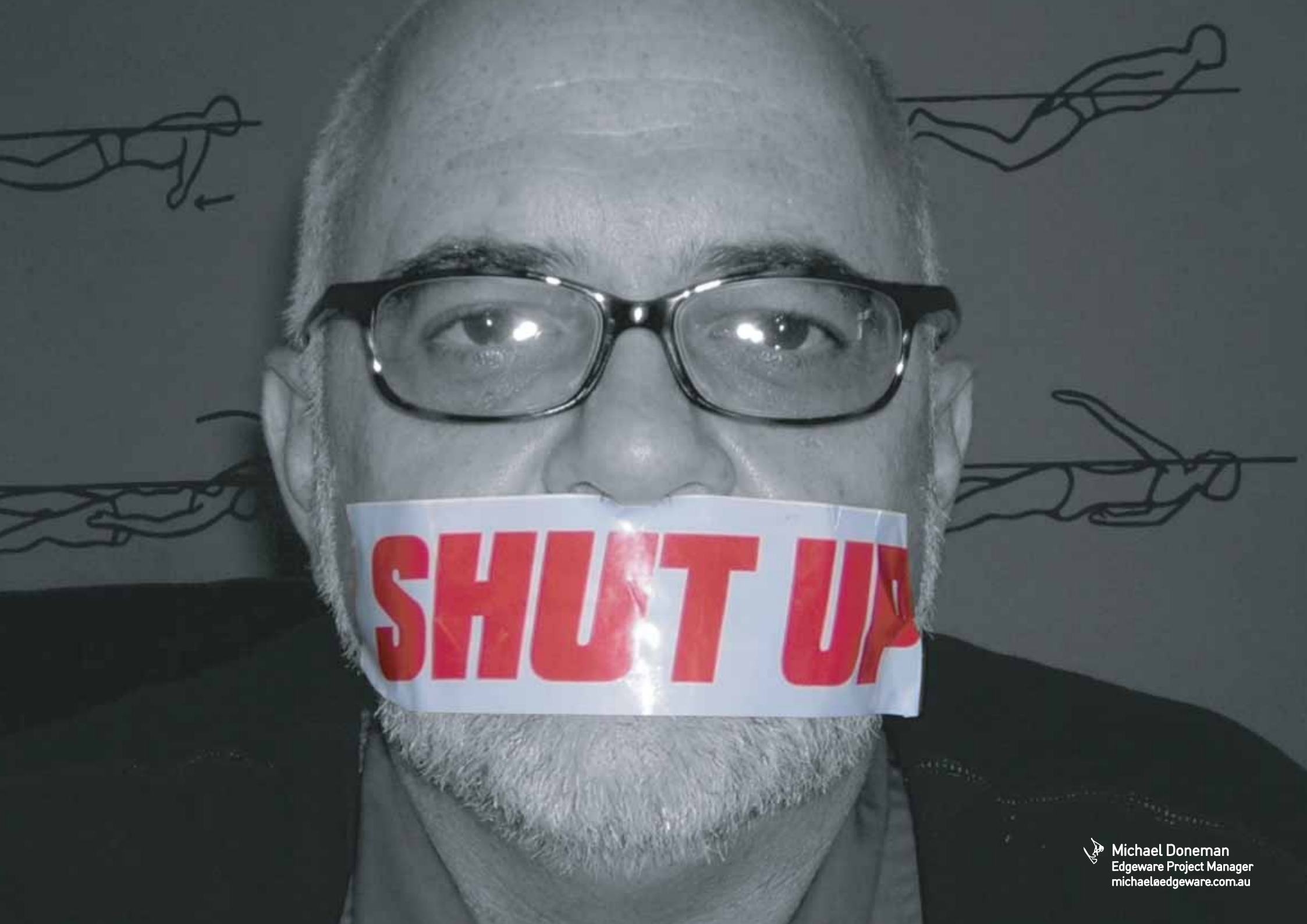




**EDGEWARE**  
**NEWSLETTER**

ISSUE001



**SHUT UP**

# EDGEWARE UNDER WAY

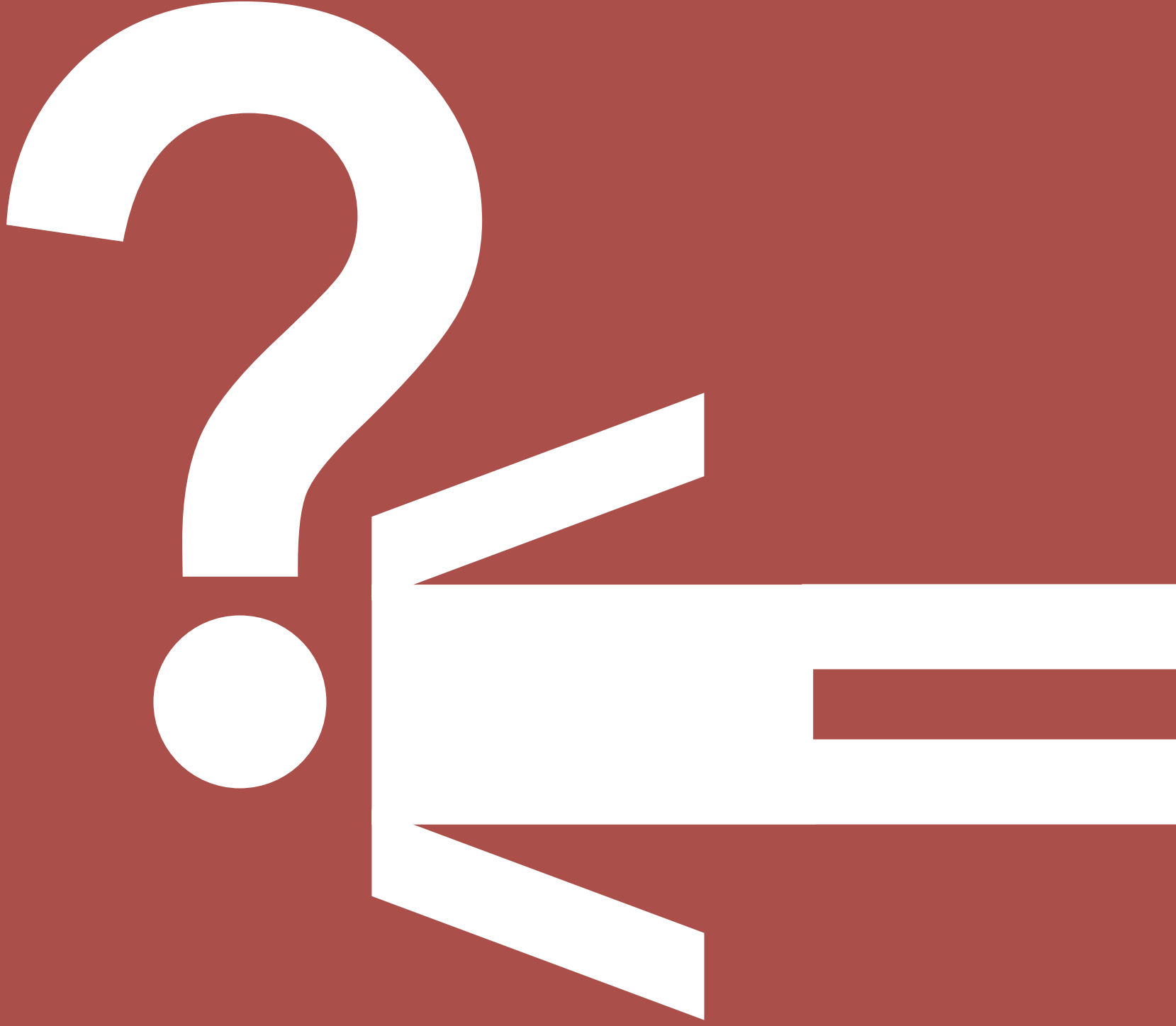
## Welcome to the first Edgeware Newsletter.

After 10 years of aspirations and hard work, and three years of solid slog in Brisbane, the Edgeware project is under way, with a pilot program happening from October through December 2005.

