



NEW ZEALAND'S E-MAG FOR ENTREPRENEURS AND BUSINESS OWNERS

#nzentrepreneur

September 2014

We
interview *Melanie
Brown*
of The
New
Zealand
Cellar

+

Your
Entrepreneurial
Share Price



Interview
Tonny McKenzie of Posboss

Latest news from
Young Enterprise Trust

iP is about igniting passion

Great ideas shape our world if they are harnessed and protected in the right way. At AJ Park, we work with you to understand your business and where you want to take it. Our experts specialise in helping you identify, protect, commercialise, and manage your intellectual property. If you're looking for clear IP advice, call us today.

0800 257 275 | www.ajpark.com | New Zealand + Australia

AJPark
intellectual property



AJ Park is about **iP** • intellectual property • igniting passion • ideas pervading

CONTENTS

- 4 From the Editor
- 6 Your Entrepreneurial Share Price
- 10 10 Questions with Melanie Brown of *The New Zealand Cellar*
- 16 Taking Your Products or Services to China?
- 20 Young Enterprise Trust
- 24 Getting the Best from your Board
- 26 Interview: Jonny McKenzie of Posboss
- 31 Parting Shot

ABOUT / Short and sharp, New Zealand Entrepreneur is a free e-magazine delivering thought provoking and enlightening articles, industry news and information to forward-thinking entrepreneurs.

EDITOR / Nick Harley

ART DIRECTOR / Jodi Olsson

GROUP EDITOR / Jennifer Liew

CHIEF FINANCIAL OFFICER /
Alastair Noble

CONTENT ENQUIRIES /

Phone Nick on 021 052 9770 or
email nick@nzentrepreneur.co.nz

ADVERTISING ENQUIRIES /

Phone Jennifer on (09) 522 7257 or
email jenniferl@espiremedia.com

WEBSITE / nzentrepreneur.co.nz



ISSN 2253-5683

NZ Entrepreneur is a GREEN MAG
created and distributed without the use
of paper so it's environmentally friendly.
Please think before you print. Thank you!



WELL, THIS YEAR is flying by. I hope you have all managed to get some good progress under your belt over the past nine months. Time is the enemy for most entrepreneurs. I saw Vaughan Rowsell of Vend give some great tips on **managing your calendar** recently.

Most of the things entrepreneurs strive for are unlimited, and can be changed as direct result of your own efforts. We don't tend to conform to any conventional boundaries or limits.

Time, however, is finite; there's only a specific amount of time we have to get everything done, and that's probably why people who are at the idea stage of business are told to just get on with it! As you go about your entrepreneurial activities, make sure that your time is spent achieving rather

than simply being busy. It's so easy for us to become so overwhelmed with tasks, things don't get the attention they deserve and everything becomes mediocre and slightly unfinished.

Spend your time wisely, dedicate specific time to the things you need to achieve, whether that's organising your week or ticking off those bucket list items. We can't afford to spend time wandering in circles. Get these tasks done, wipe them off that to-do list.

And remember, there are only so many hours in the day, and so many days you'll be on this earth. There is no ideal time to get started on the things you want to achieve, so you better get moving as soon as possible. Time is of the essence!

Nick



NZ ENTREPRENEUR IS PROUDLY BROUGHT TO YOU BY:



Turn your smartphone into a payment device.

Cash flow is the lifeblood of any business. When it stops, so does everything else. That's why BNZ is the only bank to offer PayClip™, an innovative new device that lets you take payments on the spot.



Get yours today. Only at BNZ.

Visit bnz.co.nz/PayClip

Your *Entrepreneurial* Share Price

By Nick Harley



Being an entrepreneur is full of ups and downs, as you no doubt know. But how do you work yourself out of the bad times and take advantage of the good times? I've discovered that entrepreneurs have a lot in common with a company's stock price, and it helps me focus on the long term goals and outcomes I'd like to have eventually. Sounds strange? Well here's my perspective that might help you figure out why you should start viewing your entrepreneurial activities this way.

YOUR WHOLE WORLD is crashing around you. It's 4am, you can't sleep, you've been up all night. You're trying to get some much needed rest, but yesterday your biggest customer walked away. Now you might not have enough money to survive until the end of the month, to pay your staff, to pay the bills, to survive! Will you have to shut this thing down? Entrepreneurship is horrific. Why is this happening?

