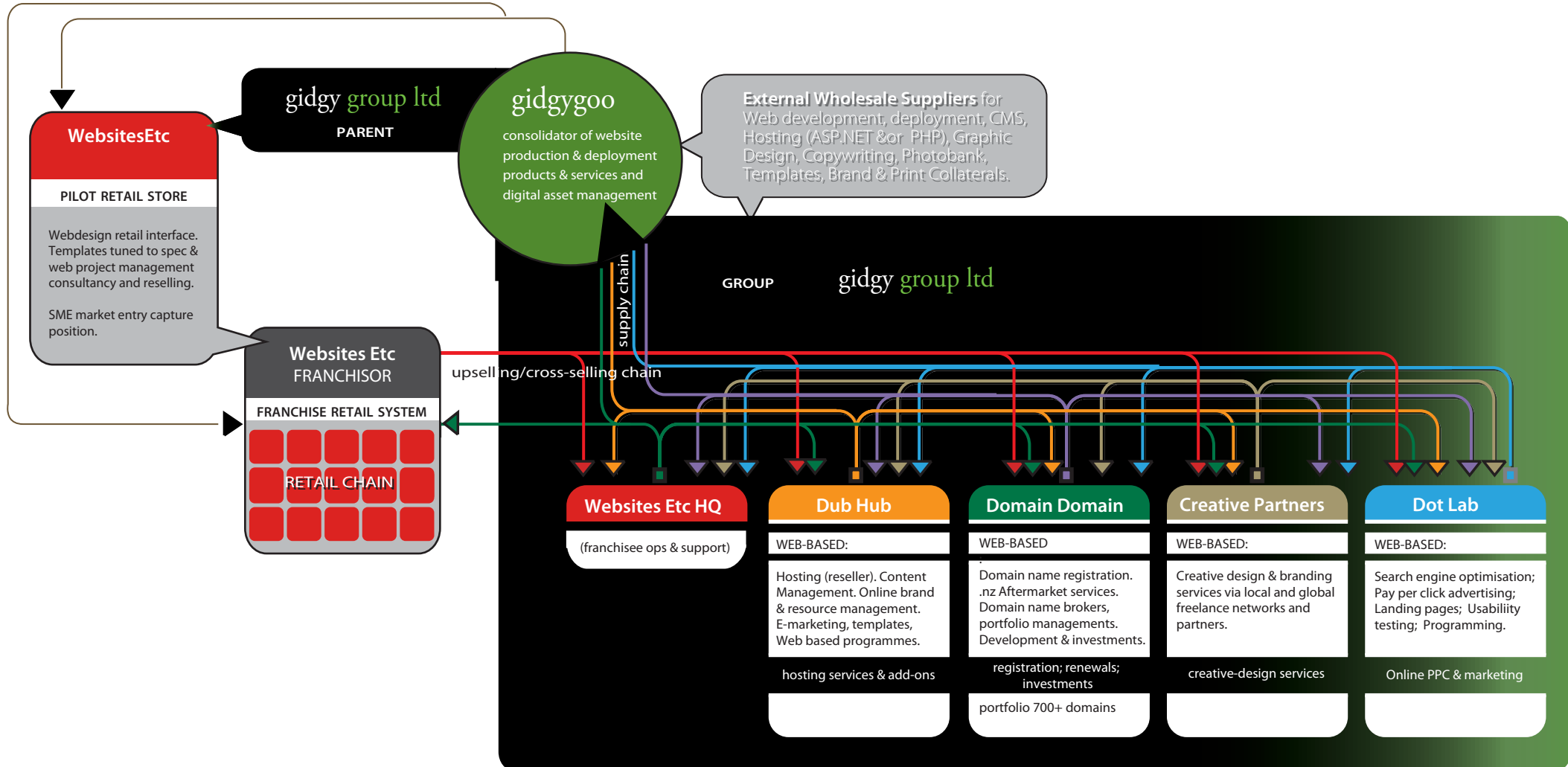
- ▶ a reseller of entry level products
- ▶ a cashflow retail business
- ▶ the entry point.

### *Websites Etc seeks to*

- ▶ rapidly engage a mass of SME customers.
- ▶ upsell and cross-sell those customers to its group partners for long term client/digital asset management.



## ►►! GROUP CONCEPT



## Gidgy Group Ltd - Andrew Mundell:

### Background information

1989 - Following a successful six year career in sales & marketing management and public speaking within the outbound travel industry, Andrew became a solo parent to his 4year old daughter, Casey. He was 23. Being a role not easily balanced with his professional life, Andrew decided it was time to step outside the square.

While attending a trade fair in the USA during the same year, Andrew identified an untapped potential within the growing US & European multi-sport markets for high stretch/high performance wetsuits. Although he knew little about the markets or product technologies he could see the lack of suitable products to fit the market demands. An innovator by nature, he conceptualised a revolutionary design idea.

In 1990, having proven and developed his design theory, Andrew travelled back to the USA and negotiated the exclusive world-wide license for the Ironman® trademark and founded Ironman Wetsuits International Ltd.

In the years following, Ironman Wetsuits revolutionised the performance wetsuit industry growing to become the global leader in their field with an estimated 25% of the total world market share with annual turnover of \$5m.

By 2003, Ironman Wetsuits International operated subsidiary companies in USA and Europe; had established distributors in 32 countries, and high volume manufacturing operations in China and Thailand.

2004 - After 16 years, Andrew (38yrs old) sold/retired from the business and moved to a lifestyle property on Puketutu Island in Auckland's Manukau harbour.

### ►! Expertise

Concept Development; Product Innovation; Graphic Design (Illustrator/Photoshop); Industrial Design; Manufacturing & Sourcing; Brand Development; Licensing; Intellectual Property; Sales & Marketing; Copywriting; Public Speaking; Tradefairs/Exhibitions; Export Market Development; Global Logistics; Distribution; International Trade Finance; Offset/prepress print management; Customer Services; Retention Programmes; Corporate Sponsorship; Event Management.

DIRECTOR HISTORY: (1989 - 2004)  
Director. Ironman Wetsuits International Ltd (NZ)  
Director. Ironman Wetsuits LLC (USA)  
Director. Ironman Wetsuits Europe Ltd (UK)



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