

Alex Caccia

Intro

School connection via my brother

1985 - Gained 1st class Hons degree in arts & science from U. of Witwatersrand, Jo'berg

Started working life in the City then joined Tony Bloom, a SA entrepreneur as personal assistant

1993 founded WaterRower Left 1997/8

1997-8 consultant to Alex Moulton Bikes & others

2001 founded Atomic Interactive Victim of .com crash

Various consulting style jobs until ...

2004 became COO of Ideaworks3D CEO 2006-2010 Now focussed on biz development

Unusual fact - Opera fan Most software techs in my experience head bangers!

Where did urge to become an inventor/entrepreneur come from?

How did you come with the idea and concept for WaterRower and Atomic Interactive?

Ideaworks3D How did opportunity come about?

Can you talk through how the biz evolved into global brand it is today?

How did you fund this growth? Good, bad & ugly!

Q's

People How important are they?

Where do you find them in your experience?

How have you grown them?

Why Marmalade?

Future For Ideaworks3D & Marmalade

For you

What would you like to be remembered for?