

The Innovation & Collaboration Centre (ICC) is the University of South Australia's startup incubator.

The ICC engages with the community through the delivery of community events, workshops and programs which draw on the research and professional expertise of UniSA and our partners, to support the generation of new startups and the growth of existing companies.

The ICC is headquartered in Adelaide and has a regional centre in Whyalla, South Australia.

[icc.unisa.edu.au](http://icc.unisa.edu.au)

## VENTURE CATALYST

The ICC's flagship program is designed to develop and grow founders with innovative or disruptive ideas. It targets early stage ventures and works to make their journey more achievable, accessible and focused.

## FURTHER INFORMATION

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Buy local, sell global ecosystem, for all industries and businesses



## BENEFITS

- A direct sales platform for product and services
- Promote South Australian excellence in businesses and activities
- Deliver a gold standard certification of product quality and provenance
- Increase domestic and global customer markets.

## BACKGROUND

Goingtoplaces.com was established in 2016 at Robe, South Australia, by CEO and Ecosystem Designer Geoffrey Dening with a team of professionals to enable delivery of trade solutions.

## TECHNOLOGY

Utilising a Design Australia Award-winning ecosystem, including website, mobile apps and social media platforms with blockchain development, Goingtoplaces.com provides a sales platform for all South Australian businesses and industries. The platform includes the promotion of local destinations, highlighting South Australia's lifestyle advantages.

## POTENTIAL MARKETS

Goingtoplaces.com's potential partners include all 144,000 businesses in South Australia and the intrastate market of 1,751,963 people. South Australia supports 742,723 jobs and has an annual economic output of \$220,855 billion.

**Geoffrey Dening**

Chief Executive Officer

**John Waite**

International specialist in business transformation and customer engagement programmes

**Paul Robinson**

Specialist in the design of transformative food & drink supply chain solutions leveraging blockchain technology

**PARTNERING OPPORTUNITIES**

Goingtoplaces.com is seeking companies to become member businesses.

Member businesses benefit through established connections, market presence and visibility on the sales platform; services and products sold directly through the sales platform offer the best commercial result for all.



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Australian Government  
Department of Industry, Science,  
Energy and Resources



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South Australia



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