



**FY23 CSF Report**

# **Funded! Report**

**Results at the 5 year milestone  
in Australian crowd-sourced funding**



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## A few words from Birchal



**I'm delighted to present the fourth edition of **Funded!**, the CSF industry report for FY23.**

I first became interested in investment crowdfunding over 10 years ago. As a young lawyer, I was captivated by the revolution taking place in the UK; democratising access to capital for founders, and opening investment opportunities to everyone that were previously only available to the wealthy or those in the know.

We're five years in. The industry has facilitated over \$248m across over 327 successful CSF offers, with 28 offers greater than \$2m. Approximately two thirds of these have been hosted by Birchal.

I'm grateful to have had the opportunity to lead the team at Birchal to spearhead Australia's contribution to the global investment crowdfunding experiment. Although late to the party, Australia has risen to the second-largest investment crowdfunding market in the world (on a per capita basis), behind only the UK.

Amidst challenging funding conditions, Australia's crowd-sourced funding industry has continued to be a resilient funding source for some of Australia's most exciting companies.

In the 12 months to 30 June 2023, approximately \$64m was raised across 85 successful CSF offers. Although the sector saw an overall dip of approximately 26% in funding volume on the prior year, the result was solid relative to other parts of the financial system.

In FY23, CSF funding activity exceeded ASX IPO activity for the first time, with 85 successful CSF offers completed, against just 57 ASX IPOs in FY23 (as recently reported by *The Australian*). The ASX experienced an 80% fall in total capital raised in FY23. A similar story is evident in the broader Australian venture capital industry, which experienced a greater than 70% fall in funding volume in H2FY23, as recently reported by Cut Through Ventures.

We've achieved this without many of the things that have helped the UK industry to where it is at right now. In Australia, we need to level the playing field for retail investors so they can enjoy the same incentives that wealthy investors do. We also need to improve liquidity options for investors in early stage businesses. And frankly, the government needs to do more to support entrepreneurs.

Being an entrepreneur is a hard, and sometimes lonely job. I don't think anything can (or should) be done about the 'hard' part. Charting a course to go where most others wouldn't dare, and then going there, defines the role. But the journey doesn't need to be taken alone.

What I've observed over the last five years is that investment crowdfunding is really about building communities around entrepreneurs. Having built a community ourselves; I'm convinced that this is the right way forward for us all.

Entrepreneurs, and entrepreneurialism should be celebrated. We will only get where we're going if people start things. And increasingly, the people that are starting things step forward from the many, rather than ruling from the few. Investment crowdfunding accelerates this trend even more

We are proud to present another Funded! Report. I'm more excited than ever for the journey ahead of us.

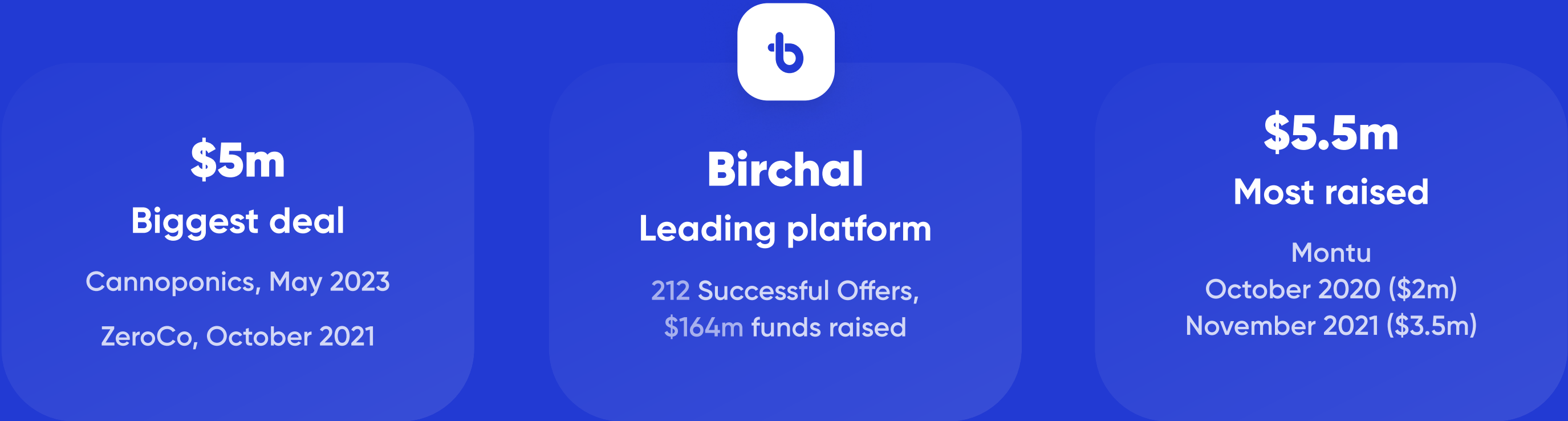
**Matt Vitale**

Birchal Co-Founder and CEO

# CSF industry key stats

Since commencement of the CSF industry in 2018, equity crowdfunding has grown to become an increasingly popular source of funding for Australian startup and SMEs.

At a glance - all time results (as at 30 June 2023)





# Australian crowd-sourced funding ‘best in class’ compared to global peers

**Global thought leader on crowd-sourced funding, Professor of Law and Fulbright Scholar Andrew A. Schwartz shares how Australian CSF compares, based on a decade of on-the-ground research into US, UK, Canadian, Australian, EU and NZ markets.**

Crowd-sourced funding (CSF) is practised around the world, and the legal regulations in place vary from country to country, as I explain in my new book, *Investment Crowdfunding* (Oxford University Press 2023). I spent 10 years researching CSF, including two years in New Zealand, and my book compares CSF law and markets globally.

“This helped **the Australian CSF market** quickly grow to among **the very largest in the world**, standing only behind the UK on a per-capita basis.”



**Andrew A. Schwartz**  
University of Colorado

Based on my research, I conclude that Australia’s legal regime for CSF is best-in-class compared to its international peers. And this has helped the Australian CSF market quickly grow to among the very largest in the world, standing only behind the UK (on a per-capita basis).

The United States enacted the first CSF law in 2012, which was signed into law by President Obama, and New Zealand adopted its

own legal regime the following year, with dozens’ more countries following suit over the ensuing decade, in places as disparate as Brazil, France, and Korea.

Australia got a late start in CSF—but the delay ended up working to its advantage, as it was able to observe what worked well and poorly in other jurisdictions before committing to a certain set of rules.

CSF commenced in Australia in 2018, and the market took off quickly. On a per-capita basis, Australia immediately overtook the American market, and then passed the impressive New Zealand market in 2021. The Australian market has been relatively flat since then, as this year’s *Funded! Report* shows, but Australia remains in second place behind the UK, home to the oldest CSF market in the world, which is an order of magnitude larger than any of its peers. (More detailed statistics are available in my book.)

