



# Media Kit

Birchal Pty Ltd



## About Birchal

By making it simple, we're growing a connected community, powering the early-stage growth of fast moving companies.

Birchal is Australia's most successful equity crowdfunding platform, helping crowds of Australians back innovators and forward-thinking businesses to realise a future they want to share in.

### Key facts

**81%** Market share of Australia's equity crowding funding volume

**\$5M** Australia's single biggest deal, ZeroCo Oct 21

**165K+** Investors and growing every day

**177+** Successful fund raises

**\$135M+** Raised for Australia's forward-thinking companies



Crowd-sourced funding industries growing at **70% CAGR** (2018-21), and is estimated to be circa **\$500m by 2024.**

## Talk to Australia's most experienced crowd investment team!

For media enquiries, please contact:

**Chelsea Cunnigham**  
Head of Marketing

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chelsea@birchal.com

### Where to connect

 [LinkedIn](#)

 [Twitter](#)

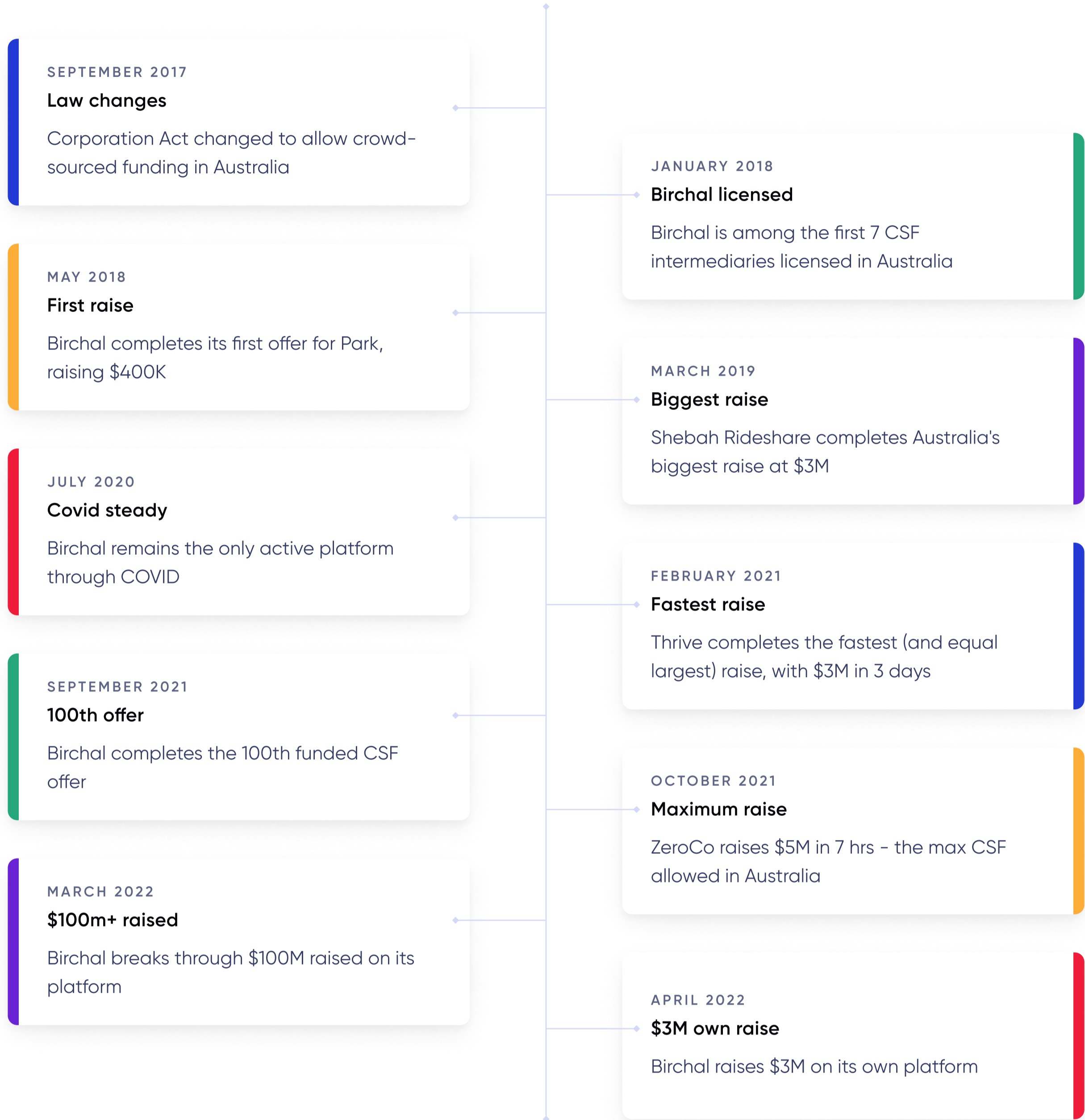
 [Facebook](#)

 [birchal.com](#)

