

MEDIA RELEASE



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FREE REAL TIME STARTUP DATABASE FOR VICTORIA

LaunchVic, Victoria's startup agency, today unveiled a free, open-source database for Victorian startups to drive investment and showcase Victorian talent.

The most comprehensive of its kind in Australia – the new database findingstartups.launchvic.org is powered by Dealroom.co and will be a dedicated source of real time information for founders, investors, corporates and government.

LaunchVic CEO, Dr Kate Cornick said Victorian startups were the first in the southern hemisphere to be included on the platform, presenting an amazing opportunity for local founders to showcase their startups across Australia, and internationally.

"The database will ensure our startups are being 'seen' and is a great tool for investors, local and international; corporates wanting to procure services and products; and government seeking more information about the local startup ecosystem."

In addition to publicly sourced information on more than 2,000 Victorian startups, the database profiles data on almost 150 local and international VCs, 428 corporates and a range of local accelerators, workspaces and universities.

There is also an advanced search function to see data by sector, location and investment, and a matching tool for startups to search for an investor that is a 'good match' for their business.

Rachel Neumann from newly formed Victorian Angel Investing Group Working Theory Angels said the database would be a valuable connector for founders seeking prospective investment.

"One of the things we hear a lot from founders is that they don't know where to start when it comes to accessing capital – this will be really useful for both parties."

According to Deloitte Access Economics, startups in Victoria have the potential to create 15,700 new jobs annually, the equivalent of almost 500 new Officeworks stores every year

Dr Cornick encourages startups to upload their own information to help fill in the gaps and create global visibility for this exciting industry.

"By profiling our startups, we will ensure entrepreneurs, investors and government policy makers have the information they need to support growth and drive of economic recovery," she said.

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About LaunchVic

[LaunchVic](https://www.launchvic.org) is Victoria's startup development agency. We invest in organisations and projects that empower entrepreneurs to scale innovative companies and deliver new industry benefits to the Victorian economy.