For example, both the United States and Australia impose a cap on the amount each investor may legally invest through CSF. Under American law, the investor cap is calculated as a percentage of one’s personal income and net worth, using a convoluted set of rules, and applies cumulatively to all CSF investments in a year. In Australia, the retail investor cap is simply \$10,000 per investment, which is much simpler and easier to apply, and is just as effective at preventing mum and dad investors from putting their life savings in a single startup company.

This is not to say that the CSF regulations in Australia are perfect. They could stand to be improved, most notably by allowing any type of security to be offered, not just fully-paid ordinary shares, as is currently the rule.

All in all, however, Australia’s CSF legal regime is quite well done and the market has a bright future.



ABOUT THE AUTHOR  
**Andrew A. Schwartz**  
University of Colorado

Andrew A. Schwartz, Professor of Law at the University of Colorado in the United States, a regular visiting Professor of Law at the University of Auckland, and a Fulbright Scholar, is the author of *Investment Crowdfunding* (Oxford University Press 2023).



# Emerging trends

## at the 5 year mark in Australian CSF

We're five years in. Although Australia was late to the party among its global peers to establish its crowd-sourced funding regime, it has quickly risen to become the second largest industry, on a per capita basis, second only to the UK.



### Birchal's dominance as a platform

Dominant players have emerged among investment crowdfunding industries around the world. Crowdcube and Seedrs share approximately 90% of the UK industry. In the United States, StartEngine, WeFunder and Republic are the most active platforms. And in Australia, Birchal has enjoyed > 70% market share for CSF funding volume since FY20.



### Exits in the works...

In November 2021, Biome Australia Limited became the first CSF-funded company to list on the ASX (ASX: BIO). Recently, two further CSF-funded companies have announced their plans to list on securities exchanges: **Line Hydrogen** plans to list on the LSE in September 2023; and **ALTA** is working towards listing on a US exchange later this year.



### Signs of growing maturity

In FY23, 44% of all successful CSF offers were made by companies that had greater than \$1m in reported revenue at the time of their offer; compared to just 22% in FY20. In FY23, 20% of all successful CSF offers were generating positive earnings at the time of their offer; compared to just 7% in FY20.



### The biggest crowd pleasers

Although 'food & beverage' businesses have been the most prolific crowdfunders with a total of 81 successful campaigns; 'sustainability' focused businesses have attracted the largest number of investors with over 36 thousand investments across 36 campaigns. An average of 1,010 investors per campaign.




### Interest from notable investors

A common misconception of crowd-sourced funding is that it's only for retail 'mum and dad' investors. This is a myth that's been busted many times. Some of Australia's most high-profile investors and funds have backed CSF companies before, during and after a CSF raise, including: SquarePeg; AirTree; Skip Capital; Euphemia; Antler; NAB Ventures; AfterWork Ventures and Artesian, among others.

Todd Forrest, MD of NAB Ventures offered some thoughts on the CSF regime which you can view here - [here](#).



# FY23 Highlights



GROWTH  
BUSINESSES

44%

were growth businesses

↑29%

Startups with \$1m+ revenue made up the biggest proportion of successful CSF deals (44%) and increased significantly compared to FY22.

1/4 of  
CSF deals

topped

\$1m in  
FY2023

14

\$1M+

6

\$2M+

1

\$5M+

20%

Of successful CSF deals were follow on raises in FY23

7

Startups hit the maximum funding target in FY23

Birchal Funding volume \$44.6m

All other platforms combined \$19.3m

70% OF THE FUNDING VOLUME  
VS OTHER PLATFORMS 30%



↑30%

Western Australia saw the biggest growth with a 30% increase in deal volume

Top 3 performing categories

HEALTH CARE

\$8.3m

FOOD & BEVERAGE

\$23.7m

CLOTHING & APPAREL

\$6m

New record breakers



Equal top raise all time  
\$5m Cannaponics, Q3 (via Birchal)



Largest alcohol raise all time  
\$2.7m Old Young's, Q3 (via Birchal)



Fastest raise all time  
\$2.5m Your Mates Brewery, Q2 (via Birchal)