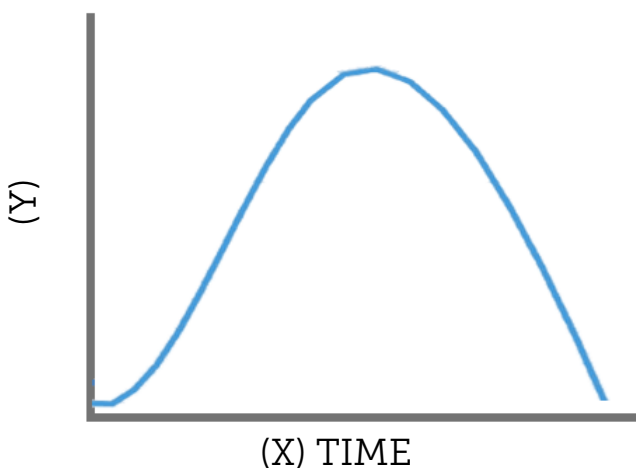
Fast forward. It's 10am the same day, you just got off the phone after making a huge sale. Your two months of hard work on this deal has paid off. It's the biggest client you've achieved so far and a huge

boost to the business. You sit back at your desk with a large grin on your face. Things are going so well today: the team is humming. Last night's lack of sleep is forgotten, that customer doesn't matter, no big deal now. Isn't entrepreneurship awesome!

Entrepreneurship is a roller-coaster, but if we viewed our lives in short time frames, the ups and downs are extremely severe. Like any stock price, huge gains and losses can happen in a single day. On this graph, the X axis shows time, so it could represent any hour, day, month, or year in your entrepreneurial life. The Y axis represents your wealth, your success or some other emotional value.

The graph, as it travels sharply up and down, shows where we tried, and where we failed at something. We were on the path to success and then things came crashing down.

We were on the up and then we got side-swiped and brought back down to



earth. Perhaps this graph shows just 24 hours of your roller coaster entrepreneurial life; a full year of starting a business and failing; or another period of time, when things you thought were going to go well ultimately gave a negative result.

You were building up some wealth, but then you lost it all. What time in your business life does the graph represent for you?

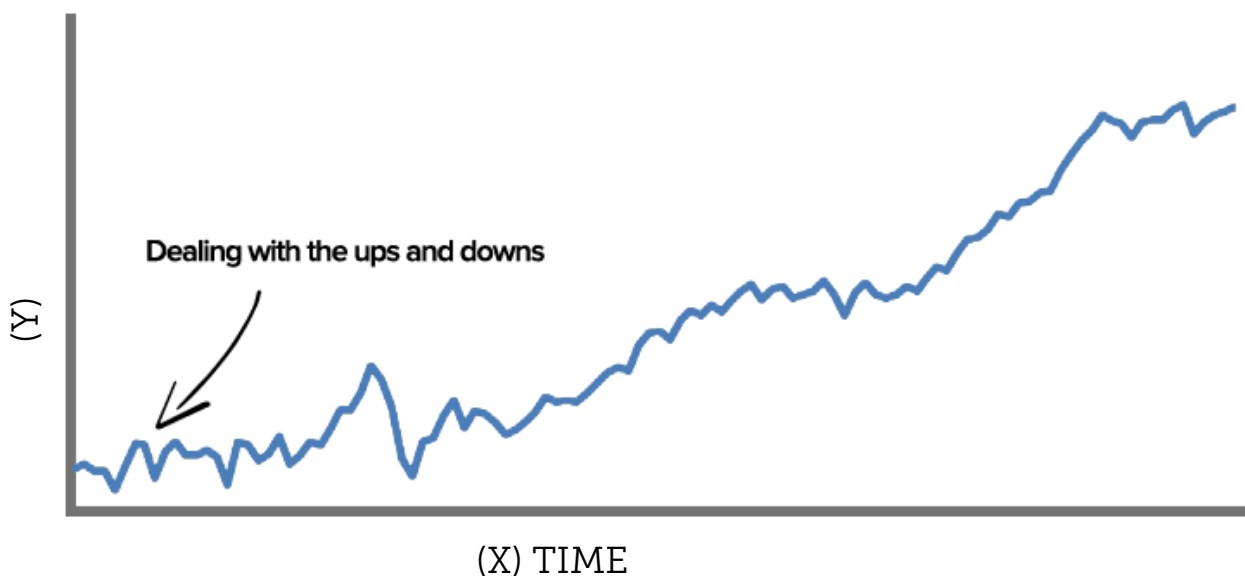
When we try things and fail, it hurts. It's emotionally draining and sometimes it's completely out of your control.

