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Supporting your investment journey.  
Te tautoko i tō huarahi haumi.

With extensive private-sector investment experience and the knowledge that comes from supporting hundreds of New Zealand companies raise capital, we're well-positioned to help you succeed - all at no cost.

We work with you to explore your specific capital options and prepare for capital raising by focussing on your business model, financial model and investor profiling, helping you build your capability along the way.

We also have a powerful global network of investors to help us connect your business with high quality investment. Our investment managers can help facilitate investor connections through one-to-one introductions, showcases and our Live Deals platform.

Attract migrant investors by becoming a direct investment

Learn more about capital raising with InvestEd

Free financial planning with Money Matters

By the numbers



450<sup>+</sup>

companies supported in  
a successful capital raise

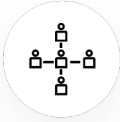
Source: Annual Reports 2017 - 2022, New Zealand Trade and Enterprise



4<sup>x</sup>

more likely to be successful in a capital raise with NZTE

Source: New Zealand Trade and Enterprise, 2019 & Corporate Finance Institute, 2019



700

independent & impartial global staff to support your growth

Source: Annual Report, New Zealand Trade and Enterprise, 2022



3k<sup>+</sup>

Global Investors in our network

Source: Annual Report, New Zealand Trade and Enterprise, 2022

## How we help growing companies

### Get your company AIP approved

Benefit from the Active Investor Plus (AIP) visa by applying to be approved as a direct investment.

Get AIP approved

Learn more

### Become an approved managed fund

Learn more about applying to become an eligible investment under the new Active Investor Plus Visa.

Apply now

Read FAQs

Prepare to raise capital with InvestEd

A free online resource that guides you through the key stages in the capital raising process.

Get started

Learn more

Financial planning and guidance with Money Matters

Free panel talks and one-to-one sessions with independent financial experts

Register now

Learn more

# Companies we’ve supported

Sharesies

Dawn Aerospace

FTN Motion

CarbonScape

“

The team have been totally instrumental in helping us prepare and understand the international investor environment, and made us stronger as a result. They are not afraid to give us honest feedback but do so in a supportive and constructive away, that helps us improve our positioning.

” Parkable Limited

“

Absolutely loved working with NZTE. Their opportunities to pitch at InvestHER and Beyond the Summit showcase connected us with knowledgeable investors. Their pitch prep was amazingly helpful. And the aid in design was critical for us as a small team with limited resources – made it all look slick and professional and the designs have been an asset going forward.

” Winely Limited

“

**There is no group in the country that seems to me to have a greater breadth of interaction with Kiwi tech-companies going global. And there is no one in the country who has a greater depth of track-record in helping the founders of tech companies pitch, sell and lead scalably.**

” Daniel Batten  
Entrepreneur, founder and former CEO of hi-tech company Biomatters, and current founder/CEO of Beyond The Ceiling

## Case studies

Hear first-hand from some of the businesses we've worked with.

3:54

In 2020, Rua Bioscience became the first Māori-founded company listed on the NZX. Learn about how they found investment success working alongside NZTE.

03:55

See how New Zealand company Dotterel, developers of noise reduction and audio recording technology for UAVs, found success after working with NZTE.

03:46

Robotics Plus aims to become a billion-dollar global business. In this video they speak about their capital raising journey to date.

# Raising capital FAQs

If I’m looking to raise capital, who should I reach out to?



Leveraging your networks to get advice about the process is a great place to start. Ask your peers and friends who have already raised capital or seek out a mentor.

At some point, you will likely need legal and financial advisors to help complete the deal. There will be costs associated with this and engaging these professionals early might not be the best place to start if you're unsure whether it's what your business really needs.

Understanding the effort, time commitment and different types of investment is a vital first step before trying to connect with investors.

Find out more about [\*\*the capital raising journey\*\*](#) in InvestEd.

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## How do I know how much money to ask for?



