



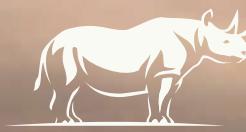
GOLD RHINO

FORWARD TOGETHER



GOLD RHINO

“Gold Rhino is both a private equity firm, and also a company that is actively involved in the preservation of the South African rhinoceros population. Gold Rhino brings together the solidarity, dependability and resilience of the unique animal it is named after, combined with a track record of innovation, charging ahead of the competition, and moving **Forward Together**, with the rhinoceroses’ preservation remaining at our core.”



GOLD RHINO

A photograph of a vast savanna landscape at sunset. The sky is filled with warm orange and yellow hues. In the foreground, there is a field of dry, golden-brown grass. Several acacia trees are scattered across the landscape, their silhouettes standing out against the bright sky. One prominent tree is centered in the middle ground, its branches bare and intricate. In the background, there are rolling hills and mountains, also silhouetted by the setting sun. The overall atmosphere is peaceful and natural.

ABOUT US



As a Private Equity firm, Gold Rhino funds and works closely with Australasian-based software development companies to help them accelerate growth, maximise returns, and get set-up for future success and/or eventual sale.



GOLD RHINO



Our ethos and mantra is simply, **Forward Together**. This guides all of our actions – from the companies we invest in, to the services and support we offer.

It also represents a much broader vision we have to actively support the conservation and population growth of one of Africa's most endangered wildlife animals, the rhinoceros. This is a cause that we are deeply passionate about, committed to, and have been for some time.