So how do we learn to keep going and not let these ups and downs affect us too much?

The trick I find is to view your entrepreneurial life as an upwards trending stock price.

Stocks can take many, many years to give a return to those who invested at the start. Inevitably they often go down as well as up, but they remain on a trend when viewed over a longer period. View your entrepreneurial life over 20-30 years. Don't be in a rush, always move forward in earnest, but don't force things you can't control. Keep going and be prepared to take a





few crashes along the way.

If we viewed the previous graph on a longer term time period, this sharp up and down period, where things crashed and seemed so big and significant at the time it happened, is now just a blip on your long term timeline, an insignificant bump on your long journey.

Celebrate the good times: you deserve them. But when the bad times hit, don't let it knock

your confidence or send you off course. As with most stocks, you're much better playing the long game. Set your goals, work your way through the ups and downs, have a focus to where you want to get to, and when your entrepreneurial stock price appears to be crashing, remember that you'll have a multitude of ways to buck the trend. •

Nick Harley is the editor of NZ Entrepreneur and is also a co-organiser of the Wellington Entrepreneur Club.



10 Questions

with

Melanie Brown

of

The New Zealand Cellar

A lot of hard work and sacrifice is needed to build a business, but each month we talk to an inspiring entrepreneur to show you that really, anything is possible.



TELL US ABOUT
YOUR BUSINESS,
WHAT IS IT
EXACTLY THAT
YOU DO?

I've launched the UK's largest and most extensive range of specialist New Zealand wines available online for the UK and Europe. I've scoured the UK in search of the very best premium New Zealand wine producers, and showcase them in an easy to use platform online.

We deliver these wines right to your door and provide tasting notes and information that helps our customers discover their ultimate wines from New Zealand. My aim is to assist in creating more conversation surrounding New Zealand wine and contribute to the awareness of these wines in the UK.

WHAT'S THE STORY
BEHIND THE BUSINESS?
HOW DID IT GET
STARTED AND WHY?

After many years developing Peter Gordon's exclusively New Zealand wine list at *The Providores* in London I played a fundamental role in its transition to be the largest New Zealand wine list in Europe.

During this time I became increasingly aware of the demand for consumers to purchase these wines for enjoyment at home, and so *The New Zealand Cellar* was born.

HOW DID YOU SURVIVE
THOSE EARLY DAYS? DID
YOU HAVE ANY MONEY?
DID YOU MAKE ANY
SACRIFICES? HOW DID YOU
PAY THE BILLS AND KEEP
GROWING YOUR BUSINESS?

I was fortunate enough to have had savings, which with my husband helped to get *The New Zealand Cellar* started. Initially I was still working at *The Providores* full time, which meant plenty of long evenings and hard work.

Without the huge support of my bosses, Michael and Peter

at *The Providores*, I certainly wouldn't be in the very fortunate position I am today.

I was also lucky to have convinced my wonderful sister-in-law to help out when she visited from New Zealand on holiday. She has been the best support I could have ever hoped for and now works full time at *The New Zealand Cellar* with me. She's my go-to girl!

Trying to develop and grow as a small business is difficult when you have money restrictions, so having family involved and working from home made this easier.

However, there were nights when we'd look across at each other and wonder if it would ever get easier!

Our priority was to ensure every customer felt like royalty, and that each New Zealand wine experience we enabled showcased the quality of our service. Capturing our customers with impressive and knowledgeable service was exactly what we wanted to achieve and the repeat customers that we've now had is a testament to the service that we offer.



HAVE YOU EXPERIENCED ANY BAD TIMES? WHAT WAS THE MOST PAINFUL LESSON YOU'VE HAD TO LEARN IN BUSINESS?

Plenty of bad moments, but more importantly these are outweighed by the good ones. We learn lessons every day and this contributes to running a successful business. Realising when you've made a mistake and being able to rectify it empowers you to be more aware and knowledgeable.