 birchal

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Section 2

FY23 results

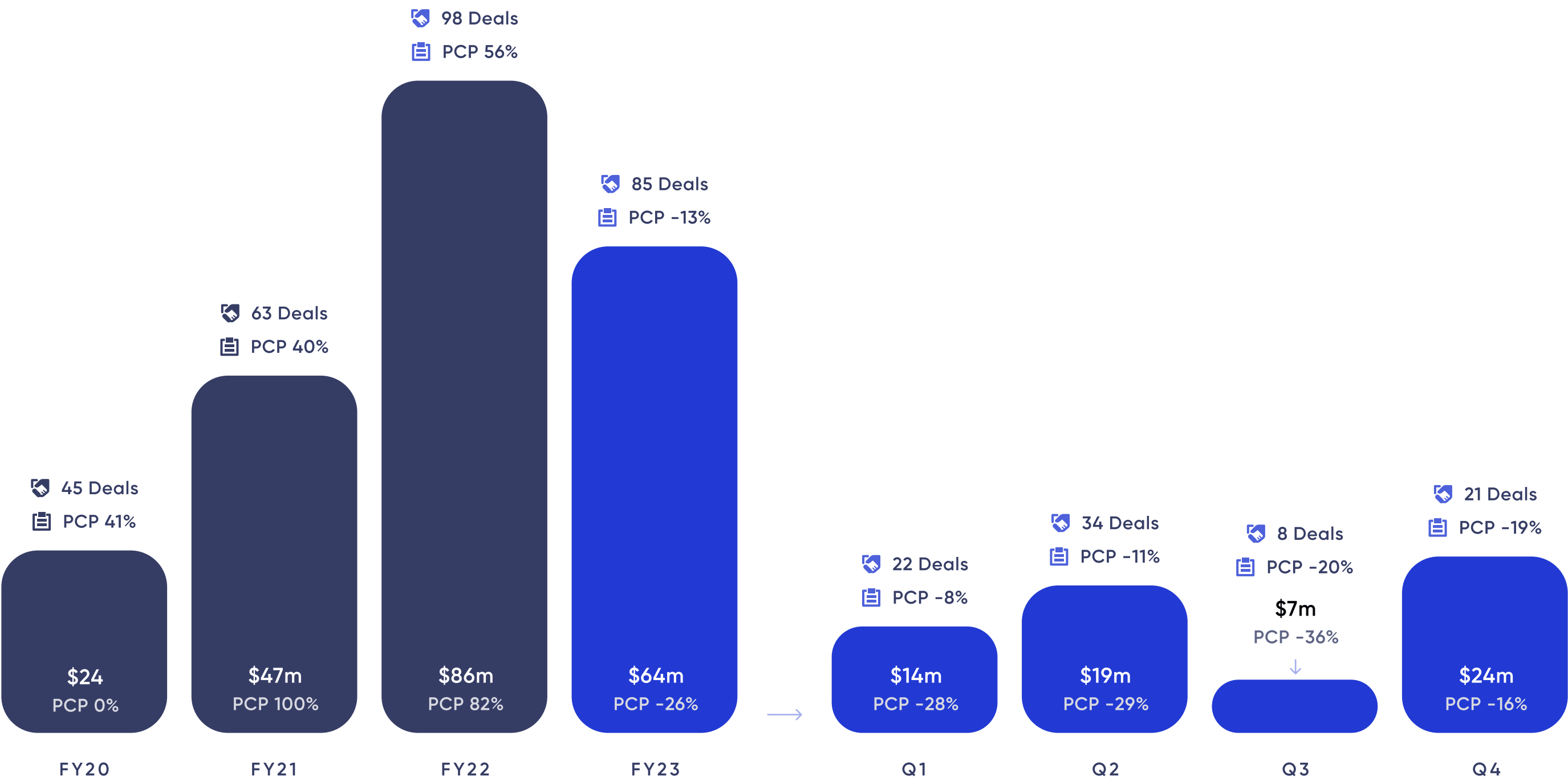


# Summary of CSF activity FY23

Australian crowd-sourced funding remained relatively resilient in the face of tough macro-economic conditions, with 85 successful CSF campaigns completed, raising over \$64m from 32k investments. Despite the overall downturn, other market indicators, such as increasing business maturity (refer pg 14) and record-breaking deals (refer pg 6) provide positive signals for the sector.



## How did FY23 compare with FY22?





# FY23 - Q1 Snapshot

The 2023 financial year had a solid start with 22 successful CSF offers raising a total of \$14m across all campaigns, which was just two deals less than the prior corresponding period. However, funding volume was down by 28% with a total of \$14m raise for the Q1 period.

Pop-culture apparel brand **Threadheads** completed the biggest campaign in the quarter, with \$2.2m raised from a crowd of 2,544 investments on Birchal.

Other notable campaigns included **Bakery Hill Distillery** and **Republic of Fremantle Hill Distillery**, which both raised \$1m+ via Birchal’s platform, while **Urban Plant Growers** and **Monday Distillery** also achieved \$1m+ on Equitise.

Birchal led the quarter, hosting 18 of the 22 successful CSF offers in Q1, accounting for over \$11.3m in funding volume (or 81% of all funding volume).

↓ 8% PCP

22  
Successful deals


↓ 28% PCP

\$14m  
Funding volume

 Threadheads

\$2.2m  
Biggest Raise


2,544  
Investments



SmartCompany

Threadheads breaks \$2.2m equity crowdfunding barrier...


July 08, 2022 by David Adams



news.com.au

Melbourne mates make \$13m from 'fun' T-shirt company...

June 18, 2022 by Alex Turner-Cohen



BUSINESSNEWS

Pop culture icon Threadheads capital raise cracks \$2m...

July 8, 2022 by Nick Nichols





# FY23 - Q2 Snapshot

Strong individual campaign performances continued in Q2 including the record-breaking fastest deal in Australian CSF history with **Your Mates** hitting its \$2.5m max funding target in just 1 hour 54 minutes on Birchal, backed by 1,015 investors.

Overall, market activity was slower than the prior corresponding period with 34 successful CSF offers compared to 38 in Q2 FY22 and a total funding volume of \$19.4m, which was 29% down compared to the same period.

Notable campaigns included **Blackflag Brewing** which raised \$1.4m from 1,604 investors, **Medicann** which raised \$1.1m from 698 investors and **Kindship** which raised \$1m from 604—all with Birchal – while **Reradiitel** also hit the \$1m+ marked with 88 investors via Equitise.

Birchal hosted the majority of deals with 19 of the 34 successful CSF offers in Q2, accounting for \$12.5m (or 64% of all funding volume).

↓ 11% PCP

34  
Successful deals


↓ 29% PCP

\$19.4m  
Funding volume

 **YourMates**


\$2.5m  
Biggest raise


1,015  
Investments



**beer**  
& brewer

**Your Mates Brewing crowd fund \$2.5M in a day**  
October 20, 2022 by Gifford Lee





**Wave of equity crowdfunds underway**  
November 04, 2022 by Clare Burnett





**Thirsty investors gave breweries the biggest equity fundraises...**  
January 25, 2023 by Tegan Jones





# FY23 - Q3 Snapshot

Consistent with seasonal market fluctuations, Q3 was once again the quietest of the year due to Australia’s summer holiday period in January. For the first time in Australian CSF history, Birchal was the only platform to successfully fund over the period with 8 deals completed—just two short of total number of deals in the prior corresponding period (PCP).

WA-based Gin Distillery **Old Young’s** helped reignite confidences with the biggest Australian CSF alcohol raise on record, hitting

the company’s max \$2.7m funding target in just 23 hours, backed by 855 investors. Soon after **Our Cow** raised \$2.1m in a successful follow-on raise from 1,149 investors. WA made up five of the eight deals, including **Australian Honey Ventures’** successful \$677k follow-on raise backed by 459 investors.

Birchal hosted 100% of successful CSF offers in Q3, accounting for \$6.9m in funding volume.

↓ 20% PCP

8  
Successful deals

↓ 36% PCP

\$6.9m  
Funding volume

 Old Young's

\$2.7m  
Biggest raise

855  
Investments



FINANCIAL REVIEW  
PLATINUM 70 YEAR

Meat start-up Our Cow takes over defunct Voly's assets

January 15, 2023 by Jessica Sier



WAtoday

World-leading Swan Valley distillery topples records in quest...

March 08, 2023 by Nick Nichols



The West Australian for 190 years

WA distillery Old Young's sets a new record for biggest alcohol...

March 08, 2023 by Caitlin Paroczai





# FY23 - Q4 Snapshot

Growing market confidences saw activity pick up across all platforms in Q4 despite macro-economic headwinds continuing to contribute to a challenging fundraising environment, with 21 successful CSF offers raising a total of \$23.7m across all campaigns.

Record-breaking deals continued with **Cannaponics** hitting the \$5m funding max target on Birchal's platform, making it the second only startups to achieve the milestone and the largest medical cannabis raise on record.

Other notable campaigns included **Dargo Hotels**, which achieved \$2.3m from 412 backers via OnMarket and **Zhik** which raised \$2m from 116 investors with Equitise. Both **Roogenics** which raised \$1.65m from 1,299 investors and **evee** which raised \$1.6m from 618 investors, achieved success on Birchal.


Birchal led the quarter with 12 of the 21 successful CSF offers in Q4, accounting for over \$13.9m m in funding volume (or 59% of all funding volume).

