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1UP DIGITAL WINS 2014 BUSINESS SA BUSINESS STARTUP AWARD

Adelaide video production company 1UP Digital won the 2014 Business Startup Award last night at Business SA's South Australian Youth Entrepreneur Scheme awards ceremony.

1UP Digital is co-directed by comedian Jason Chong and award winning film maker Aaron Nassau, and had over 25 years experience freelancing in film and video production before combining forces last year.

Recognising immediately that they needed help running a business, Jason and Aaron applied for Business SA's South Australian Youth Entrepreneur Scheme, which matches entrepreneurs aged 18-35 with mentors to develop business skills and a business plan.

"Our mentor Graeme Alder was fantastic", says Jason "he helped us really think about transitioning from freelancing to running our own business. His encouragement gave us the confidence to find new opportunities, but most importantly, he was a great sounding board for all the ideas we had and could help us weed out the stupid ones before we released them into the world."

"We'd also like to thank Deb Constable and Daniel Smith who worked with us in the SAYES programme as well as Pat Slater from the Inner West Business Enterprise Centre, who would throttle us if we didn't thank her too."

Jason and Aaron then skipped away, holding the award between them, chanting "business business business".

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