HOW HAVE YOU MANAGED TO GET CUSTOMERS? HOW DO YOU MARKET YOUR PRODUCTS AND WHAT ADVICE DO YOU HAVE FOR OTHERS AROUND MARKETING?

Fortunately I have developed a wealth of great relationships with all of the vineyards that are represented at *The New Zealand Cellar*, and have focused much of our marketing via social media and each producer's database. We were also lucky enough to feature in *Harpers Bazaar* and *The New Zealand Herald* in our early days, which contributed to our early success and profile.

DO ENTREPRENEURS NEED LOTS OF MONEY OR EXTERNAL FUNDING TO BUILD A BIG BUSINESS? ANY ADVICE FOR OTHERS LOOKING TO RAISE FUNDING, OR FOR THOSE WHO HAVE LITTLE MONEY TO GET GOING?

You don't need lots of money, but you do need a solid foundation, plenty of passion about your business, and the need to succeed. It also pays to have a well thought out business plan and to always set goals which inspire you.

WHAT ARE THE THREE MOST IMPORTANT BUSINESS SKILLS YOU WOULD ADVISE UP AND COMING ENTREPRENEURS TO DEVELOP?

1. **Social Media:** Today, this is one of the most powerful marketing tools imaginable
2. **Managing people:** Never underestimate how important it is to be a good leader and to develop solid relationships. Having the right balance of authority and compassion is key.
3. **Knowledge:** Of your business and competitors – this will drive you to succeed.

WHAT DOES SUCCESS MEAN TO YOU AND WHAT DO YOU THINK ARE THE MOST IMPORTANT THINGS TO THINK ABOUT WHILST BUILDING A BUSINESS?

Success to me means building and growing a business with a good reputation and integrity, all whilst providing the best service imaginable and creating a profit.

WHAT DO YOU THINK ARE THE THINGS NEW ZEALAND NEEDS TO IMPROVE UPON WHEN IT COMES TO CREATING MORE SUCCESSFUL BUSINESSES?

I love that New Zealanders are generally at the forefront of driving new initiatives. We have an innate ability to create and develop some very unique businesses, however all too often these ideas aren't developed or researched thoroughly, and this is a fundamental process of ensuring a solid business is formed. Research and knowledge of your business should begin long before your business is formed.



**WHAT'S NEXT FOR YOU?
WHERE DO YOU SEE
YOURSELF AND THE
BUSINESS IN FIVE YEARS'**

TIME? Creating a hub for New Zealand wine in the UK and Europe, developing a team of like-minded, driven people that contribute to the evolution of premium New Zealand wine sales and conversation in the

UK. We're currently developing a wholesale arm at *The New Zealand Cellar*, which will allow me to start importing directly from New Zealand.

These will open doors for plenty of small producers that have difficulty breaking into the UK market. Big plans, goals and strategies will contribute to our success.●

My goal was to create and showcase premium New Zealand wine in the UK for consumers to enjoy in the comfort of their homes. I want to highlight the diversity and regionality within New Zealand and want to encourage the UK to discover a new New Zealand wine. I'm also developing a programme that will see a more in depth conversation surrounding New Zealand wine and events that I develop in London. I'm extremely proud to be an ambassador for such an amazing group of producers from my home country and I'm thrilled with the response *The New Zealand Cellar* has received since we launched 12 weeks ago. There is already talk of expansion, which is very exciting!

If you'd like to be featured your story and business idea in this e-magazine, contact the editor at nick@nzentrepreneur.co.nz

Taking Your Products or Services to China?

Here are nine tips to protect your brand before you leave home

By **Corinne Cole**, a trade mark partner at AJ Park

REGISTER YOUR TRADE

MARK The best way to protect your trade mark in China is to register it. China's trade mark laws are not the same as New Zealand's. The registration criteria, time frames, process and costs are different.

REGISTRATION TAKES

TIME It can take a reasonable amount of time to achieve the registration of your trade mark in China. It may take 18-24 months from filing a trade mark until it is registered, and that's if there are no problems along the way. When you are building your strategic plan for China, make filing for trade mark protection a priority.

