

# Social ImpaQt Ventures

12 December 2018 · Presenting Partners



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# BAMA CAPE YORK SERVICES LTD

BAMA Services aims to empower the Indigenous people of Cape to participate in the real economy and be active agents in their own development.

**Value proposition:** Building people.

**Social Impact:** Bama Services provides employment and career opportunities to Indigenous people from disadvantaged backgrounds, including welfare dependency and criminal history and addictions to drugs, alcohol and/or gambling.

**Beneficiaries:** Indigenous people of Cape York from disadvantaged backgrounds

**Ask:**



**Meet the Social Entrepreneur:**

**Ranjan Rajagopal, GM**

Ranjan is a qualified legal practitioner with extensive experience in the building and construction industry. He is the General Manager for Cape York Enterprises

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**BAMA Cape York Services Ltd Story:**

<https://youtu.be/hYWsAXzVZ4g>

<https://youtu.be/OvPz3bAW-9M>

# EXPERIMENTARY

Experimentary aims to help Primary school teachers to engage, excite and educate their students in STEM subjects, an area their futures will increasingly depend upon.

**Value proposition:** Science education that's online and hands on

**Social Impact:** The future will be increasingly STEM focussed, yet participation in STEM subjects is at an all time low. We want to reverse that trend.

**Beneficiaries:** Students and Teachers initially, but ultimately Australia and the world.

## Ask:

- **\$200,000 for a post money 20% shareholding**
  - offer to remain open until March 2019, unless filled before
- **The first \$50,000 as a convertible note issue** - converted with a 10% premium to equity later with the balance of the raising
  - these immediate funds are to kick start the marketing in time for Term I 2019
  - this \$50,000 is not far from being filled



## Meet the Social Entrepreneur:

### Dr Rob Bell – Co-Founder

Dr Rob brings a wealth of experience from working with the CSIRO Education team, through to almost 11 years as host Scope on Network Ten. Dr Rob has a science degree and a PhD in chemistry, from QUT and has also held the prestigious title of President of the Chocolate Appreciation Society.

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### Experimentary's Story:

<https://vimeo.com/258585988>



# INSPIRE SPORT AUSTRALIA

Our aim at iNSPIRE SPORT AUSTRALIA is to decrease mental illness, physical burn out and sporting drop-out rates in young athletes globally.

**Value proposition:** Our software has been created specifically for adolescent athletes to improve their mental and physical well-being through technology.

**Social Impact:** Mental illness is one of the most rapidly growing health epidemics globally. We are educating the younger generation as a means to focus on prevention of this awful illness.

**Beneficiaries:** Adolescents, and the future generation but also society in general as we help to create a healthier, happier community.

## Ask:

- **\$50 – \$150,000 Equity Funding, Patient Loan or Grant Funding** to finalise our seed round and assist in the development of Phase Two where we impact other demographics.
- **Introductions to networks within the mental health sector**



## Meet the Social Entrepreneur:

### Annie Flamsteed Co-Founder & CEO

As an ex-athlete herself, Annie is well aware of the pressures and stress that full-time training with full-time work or study can place on young athletes' minds.

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### iNSPIRE's Story

<https://www.youtube.com/watch?v=Q16fLlvunU0>

# MAMMOJO

Mammojo's aim is to remove barriers and empower mothers. (Supporting active, healthy and connected mothers, normalizing breastfeeding and assisting vulnerable women to achieve safe births through birthing kits,)

**Value proposition:** Ethically produced, stylish and sustainably made "Lactivewear" for mothers.

**Social Impact:** Mammojo supports the mental health of new mothers by removing breastfeeding as a barrier to living an active and connected life. Proceeds support global maternal health initiatives.

**Beneficiaries:** Pregnant and breastfeeding mothers in Australia, other developed and developing countries.

**Ask:**

**\$500k to:**

- Support undivided attention on the business
- Accelerate international expansion



**Meet the Social Entrepreneurs:**

**Jonny & Melita Shirley**  
**Founding Directors**

Having had a uniquely challenging series of experiences in 2014/15 Jonny and Melita felt compelled to do something positive with the incredibly lucky hand they had been dealt. They set about creating a sustainable business that would make a positive impact on the world and enable them to help those that were not so fortunate. The inspiration for Mammojo came out of Melita's personal experiences as a new Mum to their third child.

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# STARTS AT 60 TRAVEL AT 60

The mission of Starts at 60 is to serve the needs of the Baby Boomer, developing powerful, scalable digital-first businesses layered on the trust we build through media and community

## Value proposition:

**Starts at 60** - We are the #1 platform for the Baby Boomer market in media, data and consumer engagement

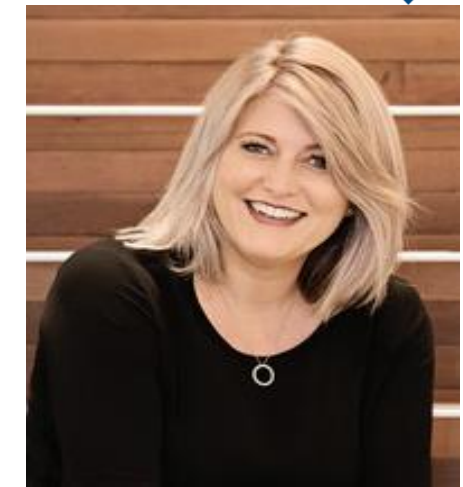
**Travel at 60** - We build and sell exclusive, off-the-shelf, value for money, travel experiences curated for the over-60s

**Social Impact:** 1.46 million over 60s connect for media consumption, discussion, meetups, and to make affinity driven-purchases that are able to be better tailored to older generations. We support a generation overcoming social isolation and relevance deprivation.

