



**NEXT ADDRESS:** Julie O'Donohue will be heading to Sydney as a finalist in an award for her online real estate business Next Address. **Picture: Lachlan Bence**

## In the market for new ideas

A REAL estate business idea will see Ballarat's Julie O'Donohue representing Victoria and vying for an award against finalists from around the country.

Ms O'Donohue, the founder of Next Address, will compete at the Australia Post Regional Pitchfest national gala final in Wagga Wagga on August 18.

"I can't wait to see how

the audience and judges respond to Next Address, it's no doubt going to be tough competition against every other state and territory winner, however I'm confident it's a great business idea. I'll be giving it my best shot and hoping to do Victoria and Ballarat proud by bringing home first place," Ms O'Donohue said.

Ms O'Donohue's business

Next Address is based on providing an unprecedented online community marketplace for the real estate sector using algorithms. The idea was dreamed up while she was walking her dog and reflecting on her friend's and her own 'costly' experience with real estate, which she said was 'fraught with a lack of transparency.'

— ANNA EVANS