

Market Aotearoa

CAPABILITY STATEMENT

Software, AI and business capability for Australasia and Asia

WHO WE ARE

Market Aotearoa is a New Zealand consultancy, registered since 2009, led by two principals: Stephen Goodger and Karen Hormann. We deliver software development, AI systems and financial and business capability to government agencies and enterprises across Australasia and Asia, drawing on a network of specialist contractors for technical delivery. Every engagement includes knowledge transfer to the client's own people as standard.

WHY MARKET AOTEAROA

- **Integrity.** New Zealand consistently ranks at or near the top of Transparency International's Corruption Perceptions Index. We work openly, on the record, and to agreed terms.
- **Digital government track record.** New Zealand was an early mover in online tax filing, digital identity and open government data. Our principals bring that practical, citizen-first approach to every engagement.
- **Direct experience in Asia.** In 2025 Stephen was selected as a delegate on a business fact-finding mission to Japan with the Asia New Zealand Foundation, meeting government agencies, businesses and officials from the New Zealand Embassy and the Ministry of Foreign Affairs and Trade in Tokyo. Karen travelled with the group.
- **Small, capable and easy to work with.** A small team with direct access to outstanding technical capability, not a large vendor with layers of account management. Quicker to engage, more affordable, and simpler to deal with, while delivering work of the same calibre.

THE PRINCIPALS

- **Stephen Goodger, Principal – Software, AI and Operations.** More than 25 years across executive leadership, software development and business operations. Co-founder and CEO of Talkily, developer of the Heyrex AI-powered animal health wearable. Earlier career includes eStar, the Fonterra Shareholders' Council, DB Breweries and PGG Wrightson. Treasurer of the Endangered Species Foundation New Zealand; mentor with Business Mentors New Zealand.
- **Karen Hormann, Principal – Finance, Governance and Coaching.** Chartered Accountant (CA ANZ, member since 1993) with 30 years of senior finance experience across technology startups. Former CFO of Datasquirt (ASX listing, NZ\$8 million raise, sale to LiveOps) and Results.com; finance leadership at Blerter, ViFX and Heyrex. Chartered Member of the Institute of Directors New Zealand; Chair of Bike Auckland; certified executive coach.

WHAT WE OFFER

- Software development and delivery — web and mobile systems, full lifecycle from requirements to handover
- AI and data systems — document processing, decision support, analytics and monitoring
- Financial management and governance — systems, reporting, budgeting and internal controls
- Capacity building and coaching — structured training delivered by a certified executive coach
- Project and programme delivery — including donor-funded and government-reported programmes
- Export and market connections — New Zealand suppliers, technology firms and agritech expertise
- Data analytics, automation and systems integration — dashboards, workflow automation, secure integration
- IoT hardware and connected devices — firmware, connectivity and field-durable hardware design

RECORD OF ENGAGEMENTS

Delivered through Market Aotearoa:

Engagement	Result
My Farmer World	Contract CEO delivering an IoT cattle ear tag for animal welfare and traceability with government agencies; won a competitive international proof of concept for NAIT and MPI
Heyrex, Talkily	AI-powered animal health wearable designed, developed and taken to market under Stephen's leadership as CEO and co-founder
Waiheke Island Cellar Door and Vineyard	Turnover doubled and costs reduced over a five month contract operations engagement

Principals' earlier career (direct employment, not Market Aotearoa contracts):

Engagement	Result
Fonterra Shareholders' Council	Senior executive on the largest capital restructure in New Zealand's history; delivered a national governance development programme
PGG Wrightson	Led future-of-retail strategy across operations, new business, cost and revenue for a NZ\$1.2 billion rural services company
Datasquirt	CFO through ASX listing, an NZ\$8 million raise, and sale to US company LiveOps
Netlogix	Stood up the finance function for a \$60 million national freight contract, delivered ahead of schedule
Blerter	Leadership team member covering company secretarial, investor liaison, HR, admin and finance; part of the team that transitioned the platform from health and safety management to event management

GOVERNANCE AND ASSURANCE

- Registered New Zealand entity, established 2009. Company No. 2288118; NZBN 9429032105865
- Principal qualified as a Chartered Accountant, CA ANZ, member since 1993; Chartered Member, Institute of Directors New Zealand
- Professional indemnity and public liability insurance held
- AI governance: client data treated as confidential by default, not used to train models or reused across engagements without agreement, with a person in the loop on AI-supported decisions
- Te Tiriti o Waitangi: our principals engage with iwi at governance, advocacy and on-the-ground levels through the Endangered Species Foundation and prior Fonterra shareholder relationships
- References available on request from New Zealand corporate, government-adjacent and not-for-profit clients

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