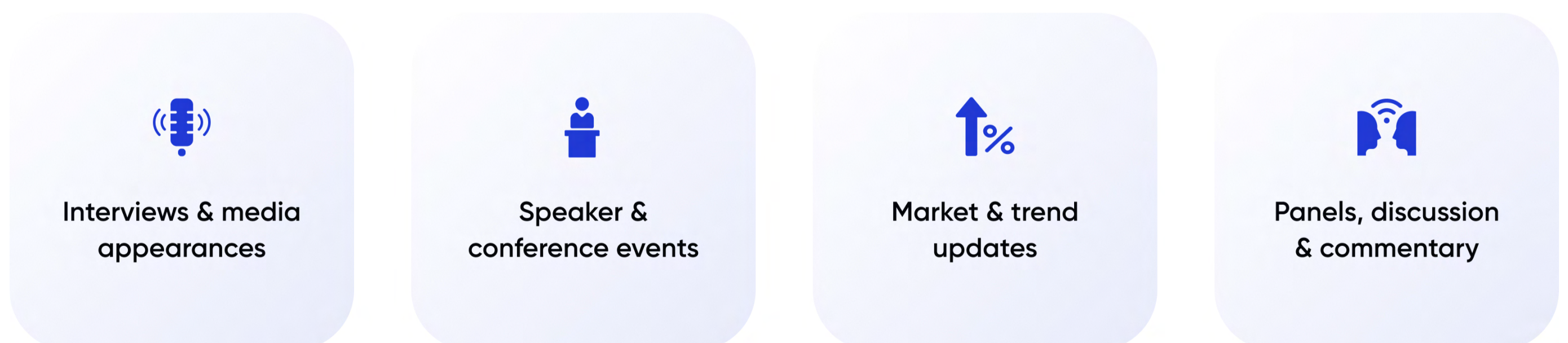
 [Instagram](#)



## Key events timeline



## We are available for



# Team Bios



**Matthew Vitale**  
Co-founder & CEO

As Cofounder, Matt established Birchal as one of the first licensed equity crowdfunding platforms in Australia, and now the most successful.

He is an experienced financial services lawyer having worked in private practice at a top tier law firm, and as an entrepreneur he has now founded several successful businesses. A recognised expert in the regulation of financial services, and crowdfunding, Matt regularly contributes to scholarly journals and industry consultations.



**Kellie Morton**  
Chief Legal Officer & Director

Kellie was formerly a Partner of an Australian law firm, Founder of her own business and worked as lawyer in New York, London & Australia assisting startups and large corporations with M&A, private equity, venture capital and investment activities.

Working across various sectors, Kellie brings a global perspective to deal making and deal doing, with a passion for Aussies bringing their ideas to life, and simplifying capital raising for both companies and investors.



**Adam Vise**  
Chair

With over 20 years in capital markets, Adam has extensive experience in treasury and capital market execution for clients seeking to fund their vision and purpose.

He has led the raising of capital for all investors including retail investors (especially crowd investors), through to major superannuation funds and banks. He leads the treasury team of Australian Unity, and is an elected director for the ANZ Staff Super Fund and the Chair of the Board's Investment Committee.



**Josh Stewart**  
Chief Technology Officer

Josh is recognised for creating one of Australia's first and now most successful equity crowdfunding platforms.

Before that, he spent his career working for startups shaping and executing their technology strategy, specialising in the fintech, proptech, and e-commerce industries. As CTO, Josh is responsible for Birchal's technology strategy and endeavours to simplify fundraising with an ecosystem that unlocks the power of a community.



**Robin Holt**  
Chief Campaign Officer

Originally from the UK, Robin has spent his career in startups, specialising in Capital Raising, Marketing, and E-commerce. Having successfully helped 100+ businesses raise funds through equity crowdfunding in the UK and Australian markets, he specialises in the Fintech, Food & Bev, Impact, and FMCG industries.

Robin is passionate about the democratisation of investment through equity crowdfunding and helping businesses grow to the next level.



**Tim Steer**  
Chief Financial Officer

Tim has worked with a broad range of companies across funds management, consulting, finance, treasury and capital markets. He's long been captivated by using data to make better decisions and is passionate about using his experience to help businesses communicate their value to investors.

As CFO Tim looks after group strategy and budgeting and oversees our settlement processes and financial accounts.



**Claire Brown**  
Head of Platform & Community

Previously a Senior Campaign Manager, Claire guided over 60 successful raises through the Birchal process. With a background in film & television, she is passionate about helping others navigate the world of raising capital through engaging storytelling and data-driven insights.

Now as Head of Platform & Community she is leveraging the power of community to benefit our businesses and investor.



**Chelsea Cunningham**  
Head of Marketing

Chelsea has spent 20+ years delivering for global and national brands, not-for-profits, government agencies and as a partner to Melbourne's top tier brand agencies—highly specialised in transformation, strategy, and growth marketing.

Other roles include strategist, editor, and founder of one of Australia's most specialised brand language agencies. Driving end-to-end execution, she has led major commercial wins for clients.





**We simplify fundraising**

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