

Liesl Capper on What (and Who) Drives Innovation in Australia

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On 9 April 2009, some of Australia's top business innovators gathered at Digital Harbour in Melbourne's Docklands to celebrate the inaugural **Smart 100 Awards**, run by Anthill Magazine and leading market research agency Colmar Brunton. The awards recognised the nation's 100 most innovative products as judged by 1,600 mavens.

A highlight of the night was a panel discussion focused on What and Who Drives Innovation in Australia. In this video excerpt, Liesl Capper, founder of MyCyberTwin.com, shares her thoughts on the current market, investors and the importance of customers.



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