

MEDIA RELEASE

For immediate release – 30th July 2018

Investing in Australia’s start-up ecosystem necessitates a new approach to venture capital

Widespread digital connectivity has been the defining development of our time. Data-analytics, deep learning, artificial intelligence and cognitive computing, are some of today’s emerging automation technologies that are shaping a fourth industrial revolution.

The vision at Imerj, a new venture, is to be a leading financier, of such a fourth industrial revolution, through a venture capital fund for the range of automation technologies that will no doubt have global impact on individuals, societies and businesses.

Imerj Venture Capital is a joint venture between Carnbrea & Co. Ltd. (‘Carnbrea’), and Strategy Sixty-One Pty Ltd (‘Strategy⁶¹’) that is setting out to change venture capital investing.

Canbrea is a private and family office owned wealth advisory firm that has been serving the wealth management needs of high net worth clients, family offices and institutions for 50 years.

“The start-up ecosystem of high-tech businesses, the supply side, provides fertile ground for investors, the demand side, across the entire value chain starting from family and friends, angel investor groups, family offices, venture capital, corporate ventures and private equity” said Colin Campbell, Chairman at Imerj and Chief Executive Officer at Carnbrea.

“I’ve been in the investment and financial services sector for more than 35-years and in that time, as a global head of Telecommunications, Media and Technology for NAB’s Institutional division” Colin said, “I’ve learned that venture capital has not met demand or performance in Australia. It necessitates a new approach”.

Colin highlighted that “The joint venture with Strategy⁶¹ builds on our strengths and track record in funds management and brings the deep expertise of technologies and start-ups required for success”.

Strategy⁶¹ is a boutique consultancy firm that delivers growth strategy for start-up, established or mid-market businesses seeking to gain impact from high-technology, high-growth, transformational business models.

“The start-up ecosystem in Australia is booming”, said Dr Bill Petreski, Chief Executive Officer, Imerj and Principal at Strategy⁶¹.

Bill highlighted that “At Strategy⁶¹, we confront the lack of investor ready businesses – businesses that are developing or commercialising new products but are not attractive to investors due to a poor business value proposition or an inability to show well defined commercial opportunity”.

Having worked globally, including spending time in Silicon Valley, Bill is a commercially driven professional with over 25-years’ experience in the innovation and technology sectors where he has been developing and executing business strategies that stimulate the financing, adoption and commercialisation of emerging technologies across multiple sectors.

“At Strategy⁶¹, we know what makes technology companies tick and what makes them attractive to investors at all levels of financing” said Bill.

Colin and Bill agree, that the Imerj fund will better address the supply-demand arbitrage, between the automation technologies and the investor ecosystems, and hope to challenge the conventional approaches in venture capital.

The joint venture will integrate business, technology and investment management experience needed to critically deliver on these automation technologies that are, at the end of the day, the ultimate future enablers. “Together, we can make a difference”, Colin and Bill chime in unison.

The automation technologies in Imerj’s interests encompass integrated software, hardware and systems as well as standards, regulation and laws that encompass the harnessing of real-time information, through pervasive technologies, for insight, prediction, planning and decision support in every sector.

In fact, automating technologies are already becoming essential parts of everyday life and will increasingly transform our workplace.

Repetitive and routine physical work, such as assembly line workers packaging equipment, or agricultural workers picking fruit have been areas feeling the impact of robotic for some time. Robot Bricklayers, 3D Printing, Surgical Robots and Drones are already imbedding in our everyday lives.

But functions that rely on cognitive abilities, or interpreting information or extract meaning from simple data points, are in the front line now. This could include a financial analyst conducting financial forensics or making sense of an industry trend and writing a commentary to provide context

Even social and interpersonal functions in the workplace mean that directly engaging with other people, such as customers or clients are being penetrated by automation. A shop assistant selling products to customers would be a typical interpersonal task, as well as a manager training staff or a teacher helping students solve a complex maths question.

The work functions that create automation technologies are not immune either. Technological jobs that require the continued development of enterprise technologies can also be automated. A software developer writing a new computer program, and a manager considering a firm’s future strategic direction.

The implications are quite broad and the references to a fourth industrial revolution seem to be unanimous. What’s certain though is that Australia needs more venture capital while the start-up ecosystem continues to make an impact in the Australian economy.

Australians are highly entrepreneurial and the bulk of innovation and employment growth, in Australia, is driven by a relatively small number of high-growth-orientated start-ups.

This is supported by data from the Australian Department of Industry shows that new firms create substantially more jobs than established ones, and that in Australia firms up to three years old created 1.44 million jobs over the six years to 2011 compared with a net loss of 400,000 jobs by established firms over the same period.

For Australia, Imerj is a welcome addition to the start-up ecosystem and can only add positively to the socio-economic impacts that can propel our nations successful participation in the fourth industrial revolution.

ABOUT

Imerj Venture Capital

Imerj.vc

Carnbrea & Co. Limited

Carnbrea & Co. Limited is a private and family office owned wealth advisory boutique, serving the wealth management needs of high net worth client, family offices and institutions.

Carnbrea Asset Management provides Institutional Investment Management and Consultancy services targeted at groups with \$100M—\$5B. The core areas of expertise include Investment Management Function, Tailored SAA and DAA frameworks, Investment Committee Capabilities, Deal & Execution Team and Custom Projects; and provides specialist Asset Management services for new Product Development and Start-up Funds.

Specialist knowledge in all aspects of investment governance and oversight with expertise in building and managing Australian Prudential Regulation Authority (APRA) compliant funds for the Superannuation Industry.

Currently Carnbrea manages circa \$700M of public money.

carnbrea.com.au

Strategy Sixty-One (Strategy⁶¹)

Strategy⁶¹ is a boutique consultancy firm that delivers growth strategy, value creation and deal structures for established or mid-market businesses seeking to gain impact from high-technology, high-growth, transformational business models.

Strategy⁶¹ supports businesses who are challenged by the demands of a fast moving and highly competitive global economy which is heightening the focus on entrepreneurship, innovation and commercialisation as the essential component for growth, competitiveness and success.

strategy61.com.au