

MEDIA RELEASE

Thursday, 27 July 2017

VIC FOUNDERS TO BECOME PITCH PERFECT

LaunchVic has teamed up with one of Australia's most experienced and successful accelerators, Startmate to deliver free pitch workshops for Victorian founders.

LaunchVic CEO Dr Kate Cornick said raising capital was a challenge for many founders. We often hear of founders who have pitched to over 100 investors before they have found funding, which is not only extremely disheartening but also hugely time intensive for them.

"It's vitally important we equip our founders to be investor ready and pitch perfect, which is what the Startmate workshops will deliver - we want to see Victorian founders succeed," Dr Cornick said.

Startmate General Manager Oscar McLennan said we see in our best founders an ability to tell their story - whether it's to customers, to employees or to partners. Many founders underestimate how important storytelling is in building a great company.

As part of the free program, workshop participants will receive advice on how to pitch their businesses including building presentations that get the right message across and receiving tips on how to build and leverage networks within the startup ecosystem.

Participants will also have an opportunity to meet privately with a Startmate mentor for 30 minutes to receive additional advice and attend exclusive quarterly networking events that connect investors, operators and founders.

The Startmate Pitch Workshops will run every month. Founders can register their interest [here](#).

Startmate has funded 52 companies since 2011, including some of the brightest lights in Australian technology globally including Bugcrowd, Upguard, Flirtey and Propeller. Companies that have been through Startmate have gone on to raise money from investors including Accel Partners, Microsoft co-founder Paul Allen, Y Combinator, and Salesforce Ventures.

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