Presently located under the umbrella of Creative Industries Precinct Pty Ltd, a QUT company, the pilot will test the basic Edgeware concept, with a view to consolidating this into a new company in 2006. It's hard to boil down the excitement and an-tici-pa-tion in a few words – perhaps the energy and potential of the new JosephMark company, a frontrunner of the Edgeware impulse, sums it up. This first newsletter is a quick pointer to Edgeware project material online, and a taste of the ideas that inspired it and some of the early cooperations and collaborations. Feel free to fwd.

Keep an eye on the **eternally-mutating** Edgeware website at

[www.edgeware.com.au](http://www.edgeware.com.au)





# EDGE WHERE?

## WHAT'S YOUR ENTREPRENEURIAL PROFILE?

**There is enormous demand every year for places at Denmark's celebrated KaosPilots school, and so the KP's have to look very closely at who they enroll as students and who they employ as staff. A critical element of this is what they call the 'entrepreneurial profile' of a person - does he or she have this already, or do they show the signs of developing it during their time at the school?**


Here's what the KP's say makes up the entrepreneurial profile they're looking for:

- You're not afraid of making mistakes. Because if you do you learn from them - fast. Which is why you know what to do differently next time you're in a similar situation.
- You think and act 'economically' in terms of money, time, resources and people.
- You have good - and focused - self-discipline. You like working - without necessarily becoming a workaholic.
- You're good at selling your message/story to partners like the public, the client, the staff, politicians, the bank, sponsors and the media.
- You know your professional and personal limits and are good at delegating.
- You're good at inspiring yourself and your team. And aim to build the most competent and curious team possible.
- You're good at resolving conflicts. And communicate clearly and concisely without making personal projections.
- You have an inner kick-starter and are good at motivating yourself.
- You have a fighter spirit. And think it's exciting to work with the uncertainty that's an inevitable part of every new initiative.
- You can perform when it really counts

**Does this sound like you - the you of the here-and-now, or the you of the day-after-tomorrow?**



# HOW IS THE KAOS PILOT (AND EDGEWARE) IDEA OF ENTREPRENEURSHIP DIFFERENT?



Both the KaosPilots and Edgeware aim to operate according to an 'Organisational DNA'. This is a set of values - values which are not just dredged up for the Annual Report or promotions and marketing, but values which saturate and underpin every activity.

Edgeware's Organisational DNA is:

- Grounded in industry and market place, with a focus on creativity
- Ethical, compassionate
- Playful, streetwise, convivial
- Pragmatic, outcome oriented, sustainable
- Reflexive, critical
- Globally oriented, locally grounded

Like the KP's, we imagine business transactions based on a 'Win-Win-Win' principle - that is, 'I win', 'You win' and a third party (the ecosystem, the city, society at large) also wins. This is an ideal of business which operates with a sense of social and moral responsibility built in, not just because it 'should' do that but because that is the basis of the business culture of the age: like organisational DNA, win-win-win values saturate the culture of the enterprise.

The Edgeware model recognises that at the heart of new enterprise, particularly where a direct result of its success is tangible benefit to the world, to society, to the disadvantaged etc etc, is the creative, values-oriented entrepreneur. It's not such a new idea - Anita Roddick (another KaosPilots fan) had just such ideals when she started BodyShop. The trick is \*how to do it\* and \*how to make it sustainable\*.

As John Hartley points out elsewhere in this letter, the edge is a good place to start. Not the centre. The edge is where new perspectives are possible (and necessary), the edge is where you take risks, the edge is where you dream of difference and tolerate (and celebrate) that in others.

**Make money? Have fun? Change the world? All simultaneously? Why not?**

**NO GUTS NO GLORY**  
ARE YOU ON THE RIGHT RUN?

# SO WHAT IS THE BLOODY PRODUCT ?

You may have noticed that the Edgeware website is in a state of constant revision. Why?

Because the site mirrors the way we want the company to be – mutable, fast on its feet, immediately responsive to its market and ummm ... relevant.