↓ 19% PCP

21  
Successful deals

↓ 16% PCP

\$23.7m  
Funding volume

 **Cannaponics**

\$5m  
Biggest raise

2,771  
Investments



**The West Australian** for 190 years

**Collie-based medicinal cannabis firm Cannaponics sets...**

May 18, 2023 by Cheyanne Enciso



**Herald Sun**

**Canva advisor backs e-car share startup Evee to expand...**

March 30, 2022 by David Swan



**The West Australian** for 190 years

**Crowdfunders beating top end of town at their own game**

April 8, 2023 by Marion Rae





# CSF activity by state

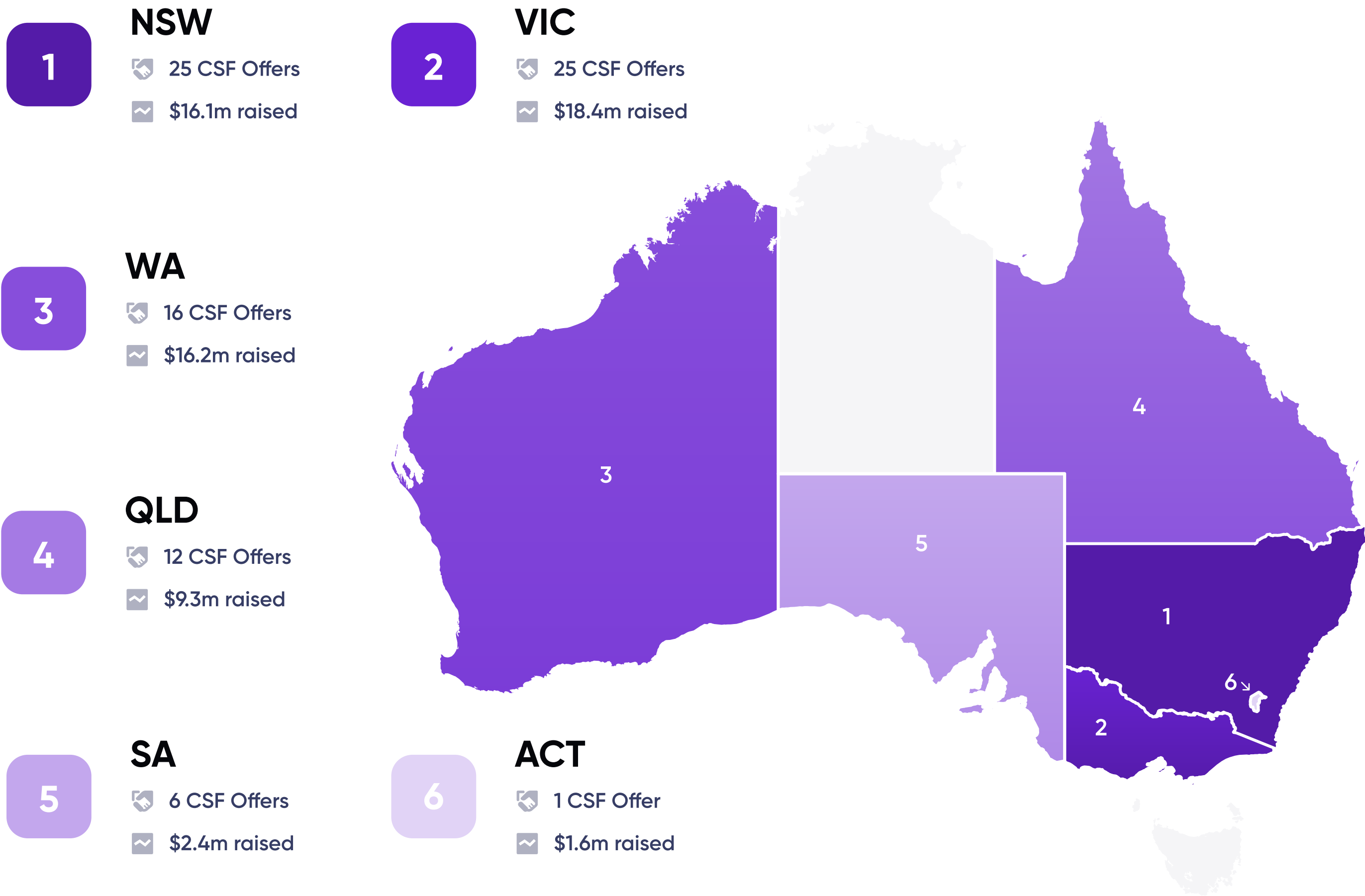
WA had a stand out year with a 30% leap in funding volume and 33% increase in deal numbers compared to FY22, while results in other states were generally down.

WA set new records with **Cannaponics** (Collie, WA) completing the equal largest CSF raise in Australian CSF history and **Old Young's** (Swan Valley, WA) achieving the biggest alcohol raise on record.

SA had 50% more deals than FY22, but with a decrease in funding volume and the ACT completed a successful CSF campaign for the first time. All other states recorded a drop in funding volume and offers, with the biggest drops in NSW (-44%), SA (-48%) and VIC (-35%) by funding volume.