ENGLISH AND CHINESE

VERSIONS You should register both English and Chinese versions of your trade mark. Even if you intend to market your product or service using the English version of your trade mark, you risk a Chinese version of your mark being created anyway.

While use in English may provide the benefit of consistent marketing and branding, consumers in non-English speaking countries may struggle to pronounce and recall an English brand name easily. Local consumers often simply adopt their own translation for a brand, and that translation might not suit your business.



CULTURAL ADAPTATION IS KEY

It is important to understand what a brand is saying before translating or adapting it. It is better to be clear about the message you want to convey rather than making literal word-for-word translations.

Apart from meaning, nuances and associations; phonetic appeal, associations with local literature, historic figures and legends also need to be considered.

The days of localising a product in China by simply adding a dragon, the colours red and/or gold or a few Chinese characters to the packaging are long gone.

NOT ALL BRANDS ARE ABLE TO BE REGISTERED AS TRADEMARKS

To be registered, a trade mark must meet certain criteria, and the same rules apply to translated trademarks. A translated brand may not be able to be registered as a trade mark if it is descriptive of the goods or services it is used for. Translating a trade mark into a foreign language will not get around the rules for registering a trade mark.

GET THE RIGHT

PROTECTION The Chinese Trade Mark Office accepts trade mark applications for words, logos, shapes, letters and combinations of these elements.

If your trade mark contains multiple elements such as a word and a distinctive logo, you might want to consider separate registrations for both.



THINK ABOUT COLOUR The way a brand is interpreted in New Zealand will not necessarily be the same in other countries. Not only can there be differences in word meanings, but colours can be interpreted in unexpected ways. Do your homework before you choose a colour and make sure there are no negative connotations.

DON'T FORGET ABOUT COPYRIGHT China also has a voluntary system for the registration of copyright works. Registration offers an additional layer of protection for a copyright work like a logo or label as it formally records ownership of the copyright.

RECORD YOUR LICENCE

If you are licensing your trade mark to someone else to use in China, then Chinese laws require the licence to be registered with the Trade Mark Office. This also allows the licensee to remit royalty payments overseas in foreign exchange.

China offers considerable potential for New Zealand exporters. However, as with any export market, it's important to understand the territory you are entering before going there. Careful planning and a well-considered strategy for protecting your brand and other intellectual property in China can help ensure you reap the rewards and minimise the risk of finding your brand belongs to someone else. •

Corinne Cole is a brand enthusiast, and trade mark partner at AJ Park – one of Australasia's leading intellectual property law firms. Contact her at corinne.cole@ajpark.com

MIKI SZIKSZAI
CEO, SNAPPER



NEW ZEALAND'S SMARTEST BUSINESS PEOPLE ARE SWITCHING TO 2DEGREES.

“We were saving between 35% and 40% off our telecommunications bill right off the bat. It also has opened up the opportunity for us to potentially reduce our reliance on landline phones in the office, which we’re now exploring. And again, that will probably take another 20% to 30% off our comms bill.”

To see the full story about Snapper, and hear about other companies who have made the move to 2degrees Business, visit: 2degreesmobile.co.nz/business.



Young Enterprise Trust



Terry Shubkin, CEO
Young Enterprise Trust

KIWI INGENUITY IS a phrase that often raises thoughts about our pioneering days, but it's as alive as ever today. We have a lot of world class entrepreneurs who are active in New Zealand today.

The very special values that Kiwis have as part and parcel of living in this unique, spectacular country are a huge asset in a world which is crying out for better ways of doing things. The business virtues of profit, people, planet and purpose are part of the Kiwi cultural world-view inherited from our Maori forebears.

And frankly, being just that little bit further away from

the noisy angst of the rest of the world can open up a crucial space for creativity and innovation. So when Kiwi entrepreneurs meet the rest of the world they really stand out and people take notice.

Technology has made the world a much smaller place and this has worked in New Zealand's favour because our entrepreneurs have the best of both worlds: they enjoy living and working in a country that inspires the desire to do things better and they also have the ability to take their business anywhere in the world at the click of a button. That's a winning combination.



Kiwi Teens Take Out Asia-Pacific Title

THE FEDEX EXPRESS/ JUNIOR ACHIEVEMENT

Asia Pacific International Trade Challenge was a huge learning experience for six New Zealand teenagers. One of the crucial lessons they learnt was that giant cheques are, in fact, permitted as carry-on baggage!