**Beneficiaries:** The over 60s directly

## Ask: \$3-4M in cash in this round

to prepare the business for growth in travel – we are in the closing stages of this round. We are seeking to conclude the round quickly to support our desired speed to market.



## Meet the Social Entrepreneur:

### Rebecca Wilson, CEO Founder

Rebecca has built the online community for over 60s by listening carefully to the issues and seeking out answers, insights and information for over 60s throughout Australia. Rebecca is an experienced marketer, a trained journalist and has a degree in politics

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[www.travelat60.com](http://www.travelat60.com)

# VANGUARD LAUNDRY SERVICES

Vanguard Laundry aims to reengage long term unemployed people, with a lived experience of mental illness, by giving them work in a self-sustaining commercial laundry business.

## Value proposition:

A state-of-the-art commercial laundry that changes lives

**Social Impact:** The creation of a more socially inclusive community, where vulnerable citizens are given the opportunity to reach their full potential.

**Beneficiaries:** Long term unemployed people who have experienced mental illness and struggle to get back into the workforce

**Ask:** \$272,000 low interest loan sub 3%

Uses of capital	\$
Ironer line	150,000
Fourth dryer	32,000
Installation costs	30,000
100Kw solar	70,000

## Why is this investment step critical?

- Will increase Vanguards operating capacity and reduce reliance on overtime working hours.
- Greatly increase Vanguards equipment redundancy and current risks around missing customer orders
- Opportunity for significant operational savings



## Meet the Social Entrepreneur:

### Luke Terry, Managing Director

Luke is the founder of several large scale employment-focused social enterprise projects including Vanguard Laundry Services, Ability Enterprises and Work Restart. Luke is also the QUT resident social entrepreneur. Luke has a founding belief that all business can be used as a tool for social good and community transformation.

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### Vanguard Laundry Services' Story:

<http://www.abc.net.au/7.30/the-laundromat-giving-people-a-new-lease-on-life/I0357430>

<https://www.youtube.com/watch?v=UctyHLodd04>



# VIRTUAL SONGLINES

Our organisation works to create immersive and interactive VR applications that represent the cultural, ecological and social knowledge of First Nations people across Australia.

## Value proposition:

We make serious games to represent First Nations cultural heritage

**Social Impact:** Our digital creative First Nations business seeks to represent the remaining First Nations communities of custodial clans and create a virtual landscape to show the heritage and knowledge of each clan so as to protect, preserve, and celebrate our culture in urban landscapes that was seriously disrupted and nearly destroyed.

**Beneficiaries:** First Nations communities, particularly in regional centres, who seek to preserve and present their culture

**Ask: \$330,000 for 30% of the Virtual Kamay Product – valued @ \$1m**

Uses of Capital	
\$2000,000	Design & Production
\$75,000	Project R&D
\$30,000	Media & Promotion
\$25,000	Legal & Insurance
<b>\$330,000</b>	

This investment enables us to develop this product, build our team, provide resources, and improve our software development processes to deliver this project. This investment reinforces the software product and ensure excellence and marketability



## Meet the Social Entrepreneur:

**Brett Leavy**

**Founder & Virtual Heritage Jedi**

Brett is a First Nations, Digital Aboriginal and descends from the Kooma people. He is also an indigenous artist and immersive heritage specialist aiming to help preserve Indigenous culture and knowledge through gamification, with the goal of digitally mapping every part of the Australian continent and landscape as it was pre-colonization – right down to region-accurate native birdsong in ambisonic audio

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**Virtual Songlines Services' Story:**

<https://www.abc.net.au/news/2018-09-19/new-tech-for-ancient-culture-preserving-aboriginal-heritage/10264432>

# WORLD WELLNESS GROUP

World Wellness Group's vision is to build health equity. Their mission is to deliver, model and influence health services to create an inclusive and just health system.

**Value proposition:** Choose World Wellness Group as your healthcare provider and automatically give back to the community

**Social Impact:** A healthy and inclusive community.

Since 2015 we have delivered over \$330K pro bono medical care to Medicare ineligible asylum seekers

**Beneficiaries:** Local community, migrants, refugees, asylum seekers

## Ask:

### Stage 1 - \$65,000

Comprehensive business canvas model planning for key business components::

- Clinic
- fee for service elements

Development of a business technology plan to scale up our business services

### Stage 2 – est. \$200k

Implementation & business services expansion as informed by Stage 1 activity  
Exact Stage 2 costs to be confirmed



## Meet the Social Entrepreneur:

### Rita Prasad-Ildes Director & Co-Founder

Rita is a multicultural health expert with over 30 years experience in a range of NGO, public and private sector roles and founded WWG to tackle deeply entrenched health inequities. Following a crowd funding campaign WWG established the World Wellness Health and Medical Clinic in Stones Corner Brisbane.

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## Meet the ImpaQt™ Team



**Lisa Siganto, Chair**

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**Our Vision:** A Queensland that provides inclusive, sustainable and meaningful opportunities enabling all its residents to thrive.

A prosperous for-purpose state-wide business sector in which impact investing is a normal market mechanism, unlocking capital for good.

**ImpaQt™** is a funded entity of the QUT Bluebox Pty Ltd ecosystem. We bridge the gap between the supply and demand sides of the social impact market so that barriers to impact are minimised and deal flow is increased.

We provide opportunities, resources and networks to channel for-purpose capital into innovative organisations and projects that seek to make a significant, measurable social and environmental impact on Queensland and other societies.

**For more information :** <https://www.qutbluebox.com.au/impagt>