## Number of successful deals per State in FY23



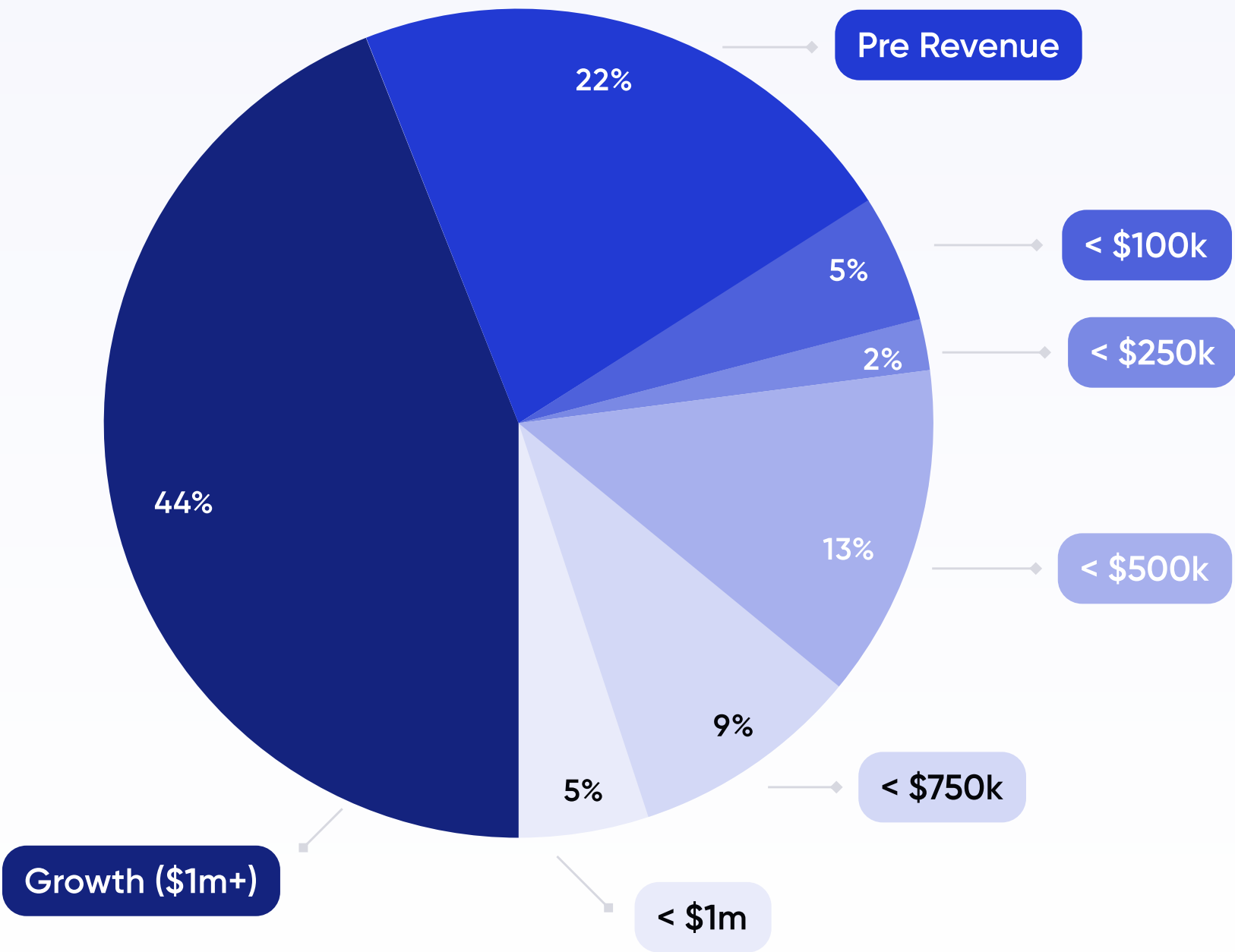


# CSF activity by company stage

**Growth Businesses** (with more than \$1m in reported revenue) had the highest proportion of successful CSF offers for the second consecutive financial year, making up 44% of all successful offers, which was also an increase of 29% on FY22.

The biggest changes were seen in the proportion of businesses in the <\$750k bracket which saw an 84% increase in successful CSF deals, and those with reported revenue of <\$250k, which decreased by 87% compared to FY22. The proportion of **Pre Revenue Businesses** completing successful CSF remained relatively steady at 22% in FY23 compared to 21% in FY22.

CSF offers for businesses that reported positive earnings has remained relatively steady in FY23, with 17 of the 85 (or 20%) successful CSF offers reporting positive earnings at the time of their CSF offers.



2023	% SHARE	% CHANGE	MEDIAN RAISE
Pre Revenue	22%	4%	\$355,000
< \$100k	5%	-8%	\$315,000
< \$250k	2%	-87%	\$315,000
< \$500k	13%	15%	\$539,000
< \$750k	9%	84%	\$575,000
< \$1m	5%	-8%	\$289,00
Growth (\$1m+)	44%	29%	\$787,000



# Industry sectors



**Food & Beverage**

 27 Offers

 \$23.7m Funding Volume

 37.1%



**Health Care**

 6 Offers

 \$8.3m Funding

 13%



**Clothing & Apparel**

 6 Offers

 \$6m Funding Volume

 9.3%



**Sustainability**

 9 Offers

 \$5.2m Funding

 8.1%

SECTOR	FUNDING VOLUME	DEALS	INVESTORS
Food and Beverage	\$23.7m	27	11,889
Healthcare	\$8.3m	6	4,195
Clothing & Apparel	\$6m	6	3,511
Sustainability	\$5.2m	9	3,995
Transportation	\$4.8m	6	1,807
Agriculture & Farming	\$4.7m	6	2,732
Consumer Goods	\$3.6m	8	2,070
Financial Services	\$3.2m	7	998
Telecommunications	\$1m	1	88
Software	\$990k	2	152
Apps	\$878k	3	251
Media and Entertainment	\$601k	1	406
Commerce & Shopping	\$492k	2	181
Gaming	\$456k	1	115



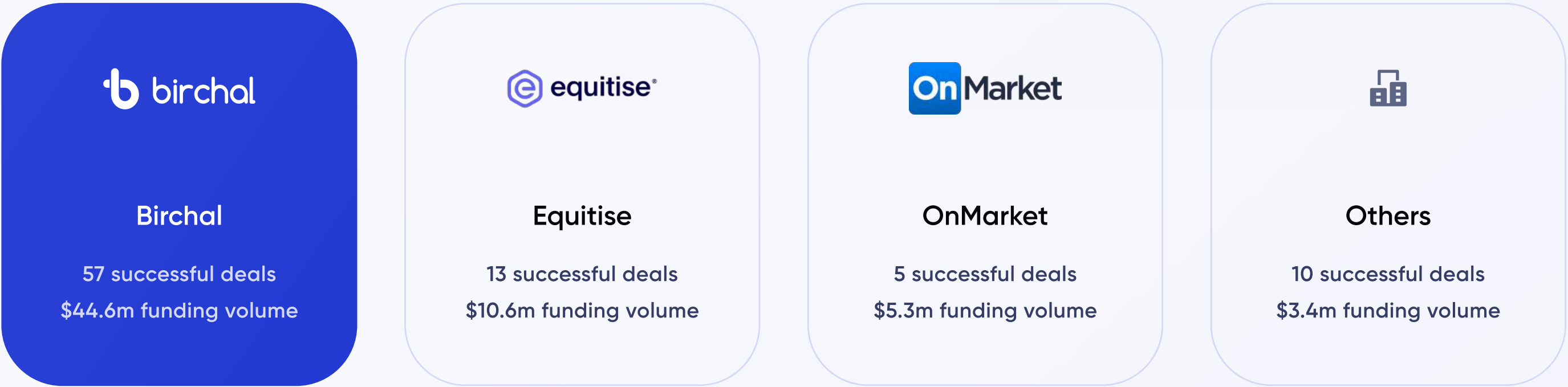
# Performance by platform

Activity across Australian CSF platforms has remained relatively unchanged, with deals consolidated across major CSF platforms including: Birchal, Equitise and OnMarket.

