

Business (Confidential)

MOVERS, SHAKERS, PROMOTIONS AND APPOINTMENTS IN SOUTH AUSTRALIA

From rags to riches, credibility the key

CREDIBILITY is the key to building a successful business, says Adelaide-based entrepreneur and academic **Matthew Michalewicz**.

Matthew, who is the chief executive of SolveIT Software, and his father, **Zbigniew**, the chair professor of artificial intelligence at Adelaide University, will next week launch their book *Winning Credibility: A guide for building a business from rags to riches*.

Matthew speaks from experience, having launched his first business aged 18. It was a personal-training business he sold about four years later to go into management consulting and later the IT field.

He says even on a limited budget, businesses can build credibility by engaging high-profile board members, working well with the media and finding investors who bring more than just money to the table.

"Every small and growing business has goals and these evolve over time," he says.

"The achievement of these goals is directly linked to the credibility of the business.

"If you can get a strong management team, a high-profile board of directors and good media coverage, that helps you get analyst coverage and market yourself to customers."

The book launch will be held at the American Chamber of Commerce in

Australia entrepreneurship and networking event at the Hyatt Regency on Wednesday July 26, from 5.15pm. For information visit www.amcham.on.net/events/#Lunch50

Other speakers at the event include Playford Capital chief executive **Amanda Heyworth**, Inventure Partners director **Mike Burfield** and Venture Capital Board chief executive **Bill Price**.