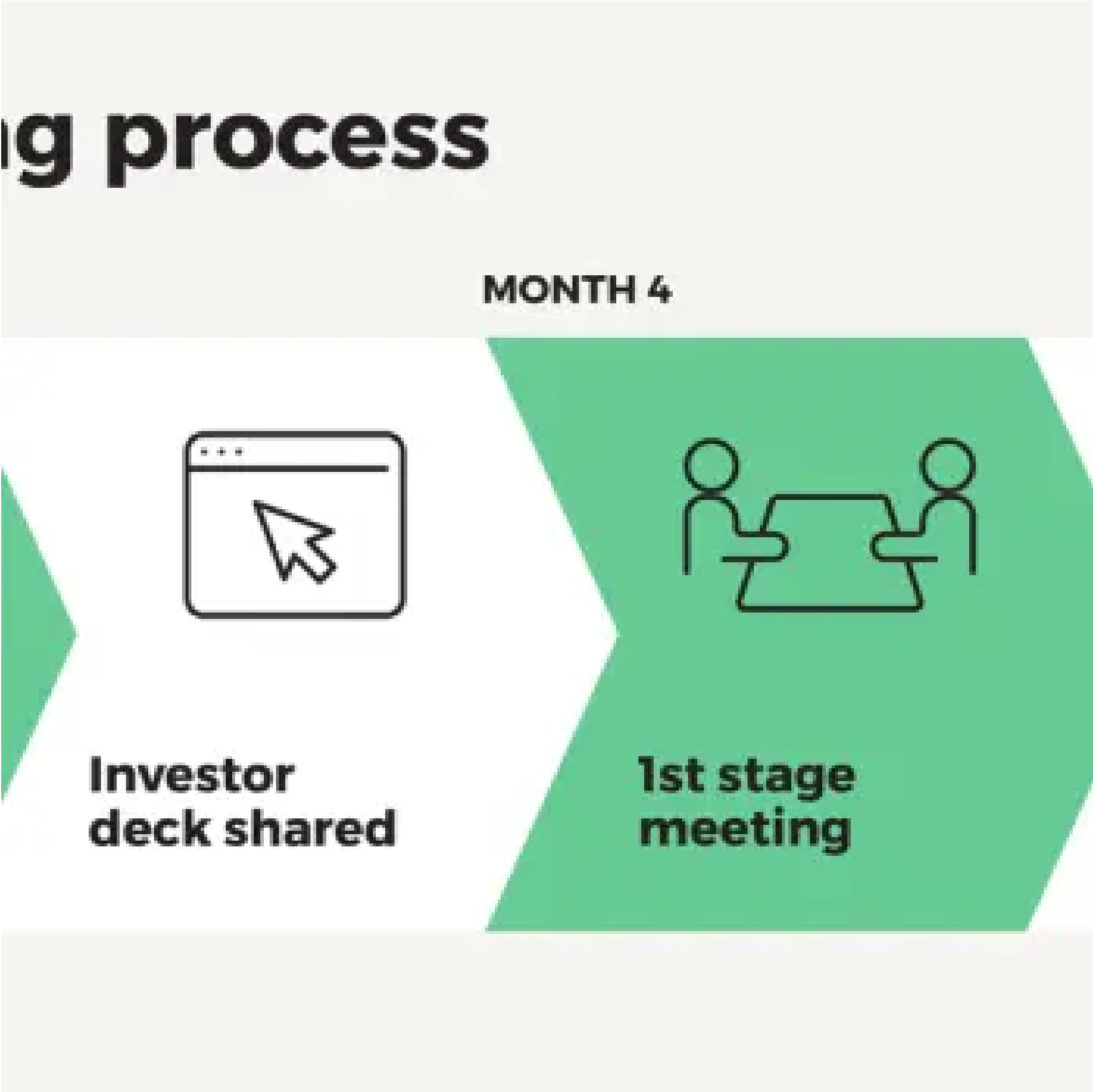
The investment amount can also sometimes be worked out from a company valuation perspective. For example, if you value your business at \$1m and only want to sell 10%, then the most money you should expect to raise is \$100k.