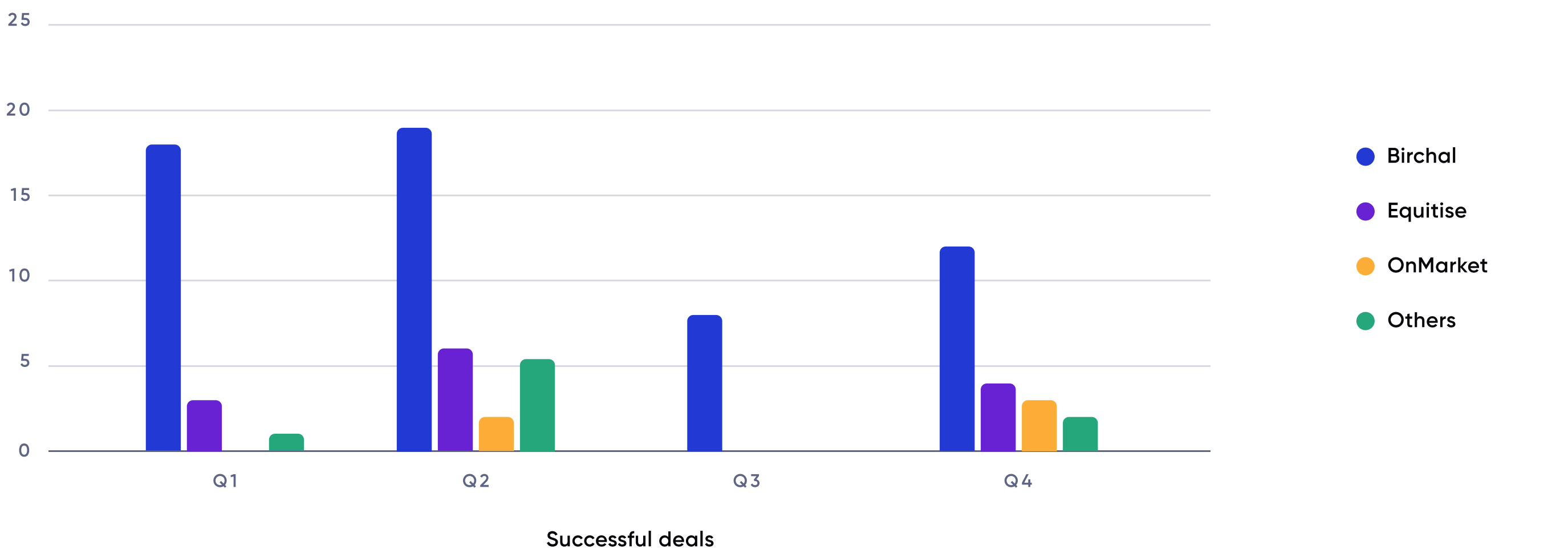
Birchal remains the clear leader, with 70% of the funding volume (\$44.2m) and 57 of the 85 successful crowd-sourced funding deals in FY23, and significantly ahead of the next platform, Equitise with 13 successful deals. Birchal was also the only platform to complete CSF deals during Q3, raising \$6.9m over 8 deals.



## Major CSF platform performance in FY23

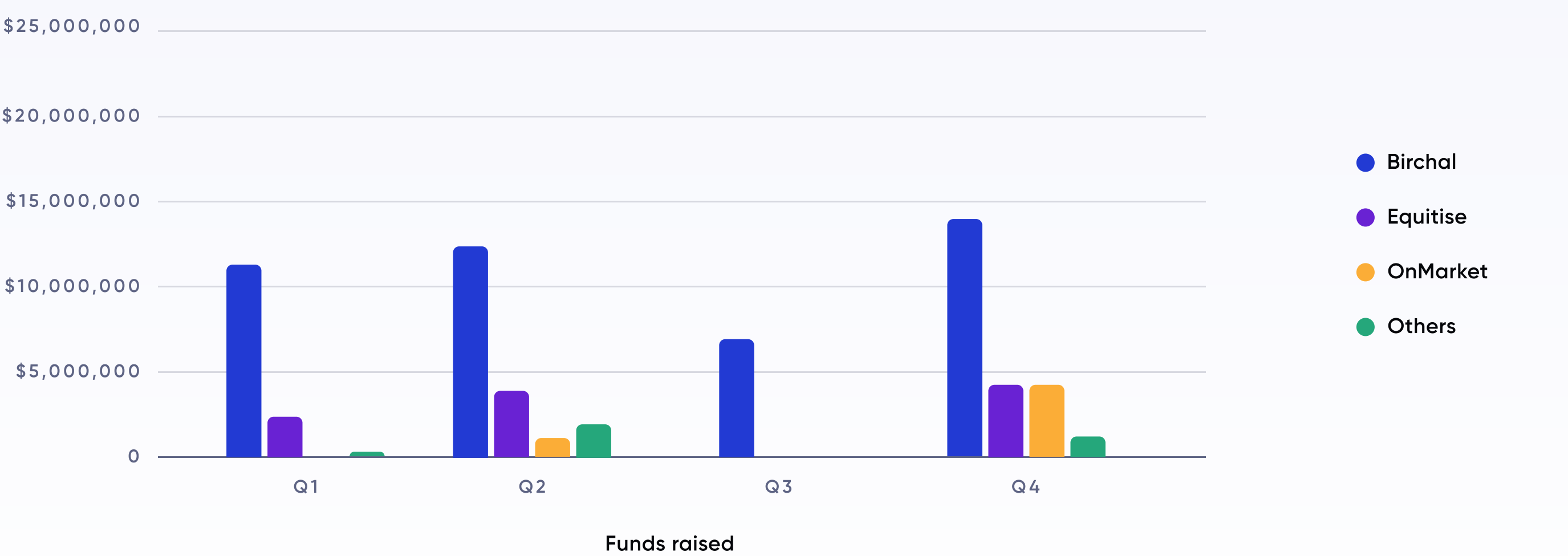


## Quarterly Performance - Successful deals





Quarterly Performance – Funds raised



Top 10 CSF offers (by funding volume) in FY23

COMPANY	AMOUNT RAISED/ INVESTORS (MONTH, PLATFORM)
Cannaponics	\$5m/ 2,771 investments (May, Birchal)
Old Young's	\$2.7m/ 855 investments (March, Birchal)
Your Mates	\$2.5m/ 1,015 investments (October, Birchal)
Dargo Hotels	\$2.3m/ 412 investments (June, OnMarket)
Threadheads	\$2.2m/ 2,544 investments (July, Birchal)
Our Cow	\$2.1m / 1,149 investments (March, Birchal)
Zhik	\$2m/ 116 investments (April, Equitise)
Roogenics	\$1.65m/ 1,299 Investments (April, Birchal)
Evee	\$1.6m/ 618 Investments (April, Birchal)
Techni Ice	\$1.4m/ 854 Investments (May, OnMarket)



Section 3

# Success stories





SUCCESS STORIES

Cassava Bags

- \$596k + \$761k raised from
- 500 + 519 investors
- Sustainability category
- Mar 22 & Jun 23

"We raised just shy of \$600,000 the first time, which gave us a pool for some further research & development so we could improve our product. We also created a water resistant range, and developed custom solutions for a range of companies."

