

# INVESTMENT READINESS

## PRIORITY 3 COLLABORATION



This year Tanarra Philanthropic Advisors collaborated with Social Impact Hub. Like us, they help bold, purpose driven change agents to accelerate their impact. In 2020 they introduced an innovative initiative called Scaling Impact. It's a five month selective accelerator program of coaching, masterclasses, tailored advisory, and networking to help social enterprises and purpose-driven startups grow their business at a crucial point in their development and prepare for future impact investment.

Eight Tanarra investment advisors and analysts paired up to provide a rare opportunity for six startups participating in Scaling Impact to trial their pitches to a real investor market. We nicknamed this process a 'dolphin tank'. The enterprises included a maintenance service employing disadvantaged youth, an agrifood solution that brings urban farming into your kitchen and classroom, an end-of-day discounted food app, an entrepreneurship program that helps youth see problems as opportunities, and online platforms that help people with a disability and their families connect with the services and supports they need.

The Tanarra teams gave the startups practical feedback on the strengths and weaknesses of their pitches and posed challenging investor questions and thoughts so that the organisations left with a good grasp of all the factors and perspectives to consider in the refinement of their presentations to future investors. On the flip side, the process planted a seed for Tanarra's tough minded financial investors to really think about social return as well as economic return of startup investments.

Scaling Impact concluded with an online Demo Day of the final pitches. An audience of over 200 sector leaders, mentors, government and community supporters, industry partners, and impact investors logged on.

In recognition of the success of the collaboration, Tanarra Philanthropic Advisors (TPA) awarded a Best Demo Day Pitch Award, with a \$5,000 grant. The recipient was Umbo, an online platform connecting families in rural and regional Australia with timely Speech and Occupational Therapy services. Tanarra will continue to support Umbo in 2021 with strategic commercial advice.

Our founder John Wylie said, "Umbo highlighted a compelling social need and presented a smart entrepreneurial solution for Australia. They're building a viable bridge to cut waiting times for occupational and speech therapy in rural and remote communities which is critical given that we know earlier intervention provides much better outcomes. We're impressed by their team and mindset and look forward to seeing Umbo's platform grow new wings."

“ The Tanarra team did a fantastic job of providing the right balance of challenging questions and constructive feedback to our enterprises. For most of them it was the first time they'd ever been exposed to an investor in a one-on-one meeting and to have the opportunity to have a 'test' run was hugely valuable for them. ”

Jessica Roth,  
Founder & Director, Social Impact Hub

“ We were very excited to see the depth of experience around the Tanarra table. We very much appreciated the curiosity and enthusiasm from the group and the comments and suggestions provided clear changes relevant for further pitching. ”

Pat Ryan  
CEO, Dismantle

“ The most valuable outcome for us was receiving honest feedback that nailed where investors might need more information. It allows us to go back to the drawing board, knowing where to focus our energy - in other words our weak points and our strengths. ”

Nicole Gameraov  
CEO, My Care Space