GOLD RHINO



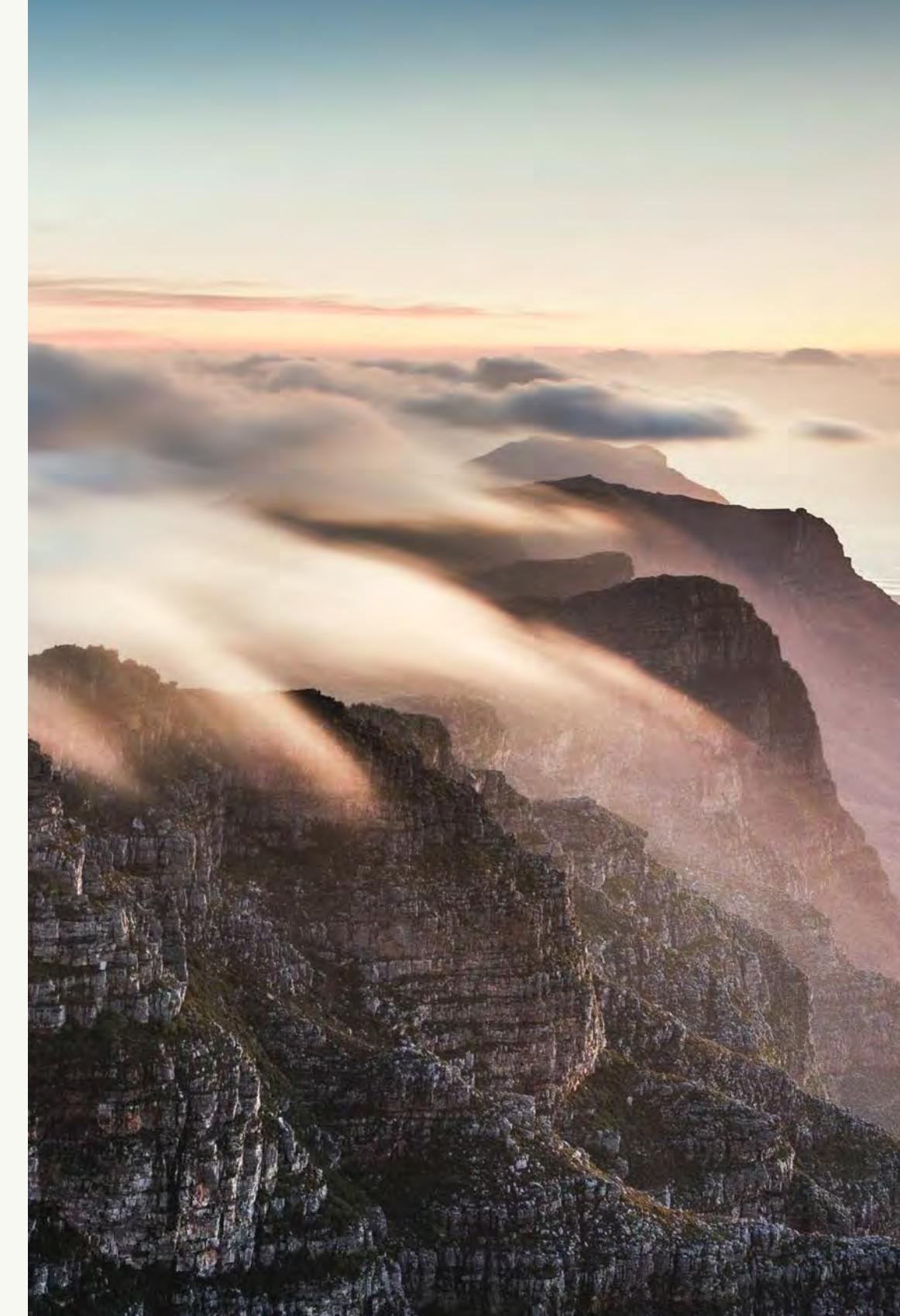
ABOUT US

The provenance of our company's name lies in the story of the **Golden Rhinoceros of Mapungubwe** (South Africa), an archaeological find that showed a civilisation existed in Southern Africa that was far more advanced than previously thought.

To us, the "Gold Rhino" is literally a symbol of being ahead of the game. It speaks to culture, rugged determination, refinement, financial success, and prosperity. The rhinoceros is a beautiful, rare and unique animal; gold symbolises our shining track record of innovation, problem solving, and principled ways of working with others.



GOLD RHINO



ABOUT US



We are an investment company with a difference.

We play an active role in mentoring and helping the CEOs and founders of tech companies to achieve their full potential. We openly share our knowledge, experience, and understanding of what it takes to build a successful business, and we have empathy for the founder journey.

We've been there, and done that, with great success and it's our desire to help others achieve the same.



GOLD RHINO



In addition to providing smart money (funding and advice), we also offer Accelerator Services through Rhino Labs where we bring trusted third-party partners into the mix to co-assist the companies we invest in to create a better first impression, develop distinct branding, and build out a cohesive strategy and plan.

In addition to providing smart money, we also offer Accelerator Services through Rhino Labs

The backbone of our business has always been to financially assist South African rhinoceros conservation charities.

Our vision is to take an even more active role, by increasing the rhinoceros population in a non-threatening environment, and reducing the demand for rhinoceros horn in Asia.





