



CUDOS ENTREPRENEURSHIP SEMINAR SERIES 2011

Date: Wednesday, 19 October 2011
Time: 12:00-1:00pm (refreshments provided)
Venue: Education Lecture Room 424, Education Building,
Manning Street, The University of Sydney

SPEAKER: DR SIMON POOLE

A tale of three start-ups: Indx, Finisar and Waveshaper



This talk will describe three successful photonics start-ups (Indx/JDSUniphase, Engana/Finisar and the WaveShaper/Optical Instrumentation Group within Finisar), each of which has addressed different markets using different funding models and approaches to the market. However, all were set up from day one to be market, rather than technology-focused. The importance of meeting the future needs of the market will be emphasised as well as the strategies and approaches used in starting and growing the companies. The presentation will discuss what these companies do (or in the case of Indx, did) and how this was successfully commercialised in Australia.

Dr Simon Poole is Australia's leading entrepreneur in the area of optical communications, having personally founded and sold two extremely successful photonics companies, Indx and Engana, and being closely involved in many others. He is an engineer, innovator and entrepreneur with over 30 years experience in communications and photonics technologies in academia and industry. As a researcher he was a member of the team at Southampton University in the UK that, in 1986, invented the Erbium-Doped Fibre Amplifier (EDFA) which is recognised globally as one of the key inventions underpinning the optical communications revolution. In 1988, Simon moved to Australia where he was a founder of the Optical Fibre Technology Centre (OFTC) at Sydney University and also of the Australian Photonics CRC. In 1995 he founded Indx Pty Ltd (subsequently to JDS Uniphase Australia) which, prior to the telecom crash of 2001, became the world's largest manufacturer of Fibre Bragg Gratings.

In 2001, Simon Poole and Steve Frisken founded Engana, raising A\$13 million in VC funding. Engana subsequently developed world leading Wavelength Selective Switching (WSS) technologies, and in 2006 was acquired by Optium Corporation for US\$43 million. In 2008, Optium was acquired by Finisar, the leading supplier of optical components and modules. As Director, New Business Ventures, of Finisar Australia Dr Poole is now leading an internal start-up (with Dr Frisken) to expand Finisar Australia's core activities into the field of Optical Instrumentation.

In 2010 Dr Poole was named Entrepreneur of the Year by Engineers Australia and, together with Dr Frisken, was named as one of the Warren Centre's Innovation Heroes for 2010. He has over 250 publications in refereed journals and conferences.

ADDITIONAL DATES & SPEAKERS

Venue: LT 1, School of Physics, The University of Sydney



02/11/2011	12:00-1:00pm	Karl Rodrigues
16/11/2011	12:00-1:00pm	John Haywood
01/12/2011	9:30-10:30am	John Dyson (at KOALA Conference, Melbourne)
07/12/2011	12:00-1:00pm	Harald Rosenfeldt

For further information and previous talks go to:
<http://www.cudos.org.au/education/seminarseries.shtml>