[www.edgeware.com.au](http://www.edgeware.com.au)

And what were people telling us, straight off? *What's your product? What are you selling?*

The slow answer is that the product depends on the stakeholders and their needs. Edgeware is not a 'course', and it's not an 'incubator', though it might look like either or both at times. Instead, it's a platform, a cross-roads, a brokerage, an agency, a platform, a catalyst, a consolidator, an animator – words the business world hasn't quite got hold of yet, but words that are increasingly important in the celebrated 'knowledge economy'. And words, when conjured together with words like 'trust' and 'courage' and 'honour' and 'integrity' and 'honesty', are increasingly important (we think!) in a cynical, wasteful and heartless world.

So what's the product?

The fast answer is on the splash page of the website:

- **Interactions** - Seminars and Clinics (presentations and workshops) by, for and about entrepreneurs: 'The Entrepreneur', 'Project Design', 'Business Design'
- **Business Development** - Intensive new business program - start or build your company using competence, creativity and commitment to change.
- **Inspiration Lounges** - social events bringing together business people and creatives.

This, too, will change. Probably. But at the moment, this moment, this is the bloody product. Try it out, why don't you?

## INTERACTIONS

**Interactions is a core offering of the Edgeware pilot.**

True to the vision of real-world applications and real-world outcomes, Interactions is an intensive, highly interactive series of one-hour seminars delivered by successful entrepreneurs from 6-7pm on Mondays, followed-up by clinics from 6-8pm on the following Wednesday evening. The Seminar/Clinic pairings are offered every week for 10 weeks - one entrepreneur sharing his/her experience each week. The program will take place at Brisbane's Powerhouse complex from October 3 to December 9.

More info on the website. (Check out On the Edge)

# **CUT PRICE! BARGAIN! BARGAIN! DISCOUNT!**

**NEW!**

Places in the Interactions program are now available at \$1,400 for the set of 10 Seminars and Clinics. Pay for your place before the end of August and we'll discount that by 10%

**10%**

**HURRRY!**



# THE INSPIRATION LOUNGE

The 'fun' part of Edgware is important. 'Fun' doesn't mean jumping up and down and clicking your heels in the air (though it might) – it means delight, pleasure, discovery, surprise, serendipity, and insight - the little gems the world gives us when we least expect them, the glimpses over the horizon, the windows into what might be, what could be, what should be.

Enter the Inspiration Lounge. It's an environment where all of this can happen, but it's also a Party with a Purpose. Apart from all of the above, Edgware wants to inspire new enterprise, and positive change in the world. So the Inspiration Lounges will be a platform for meetings – all kinds of meetings, but especially meetings between creative people and business people. We think that creatives need business savvy and business contacts, and we know that businesses in a knowledge economy need ideas, creativity, inspiration ... and a sense of fun.

This was the thinking of KaosPilot intern Mari Siljeholm, who worked with us in 2003 to create a pilot Inspiration Lounge event at the Judith Wright Centre. Outcomes of the event, which we styled up as a speed-dating night for industry and emerging artists ('artpreneurs') was a resounding success, generating in the process a high quality DVD doco, produced (before they got famous) by Faraway Productions, winners of the AFI Award for Best Achievement in Direction in a Documentary that year. The project also produced a Little Black Book and much else besides.

We plan to stream the doco on the Edgware site soon, but if you'd like to have a copy of it, or the Little Black Book of Artpreneur participants, drop us a line!

The next newsletter will include details of three small-scale Inspiration Lounges happening between October and December, leading up to a purpose-built Inspiration Lounge venue at this year's Woodford Folk Festival!

Climb your own  
ladder.

[www.edgeware.com  
.au](http://www.edgeware.com.au)

[www.edgeware.com.au](http://www.edgeware.com.au)



# EDGEWARE @ WOODFORD

**As part of its Business Development Program, Edgeware has created a dynamic partnership with the Woodford Folk Festival, which will lead to the generation of new creative businesses on the Sunshine Coast and in Brisbane. An active partner in the process is Cooloola Sunshine Institute of TAFE, which is developing a strong presence in creative industries related to tourism, hospitality and sport.**

**Focused on events and enterprises related to events, participants will establish or develop real businesses which they will test-drive at Inspiration Lounge events in Brisbane and the Sunshine Coast, and then bring them to a launch pad at Woodford (see info on Inspiration Lounges elsewhere in this letter).**