Find out more about [\*\*building your growth plan\*\*](#) and [\*\*developing your capital strategy\*\*](#).

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## How long does it take to raise capital?





Generally, the process takes between 3 months to 1 year but is typically longer for a first time raise.

Are there different methods of raising capital?



Generally, the process is the same, but the investors are different (see next question). The steps below outline key stages of capital raising.

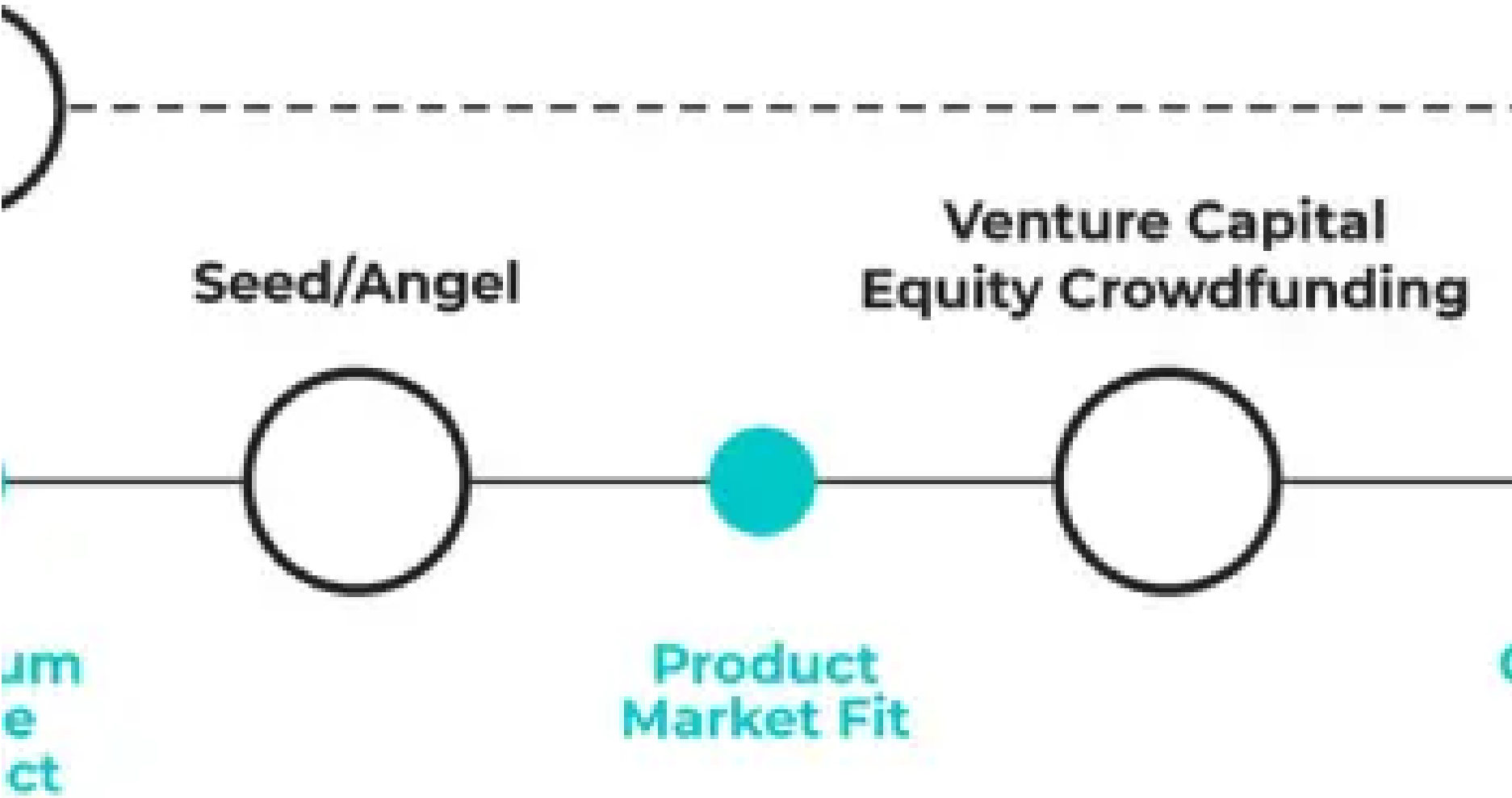
- 1. **Preparing your business** – involves planning your growth, undertaking market research, competitor analysis, creating a financial model and stress-testing your assumptions before approaching investors.
- 2. **Confirming your capital strategy** – is the process of identifying when you need money, how much you need and who you are going to ask (also known as investor profiling).
- 3. **Pitching to investors** – includes creating your investment collateral (pitch deck and flyer), practising your pitch, and connecting with potential investors.
- 4. **Doing the deal** – involves negotiating your valuation, preparing a term sheet and cap table, undertaking your due diligence and other various legal processes.