 **Chun Lau**  
Cofounder

Water soluble bio resin dissolving global plastics problem

Cassava Bags grew from a garage to global operation with distribution through BUPA, Amazon and over 17,000 clients in the 12 months following their first crowd-sourced funding round, so returned for a second raise to further global growth plans.

Major milestones




**\$760k**  
successful follow on round



**BUPA**  
global partnership



**Trials**  
in Coles & Woolworths



**Amazon distribution**  
& 17,000 clients



**\$800k revenue**  
& 7M products distributed

More about Cassava Bags

- [Read full story](#)
- [Cassava Bags raise 2.0](#)
- [Visit website](#)
- [In the media](#)

Biggest hurdles

Managing cash flow through the timing of payments after an order is placed proved a challenge and took time to perfect. Pricing a sustainable solution against traditional plastics also meant educating customers on the value of the solution

Lessons & advice



Be clear on market

Our approach is aligned with the growing demand for eco-friendly products and practices, positioning us for success in the global marketplace.



Think outside the box

Be creative in an equity crowdfunding campaign in how you reach & engage both existing client lists and new investors.



Be relentless

Jump on the media and be relentless with your market and build your marketing lists to ensure a successful campaign.





SUCCESS STORIES

KOBA Insurance

- \$1.7m funds raised from
- 358 & 289 investors
- Financial services category
- Aug 21 & Sep 22

“It was an easy decision to raise through Birchal because instantly, we get customers and advocates for our product offering. You’re not only finding educated, sophisticated investors, you’re finding great customers as well.”

**Andrew Wong**  
Founder

More about KOBA Insurance

- [Read full story](#)
- [KOBA Insurance raise 2.0](#)
- [Visit website](#)

Australia’s only technology enabled pay-per-km car insurance

KOBA Insurance launched Australia’s only tech-enabled pay-per-km car insurance, which had investors jumping to back its fair cost solution at a time when Aussies stayed home due to COVID, and looked to cut back on spiralling costs of living.

Major milestones

**Launched**  
its pay-per-km company 2021

**Expanded**  
nationwide mid 2022

**Grew 50%**  
M-o-M in the first six months

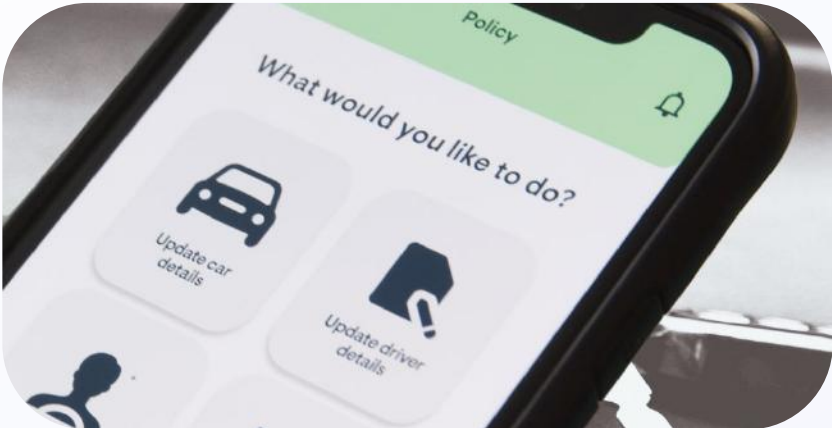
**Launched Australia’s first**  
and only comprehensive car sharing insurance

**Second successful**  
\$693k CSF raise September 2022

Biggest hurdles

Insurance isn’t a sexy product. In fact, it’s a grudge purchase, so “getting people to understand where we fit in the market takes time and effort,” Wong explained. Being first to market also meant having to break new ground.

Lessons & advice



Talk with shareholders often

Talking to investors on a regular basis is one of the most powerful things that startups can do. Consumers are the most important piece of the puzzle, and crowdfunding puts customers at the heart of the business.



Be prepared for success

To succeed in crowdfunding, you need to work hard to make it happen. You’ve got to be prepared to put in the work, do the marketing to create a product and an offer that is genuinely of interest to an investor.



Take the time to get it right

Wong recommends that others contemplating an equity crowdfunding raise remember that they will need to build out an engagement model with investors, which takes time.





SUCCESS STORIES

Supp

- \$450k funds raised from
- 316 investors
- Software category
- July 2021

“Raising with Birchal meant that new investors could be part of our network, or become Supp users. We knew that baristas, business owners and hospitality workers could become a Supp evangelist and an ambassador for our brand.”

 **Jordan Murray**  
Supp CEO


More about KOBA Insurance

- [Read full story](#)
- [Supp CSF campaign](#)
- [Visit website](#)


Connecting hospitality staff & jobs in real time, now global!

Crowds jumped on board as Supp first solved the constant challenge of staffing hospitality businesses with good staff in real time, and then watched it rocket to success with 2200% growth in the wake of COVID. Accelerating global growth was central to its raise ambitions, and like the Supp app, it has worked!


Major milestones




**2200%+**  
growth since 2020




**80k workers**  
across 5k venues  
in AUS & US



**\$1M**  
worth of shifts  
per week (2022)



**5k managers**  
& 30k workers using Supp daily

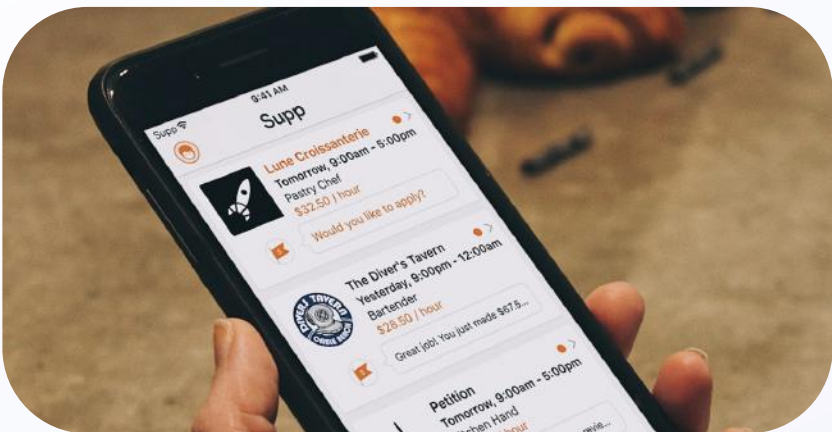


**Now in New York**  
and Los Angeles

Biggest hurdles

Building a business from scratch requires constant iterations and improvements. The Supp team has spent countless hours figuring out the best product market fit, to ensure they can scale effectively, with a product that is right for the market. Not cutting corners on marketing when it counts was another lesson.