**The Woodford Folk Festival is one of the largest multi-arts Festivals in Australia, and is held annually over the Christmas/New Year period just outside Woodford, in the Sunshine Coast Hinterland. The Festival is best described as a celebration of Australian life, where people from all walks of life come together to celebrate and express our cultures, and features a myriad of experiences from music, ceremonies and street theatre, to visual arts, comedy and acoustic sessions.**

**The Festival presents over 2,500 inspiring Australian and international performers and 1,500 events in twenty venues throughout the Festival precinct. For Edgeware participants, a presence at this iconic Australian cultural festival will mean exposure to an aggregate attendance of 130,000 people over six days and nights.**

**For more about the Business Development Program, or the Inspiration Lounge at Woodford, get in touch!**

# CREATIVITY ON THE EDGE



**Professor John Hartley is a Federation Fellow and Research Director of the ARC Centre of Excellence in Creative Industries and Innovation at Brisbane's QUT**

"Creativity and innovation are the most important natural resources we have. Luckily they're distributed evenly throughout our species, without regard for existing hierarchies. But in our culture both economic and social values favour the big institutions (like school, family, industry). It's easy to waste the talents of those who live in between or on the edge of institutional life.

"However, it is on the margins that new ideas can make the most difference. So it is plain good sense to develop the talents of those who live by their own wits, where necessity is - as someone once said - the single-parent of innovation.

"Here's where Edgeware is such a good idea. It's looking out for those who don't fit the usual institutional mould. It helps them to exploit their own natural resources for their own purposes. Don't mention it in case it puts them off, but that's good for the species too."



“ we used to work in boardshorts but changed to jeans and t’s when clients started to lose focus in meetings...”

# JOSEPHMARK ON EDGE

JOSH LAUNCHING OFF ANN ST. CALOUNDRRA. LAST SUMMER  
NB: WE MAY NOT ANSWER PHONES OR BE IN THE OFFICE IF IT IS WINDY...

**Josephmark is a design and PR company which began its life around the same time as the first KaosPilot-driven Inspiration Lounge in Brisbane (2004) , a fitting design agency for the fledgling Edgeware brand. We caught up with JM principles Josh and Ben... to see how its all going,**

An interview with JM.

A guinea pig. A two man one woman shambles of a company striking chords of original, strong themed design for a handful of clients. No formal training, no idea, just passion and the drive to choose how to spend one's time.

### **The short of it.**

- 1 year old
- Project specific, creative management of new and established businesses.
- Thought driven work

### **Buzz words.**

- Friendship
- Passion
- Anti status quo
- Truth
- Real

### **Skills and passion.**

- Windsurfing
- Nature
- People
- Adventure
- Life
- New business-positive outcomes-better world
- Big idea thinking across a range of canvasses including print, web, retail and environments.

### **Nasty habits.**

- Perfectionists
- Flirting with clients
- Arguments
- Bakery lunches

### **Good habits.**

- Conceptual driven work
- 110%
- High quality
- Deadline delivery
- Work that has never been seen before
- young, driven, the crave for better

### **Comments on Edgeware.**

- Mate stay away...that Michael Doneman, i dunno..
- Amazing opportunity to change the nature of business and society in Brisbane and elsewhere. Great mentors and backing, focussed on you, challenging and inspiring.

### **Future JM.**

- Work with more clients who value our style
- Grow our team - ( drop us aline if you are intrested...)
- Travel
- House and land up sunny coast
- Freeze tits off in Nepal
- Stop cigarette butt littering
- Windsurf in Hawaii
- ..... list goes on

### **Contact.**

- Write us a letter: 33 Hayward St Paddington 4064
- Email us: mail@josephmark.com.au
- Ring us up 3368 1368
- Knock on our door 'as above'

Cheers.

**AN ENVIRONMENT THAT EXPLORES YOU.  
YOUR PASSION.  
YOUR SKILLS.  
YOUR VISION  
FOR A BETTER FUTURE.  
INDUSTRY BACKED, NEW BUSINESS  
OUTCOMES THAT PUT YOU IN CONTROL OF YOUR LIFE.**



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