How do I find investors?





# Worth ffices venture



The important thing to know before cold calling VC firms is that there are different types of investors. Each investor type has pros and cons and suits different stages of the business lifecycle.

**The key steps in finding and connecting with investors.**

- 1. **Investor profiling** - Firstly, you'll need to spend time identifying your suitable investor and researching the local investment market to draw up a shortlist.
- 2. **Leverage your networks** - Reach out to your networks, If appropriate, you could ask them for an introduction to a potential investor.
- 3. **Start making approaches** - If you, your team or a business contact has a connection to an investor on your shortlist, get a warm introduction through them. If not, cold call! Sending a flyer (not an entire pitch deck) with a brief cover email is the usual approach. If they don't reply, assume they're not interested.

Find out more about [investor profiling](#) and [preparing your pitch](#).

## How do I make my company attractive to investors?



Generally, when investors review opportunities they are looking for:

**A clear link between your business strategy and the money you are asking for.** Ensure you can explain what you are using the funds for and how that will enable your business growth.

**Returns.** Investors want to back businesses that have the potential to grow beyond the New Zealand market. How are you demonstrating that your business is scalable? Investors will evaluate your business model, market analysis and financial model to ensure you are well positioned for revenue growth.

**A competitive advantage.** Investors will want to know who your competitors are and what sets you apart from them.

**Risk mitigation.** You'll need to show investors that you understand the risks facing your business and that you have plans to address these, e.g. labour shortages, a key competitor emerging, loss of IP, changes to regulations.

**A passionate and trustworthy founder.** Investors want to know who they are backing. You will need to show you have the drive and capability to lead your business through growth.

**An easy-to-understand product/service that solves a problem.** How does your product or service solve a problem? And why will your customers value that solution? You need to succinctly explain what drives you to solve the problem.