In August three teams of young Kiwi entrepreneurs flew out to Hong Kong to compete against teams from eight other countries including Japan, Korea and the Philippines. Out of all the competing countries,

New Zealand was the only one which had all three teams make it to the final.

The FedEx Express/Junior Achievement International Trade Challenge is a three day competition where students are asked to create a market entry strategy for a new product in a designated country. This year, the challenge was to "Create a cohesive market entry strategy plan for a beauty product/service, which also addresses a social issue in your target country: Kenya".



Izzy and Shannon

The winning team, Shannon Metcalfe (Avondale College) and Izzy Stangl (Long Bay College), pitched a waterless face wash solution called Eye Care, which addresses the Trachoma disease that is prevalent among Kenyans whilst not burdening users with the need for clean water. They took home a trophy each and a cash prize of \$US 4,000.

"We were overwhelmed when we won the right to represent New Zealand," said Shannon and Izzy. "To have come out to Hong Kong and won the regional finals as well is a dream come true."

Second place went to Amanda Ngo of Kings College and Ben Seelen of Nayland College. Their proposal involved a toothpaste that helps fight



Ben and Amanda

against dental fluorosis, winning them \$US 3000.

The third team from New Zealand also made the final. Dylan Rogan of Rangitoto College and Tom Anderson of Roncalli College pitched a perfumed moisturiser that contains

anti-malaria ingredients.

The students were selected to attend the International Trade Challenge at an event in June held by Young Enterprise Trust. All six students are current or past participants in The Lion Foundation Young Enterprise Scheme. •

Would you like to mentor a student company in 2015? Please contact Young Enterprise Trust on 04 570 0452 or email support@youngenterprise.org.nz to volunteer.

Getting the Best from your Board:

Selection of the most appropriate Candidate(s)

By Brian Steele



In the previous article we discussed confirming the 'Purpose' of the business. We were looking for your sustainable business advantage, and to prioritise skill gaps in the team. This month we look at finding the appropriate people to join your board and add significant value

Objective assessment of what skills the business needs

We all know someone who we feel we can work with. They are fun, friendly and smart. They are there when you need them. However, their willingness to mind the cat while you are away is unlikely the best qualification for the skill and experience you are seeking.

Advisory Board Toolkit –

selection matrix Disciplining yourself to list and weight the skills you are seeking gives you the opportunity to assess candidates against the same criteria. The Advisory Board Toolkit is a complimentary resource provided by the NZ Institute of Directors that you may like to access. It can be downloaded [here](#).

Go to Page eight and download the matrix.

Attraction/Pitch and Sources of candidates Now that you have determined the new skills that you seek, you are ready to assess candidates. Determine with those you trust whether your own networks will identify the best people to meet your criteria. If not, other sources you might consider include the IoD, Appoint, and LinkedIn.

Finally, be prepared for selling the opportunity to these people. The best people are often the busiest people. They will often have to give something up to take up the opportunity with you.



Take Away Points

- Determine the new skills most important to your success
- Objectively document and weight these skills
- Select from a pool of candidates, getting help if required
- Sell the business opportunity to candidates

This is the second article in a series around getting the best from your board. The first article addressed establishing the 'Purpose of the Business'. The concluding article next month is 'Drafting a workable Board Agreement'.•



Brian Steele is the Executive Director of Shoreline Partners Limited. He is an experienced SME mentor, advisory board member and director. Contact Brian by visiting www.shorelinepartners.co.nz

Jonny McKenzie of Posboss

You'll never create a successful business unless you get out there and give it a go. Each month we talk to inspiring entrepreneurs who have done just that.

Tell us about your business, what is it exactly that you do? I am currently the CEO of Posboss, a Point of Sale system that is crafted for the Hospitality profession. We are a New Zealand based

hospitality company that works in the IT field. The hats I wear switch from sales man, community grower, business developer, pitcher, team leader, project manager, and Friday drink planner.

What's the story behind the business? How did it get started and why? The business path that I have selected to follow is Hospitality. My job career started as a glassy behind a bar while studying IT. It then carried on the path of hospitality to owning a number of bars in Wellington and supporting the opening of a cinema.