Lessons & advice



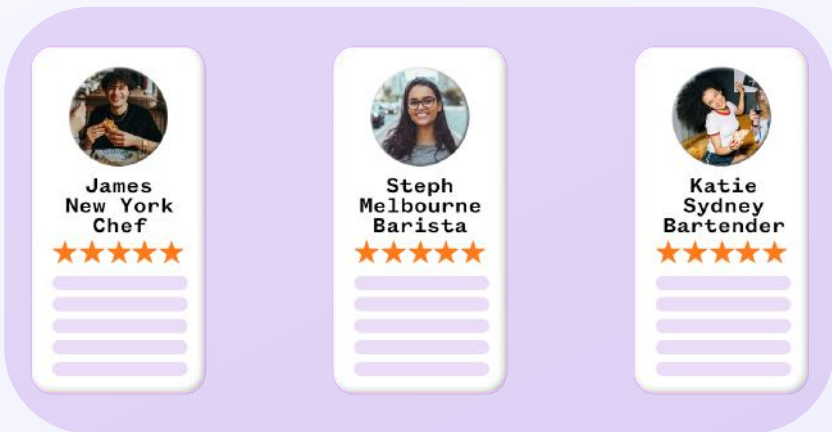
Prepare to roll up the sleeves

There seems to be a misconception that the platform does all of the work for you, but you’ve got to be prepared to put in the hard work. Campaigns that are really successful are very well prepared.



Set the right budget for raising

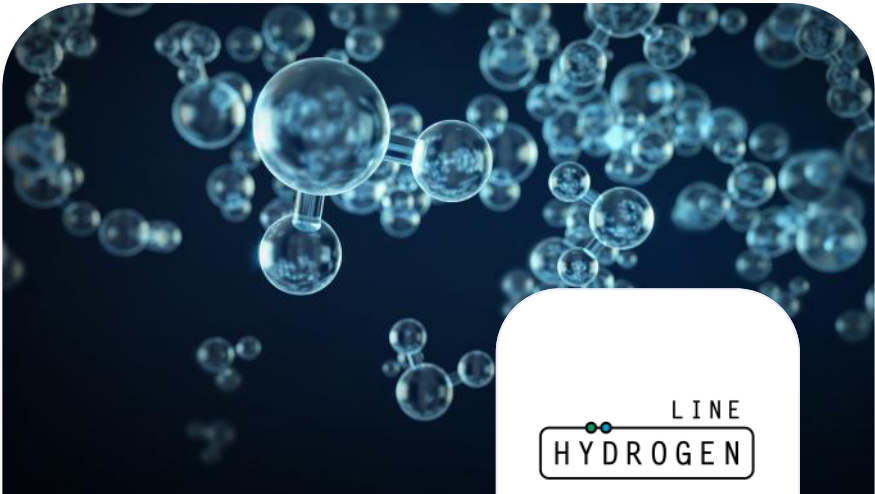
The Supp team tried to save a few bucks by making their own campaign video, but admitted it wasn’t anywhere near professional enough. They ended up hiring a professional, which was “a very worthwhile investment”.



Get the most out of your raise

Supp recognised that the raise gave audiences the chance to invest in the business or become a user, with both outcomes supporting its growth goals.





SUCCESS STORIES

LINE Hydrogen

- \$1.39m funds raised from
- 638 investors
- Sustainability category
- June 2022

“The process really forced us to step up in terms of how we do our own self promotion. You always think about the monetary side, but raising shareholders is another bonus that you don’t really consider when thinking about the benefits that come with raising funds.”

**Brendan James**  
LINE Hydrogen Founder

More about KOBA Insurance

- [Read full story](#)
- [LINE Hydrogen campaign](#)
- [Visit website](#)

One of Australia’s first in commercial green hydrogen at scale

Driven by a vision to replace the unsustainable use of diesel in transport and power generation with clean ‘green’ hydrogen from facilities powered by renewable energy, the company first gained strong crowd support, and is now set to IPO later this year.

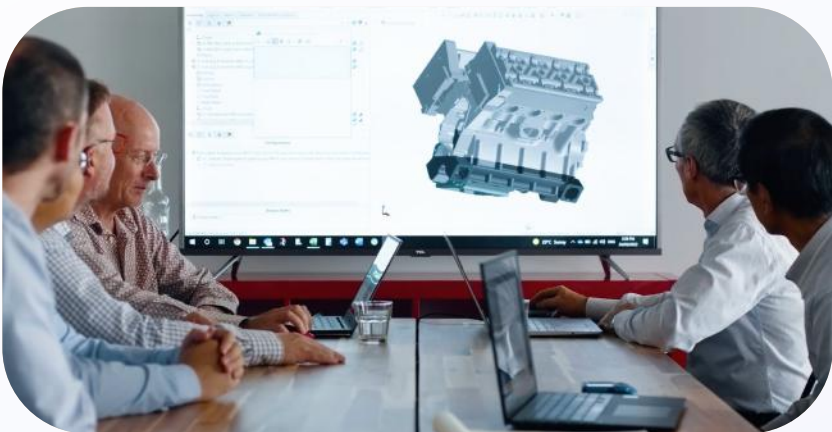
Major milestones

- Preparing to IPO later this year
- Production plant set to open end of 2023
- One of the first commercial scale green hydrogen producers in Australia

Biggest hurdles

Being first to market has required educating markets, including bringing regulators in the IPO process up to speed with hydrogen technology. “We’ve had to slowly walk them through what would otherwise be a fairly quick process to help them understand what we’re actually working to achieve.”

Lessons & advice



Plan for PR to support your raise

“I would also recommend that founders get out there in the media as much as you can and tell your story. Panel discussions and conferences are also a great way to make sure you’re seen and raising your profile.



Expertise is money well spent

Any help you can get will pay off in the long run,” James says. The LINE Hydrogen team hired a video production company to handle the pitch video, which he says wasn’t particularly expensive, but crucial ahead of a raise. The result was much more professional, and helped get investors over the line.



Prepare for investor questions

It was important to prepare for questions from investors, while understanding there is a regulatory framework to work within, so being prepared about how to manage this was crucial.



# Looking ahead

The new financial year has started with strong activity, including five companies raising \$6m on Birchal in July so far.

Since 1 July 2023



## Naked Life

\$3m funds raised from

935 Investors



## Crowd Property

\$1.4m funds raised from

256 Investors



## Vegan Food Hub

\$445k funds raised from

363 Investors



## Botanic Bioplastics

\$406k funds raised from

322 Investors



CLOSES  
13 JULY 2023

## RecycleSmart

\$700k funds raised from

600+ Investors

## We're really excited about what lies ahead for equity crowdfunding.

Be part of this next chapter. The landscape of capital raising in Australia is rapidly developing and more companies are connecting with their customers to turn them into invested brand ambassadors.

To find out more behind the data in this report, reach out to our team at Birchal – the platform that connects Australia’s most exciting startups and innovators with crowds of passionate investors.

[www.birchal.com/raise-investment](http://www.birchal.com/raise-investment)





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