

30 The Mobile

It's hard not to notice that internet-capable smartphones have become incredibly popular. But you may not know about the diverse range of business opportunities they represent or the large number of Australian companies leading the world in creating innovative mobile applications.

The mobile internet provides myriad opportunities for small companies. It starts with making your site more friendly to customers using mobile devices and ends with entirely new business models based around mobile advertising, information, transactions and location-based services.

We spoke to mobile industry associations, device vendors, telcos and technology gurus, to come up with this list of the 30 hottest Australian mobile internet companies. You'll meet 30 innovative Australian small businesses (OK, a couple aren't that small) achieving huge things in the mobile space.

Inside: directories and social networks (p24); news and information (p26); games and entertainment (p28); business, productivity and mobile marketing (p30); mobilising your field workers (p32); and 18 mobile apps to help you work more productively (p35). >>>

**Agree?
Disagree?**

Vote for your favourite
mobile internet company
at [nett.com.au/
competitions](http://nett.com.au/competitions).

Mint Wireless

mint-wireless.com

Rozelle, NSW

Revenue: \$12 million

Staff: 17 (6 working on mobile projects)

Any business with field staff knows the frustrations of paperwork and chasing payments. Imagine the hassles for Jim's Group, a services business that provides lawn mowing, antenna installation, cleaning, pool care, and many other services through a network of more than 2800 franchisees.

Delivering mobile payments and invoicing to Jim's Group is a standout success for Mint Wireless, according to CEO Alex Teoh. Teoh founded the company in 2005 with his brother, executive director Andrew Teoh, and the company listed on the ASX in August 2007.

The system allows Jim's and other customers' field staff to take credit card payments and automatically generate invoices while on the job using a Windows Mobile, BlackBerry or Nokia phone. And, yes, an iPhone version is definitely in the works.

"Most of our customers say that they could no longer run their businesses without our portable payment solution"

— ALEX TEOH
MINT WIRELESS