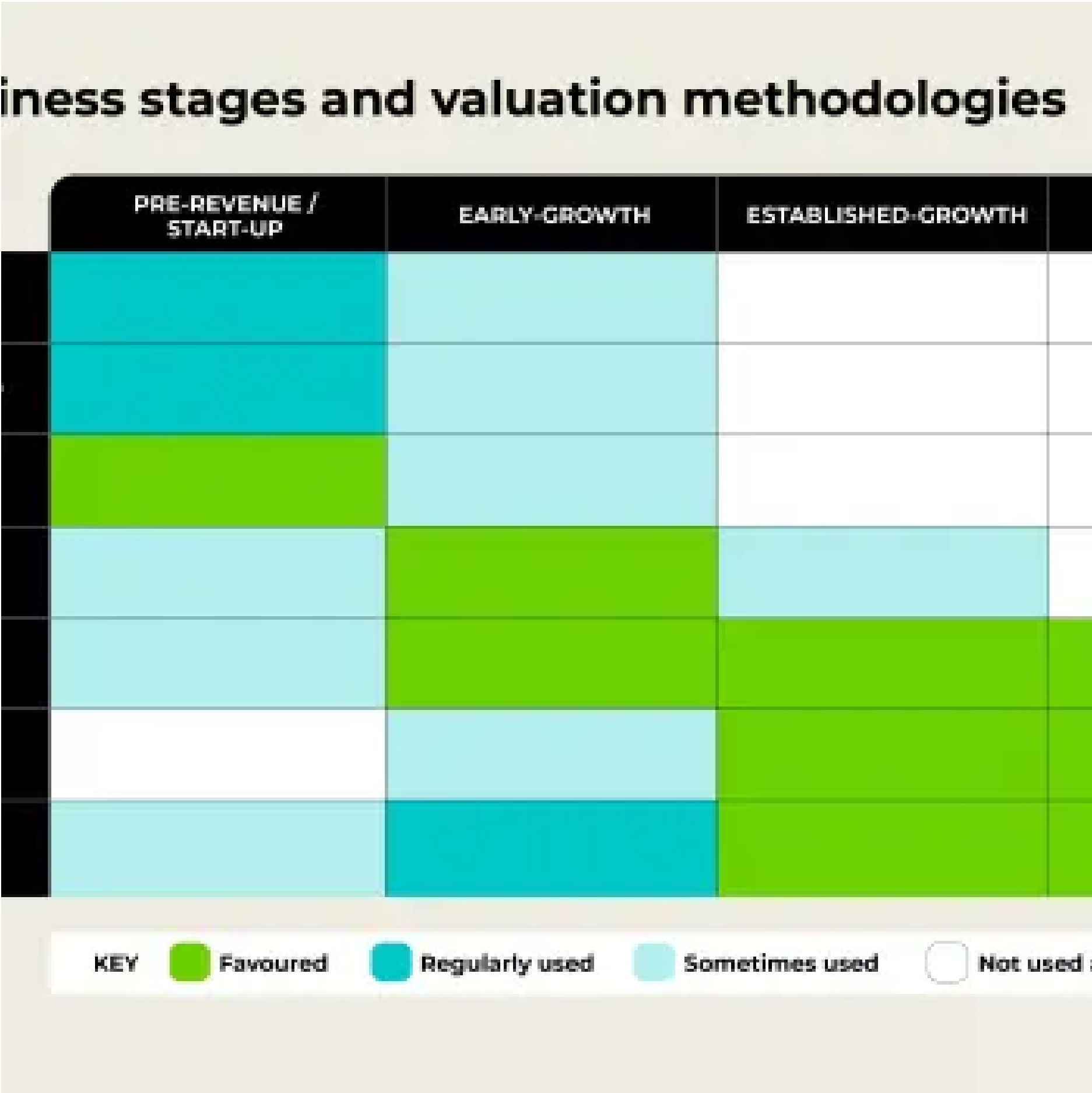
All the above points should be covered in your investment collateral and pitch.

Specifically, the types of documents investors will expect you to have ready are:

- Investment flyer
- Pitch deck
- Financial model
- A detailed investment memorandum

Find out more about [how investors screen opportunities](#).

How do I value my company?



Company valuation is not an exact science and at the end of the day, it's whatever the highest bidder is willing to pay.

When it comes to valuing your company, you pick the starting valuation and put forward the data and assumptions that support your own guesstimate.

Your potential investor will consider this and then make their own call about the value. It's a process of negotiation.

There are several methods that investors use to reach their valuation but generally, there are two main types.

**Absolute valuation methods** try to determine a company's "true" value based only on fundamentals such as dividends, cash flow and growth rates.

**Relative valuation methods** measure a company's value as compared to that of others.

Many people start their analysis with the relative valuation model because it's easier and faster to calculate than the absolute valuation model.

Find out more about these [seven different valuation methods](#).

What risks are involved with raising capital?



Know your investor – a checklist for founders

Do they have an active fund and are actively making investments?

