

Entrepreneurs outside their comfort zone



GLEN NORRIS

ANTARCTICA may seem an unlikely place for a business brainstorming session but 120 Australian entrepreneurs are headed to the icy continent this weekend for just that.

The eight-day trip which ends on February 4 is being organised by Gold Coast

wealth strategist Julio De Laffitte and his Unstoppables networking group.

It is billed as the "most unique business think tank the country has ever staged" and will take place aboard a ship cruising through the seas near Antarctica.

Mr De Laffitte said both established business leaders and start-up entrepreneurs would be on board with several deals totalling up to \$1 billion expected to be sealed

after a series of networking and brainstorming sessions.

He said the isolation of the Antarctic would form the perfect setting for new business strategies and ideas to be created.

"It puts the people who are investing in the future with the guys who already have the money and distribution channels," he said. "Several deals have already been done."

Those taking the trip include Green Cross Vets co-founder John Odium, Austral Fisheries chief

executive David Carter and Sebastien Eckersley-Maslin, founder of tech startup company BlueChilli.

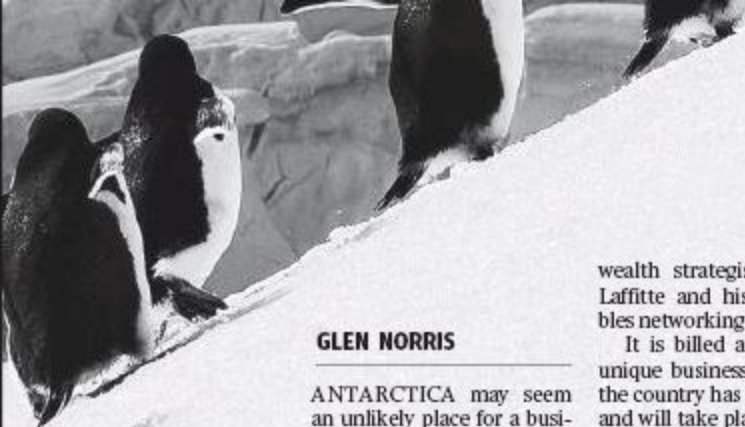
Business mentor Judy Reynolds, who is going on the trip, said the aim was to get people outside their comfort zone and to think innovatively.

Mr Eckersley-Maslin, whose company has invested in 46 tech startups, wants to meet entrepreneurs with "big ideas and vision".

"I'm always on the lookout for great ideas," he said.

The Unstoppables Club plans future trips to the Amazon and Africa.

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