My experience in both industries showed me that technology was moving at a pace that Hospitality Point of Sale (POS) systems were not keeping up with. Very expensive hardware, limited functionalities, and all with hefty contracts and price tags.

So after meeting the brains behind Touchtech, we began to create a new POS system that would reduce hardware costs and limit contractual agreements; but more importantly a system that could grow with the speed in which the modern world moves. Posboss was the name given to this new system, and our plan is to go International.

How did you survive the early days? The early days were exciting. It was when you have meetings that are surrounded by inspiration, praise and secrecy. It's when you make the decision to grow from idea on paper to a product that reality concerns jump in.

Concerns like: where will the money come from? Who is your market? What is your competition? Why are you going to be better? Are you aware that you are not the first POS system? It's at this point that you really do question what it is you are getting yourself into, but also what made it more of a challenge to accomplish.

Initially we were self-funded. The founding members all pitched in. It then grew to our family members, who are easy to reach but can bring a bag of emotion. However it was with this support that we could prove that Posboss was a product that the Hospitality community not only were talking about but also one that they would use.



Have you experienced any bad times? What was the most painful lesson you've had to learn in business?

During my short term in business it would be the challenge of confidence when in a room of those you respect. Finding a voice and also voicing your thoughts was not only painful financially but also very challenging. This experience lasted for over four years.

It hindered my ability to drive other products with a passion that start-ups require. Glad to say I am now more driven than I would have been a number of years ago.



Posboss customer Ramen Shop

How do you market your products and what advice do you have for others around marketing?

Currently our success has been around my profile in the Hospitality industry. Using my inside knowledge from the years of being in the trade have helped us find different paths to explore for sales opportunities.

It was also by talking to your potential clients about sales channels and not just sales experts. Listening to their experiences help to form your strategies.

So my advice would be to keep asking for advice, because entrepreneur's ambitions grow, and so does their need to learn.

Do entrepreneurs need lots of money or external funding to build a big business? Any advice for others looking to raise funding, or for those who have little money to get going?

Money is only a barrier that is placed in front of you if you want it to be. Otherwise it should be seen as a hurdle. A big business does need money if you want to grow fast.

However, my father always tells me you need to sometimes imagine being in a plane, look down, and get things in perspective. Speed comes with a cost and it is not always needed. Also it helps to have the skills in-house to build your business before you hire them.

What are the three most important business skills you would advise up and coming entrepreneurs to develop?

1. **Confidence** – in yourself and then your product(s)
2. **The art of drinking coffee** – networking comes with coffee and your ability to hold a conversation over the time of that cup
3. **Exercise** – with everything you are about to mentally take on, clearing your mind helps.



The Berry Culture Posboss customer

What does success mean to you, and what do you think are the most important things to think about whilst building a business? Success is a great word to bring your team together. We initially made the mistake of not planning our feature builds with more detail, resulting in what seemed like long drawn out deliveries. However, after reviewing our process, we shortened deliveries into two-week sprints.

This provided a lift in the dynamic of the room and also helped frame the speed of delivery of full features. So success to me is a full team experience. I believe that as a new company it is crucial to pull your team together and have moments to celebrate no matter how small or if you are a solo operator, call those friends and let them hear.

What do you think are the things New Zealand needs to improve upon when it comes to creating more successful businesses?

With no ideas on how, I would say bringing New Zealand closer to the world. Being closer to different cultures, people and experiences helps you grow your ideas and skills. Having the opportunity to travel can strengthen your concepts by providing an environment to challenge your ideas before investing life savings. So to grow more successful businesses, New Zealand needs to be surrounded by more successful experiences.

What's next for you? Where do you see yourself and the business in five years' time?

Next for me is to focus on disrupting the current Hospitality Point of Sale system market with Posboss.

It is then to begin growing the Posboss community. Our five year plan will see Posboss become a tool that supports growth of businesses in the hospitality trade by bridging a connection from supplier to business and ending at the consumer. A road map that I am driven to see delivered. •

Jonny in Bali

To find out more visit www.posbossnz.com. If you'd like to be featured your story and business idea in this e-magazine, contact the editor at nick@nzentrepreneur.co.nz

"If you genuinely want something, don't wait for it – teach yourself to be impatient."

Gurbaksh Chahal

