



Deloitte and New Zealand Trade & Enterprise this year embarked on a search for the next generation of Deloitte Fast 50 businesses with the Rising Star awards. These awards are for businesses which do not qualify for the 2011 Deloitte Fast 50, but are designed to recognise early-stage, innovative, high-potential companies.



BigLittleBang

www.biglittlebang.com

BigLittleBang offers a virtual world for children to have fun and be creative with music, regardless of their musical background. Its objective is to encourage kids in the five to 12-year range to explore music via gaming in a 3D animated, futuristic space environment. Users can create their own unique avatar on the site, explore “planets” and make music with others online in real time. The site also offers a wide variety of safe social networking features such as blogs, newsfeeds, chat and buddy lists.

The Auckland-based business describes its model as “freemium” – there’s no third party advertising and it’s free to play the game’s basic version, although paid membership to the Space Club provides exclusive access to a range of extras for small fees.

BigLittleBang is strongly focused on providing a safe online environment. With its continually-evolving content, filtered chat and live moderators, BigLittleBang offers fun for kids and peace-of-mind for parents. The online moderators monitor activity on the site and help maintain a friendly and safe environment.



Deloitte 2011 Fast 50

BigLittleBang is clearly a little company with big aspirations to transform a niche through its innovation. Its target audience is the tween market, primarily in the US.

The Rising Star judges noted the company had built a strong foundation to date with its technology platform and advisory structure. There were still a number of gaps to fill within the team and validate the proposition and business model, however it was making progress along those lines.

BigLittleBang has also managed to convince a group of professional investors to support it which provides the company with a solid base to secure future capital.

“If executed well, BigLittleBang is a significant opportunity in terms of revenue and its potential exit based on comparative companies in the sector.”

**2011
RISING STARS**

Winner: BIGLITTLEBANG
Finalist: CROPLOGIC
Finalist: BARRINGTON ARCH