MANDATE

Have many stage

Do they understand their decision-making process and timeline?

TERMS

Are the terms

Does their brand or network benefit your fundraising and later acquisition?

PORTFOLIO AND CO-INVESTORS

Do they have other co-investors

Do they have the capacity to track record of) providing on-funding?

OPERATIONAL ASSISTANCE

Can they add value

Ask yourself, "Do I want to work with them for the next 5-10 years?"

REFERENCE CHECKS

Have they been in the

**Getting involved with the wrong investors.** Have you done your research on who is offering you money? Investment relationships can be like a marriage, easy to get into, hard to get out of. Make sure you do your own due diligence on investors.

*Helpful tool:* [Investor assessment checklist](#)

**Selling too much of your company too early.** Getting investment too early can over-dilute founders' shareholdings. But, if you wait until you have little money left, you'll lose a lot of negotiating power.

Find out more about [planning your capital rounds](#).

**Regulatory compliance.** Regulatory requirements such as complying with FMCA are important to consider. Some of these issues are complex and complicated and the only way to fully ensure you are compliant is to seek professional legal advice.

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## What role can NZTE play in helping me raise capital?



Anyone can access capital raising support at any time using [InvestEd](#) but NZTE's Investment team also offer free, impartial, one-to-one investment consulting for a wide range of companies in varied sectors, and of varied sizes.

While there are no strict engagement criteria, on a broad scale, we typically work with organisations who are exporting or have international aspirations.

We will also look at if you have a potentially scalable business model, are demonstrating revenue or have customer traction.

We also support large-scale commercial projects that have potential to deliver economic benefits for New Zealand e.g. job creation.

[Contact us today](#) to see if you are eligible for this investment support.

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## Why does the Government support NZTE Investment services?



The New Zealand Government is dedicated to growing a productive, sustainable and inclusive economy, for the good of all New Zealanders. One important way of achieving this is through encouraging smart domestic and international investment to stimulate growth.

Currently there are critical gaps in the market – growth-stage companies often have limited connections and capability, while greenfield projects are inherently high-risk with long lead times, yet provide huge economic benefit to New Zealand. There is a strong appetite to accelerate the growth of these areas.

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## Can I trust NZTE with confidential and commercially sensitive information?



Absolutely! The NZTE Investment team consists of 50+ dedicated, investment professionals who have operated previously in the private sector. We understand and respect client confidentiality.

With honesty and trust as key characters, we operate in the best interests of our customers, value great communications and have well-developed systems in place to ensure the confidentiality and safety of your information.

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## Will NZTE Investment work with me if I also have a private sector advisor?



It depends. We believe the private sector plays a critical role in helping New Zealand organisations raise capital and we have great relationships with many of the advisors in the market. But we look to complement, not duplicate the work of the private sector. We will look to ensure that we can add value or fill a gap in any transaction we work on, for example, connecting you with great international investors.

What’s the difference between a capital raise and a greenfield investment?



A company capital raise is where there is an existing New Zealand company that is seeking investment for international growth. They may be seeking capital to enter new markets, ramp up product development or sales, or expand production capacity. NZTE Investment offers preparation support on business model development, financial model and investor profiling.

Greenfield opportunities are generally complex projects for new operations that create employment opportunities at scale. An example of a greenfield deal could be a foreign company establishing operations in New Zealand, or a New Zealand company undertaking a new project. NZTE offers support on developing business case feasibility and gaining local market context and connections, as well as support on business model development, financial model and investor profiling.

How do you set up a company in New Zealand?



We're the easiest country in the world to do business in because there are few restrictions on establishing, owning and operating a business here. In fact, the process of reserving a name and incorporating your company can be completed in a matter of hours. Visit the [New Zealand Companies Office](#) to begin the process.

Contact our Investment team

For more information about how we can help you prepare for and access growth capital, send us a message and one of our team will be in touch with you shortly.

Get in touch

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Te Taurapa Tūhono