GOLD RHINO



RHINO LABS

RHINO LABS

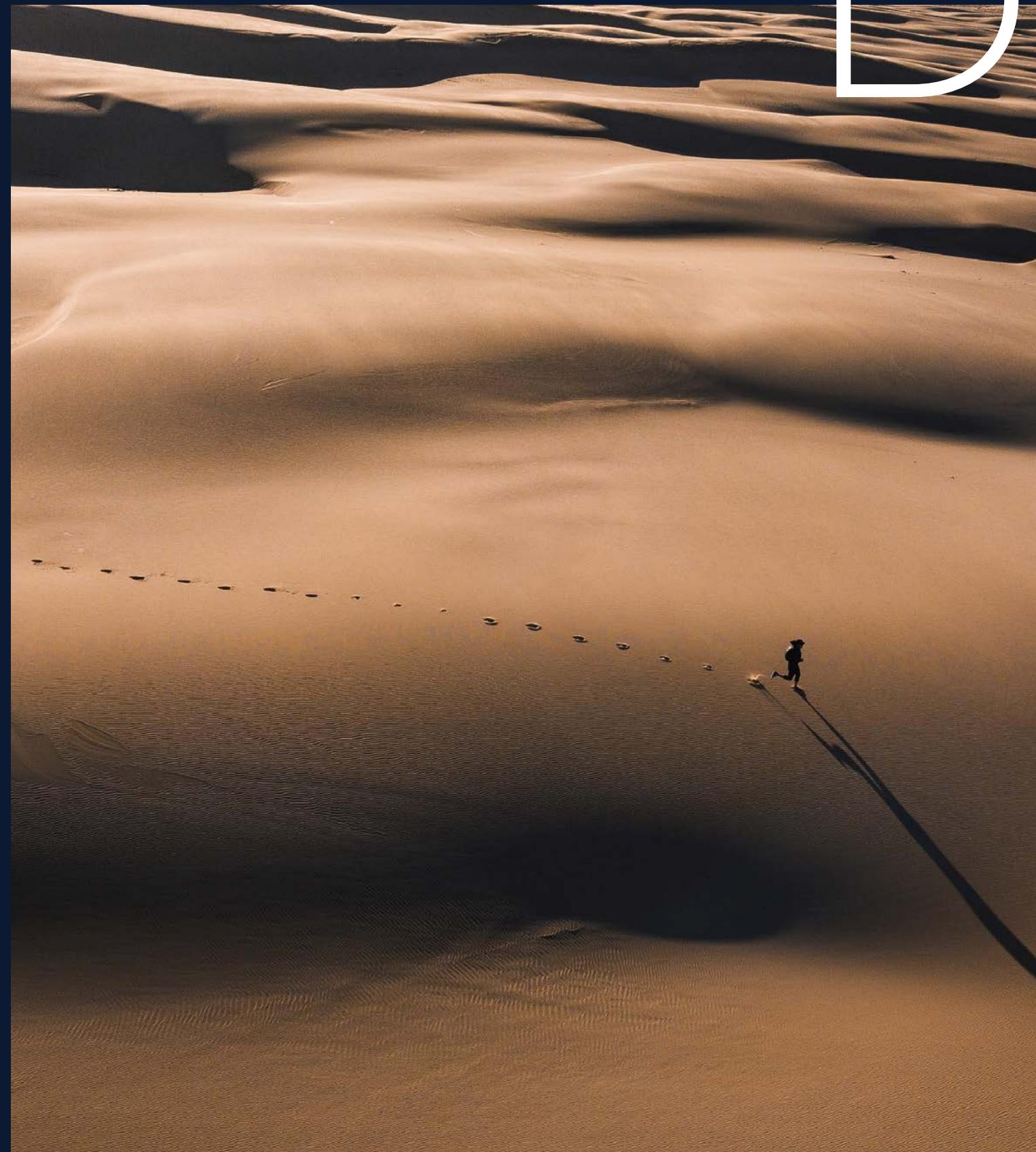
At Gold Rhino, not only will you receive a commitment and a determination from us to financially support you, we also offer advice on how to establish or adjust your business to achieve your goals, charge ahead of your competition, and move **Forward Together** with the help of an experienced team.

Our “Rhino Labs” Accelerator Services provide you with a comprehensive package of additional assistance across different facets of your business:





GOLD RHINO



RHINO LABS

Discovery

In-depth market research, competitor analysis, mining of data, and expertise to find gaps in the industry/market and identify potential opportunities.

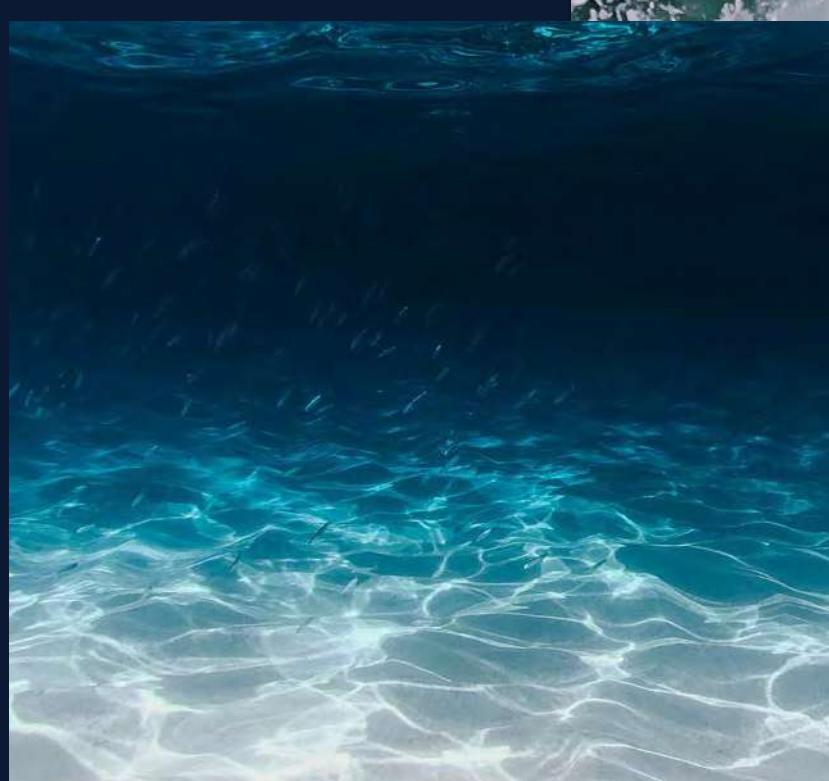


GOLD RHINO

Strategy

Develop routes to market which best suit your offering - who are your prospective customers, how to target them, assist in finalising your Business Plan, mission, vision, objectives and goals.

RHINO LABS





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Visual Identity and Branding

RHINO LABS



Creation of your brand to connect
with your future customers, from
proposition to visual identity and
tone of voice.



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Structure



RHINO LABS

Ensuring you have robust systems and structures in place, including advice on corporate and capital structures, resource and development planning, accounts and finance and book-keeping and financial compliance.

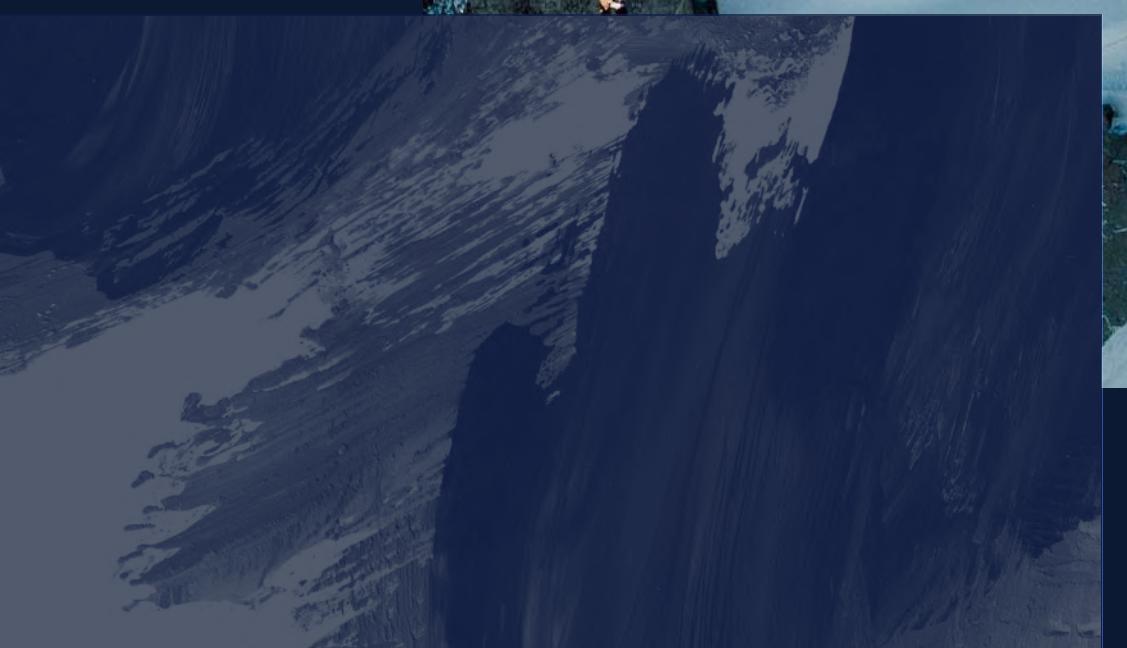


GOLD RHINO

Go-To-Market

Advice around what marketing and sales material needs to be created, and mediums used to ensure your target customers are reached, and are seeing and hearing your brand and unique selling point.

RHINO LABS





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Exit Strategy

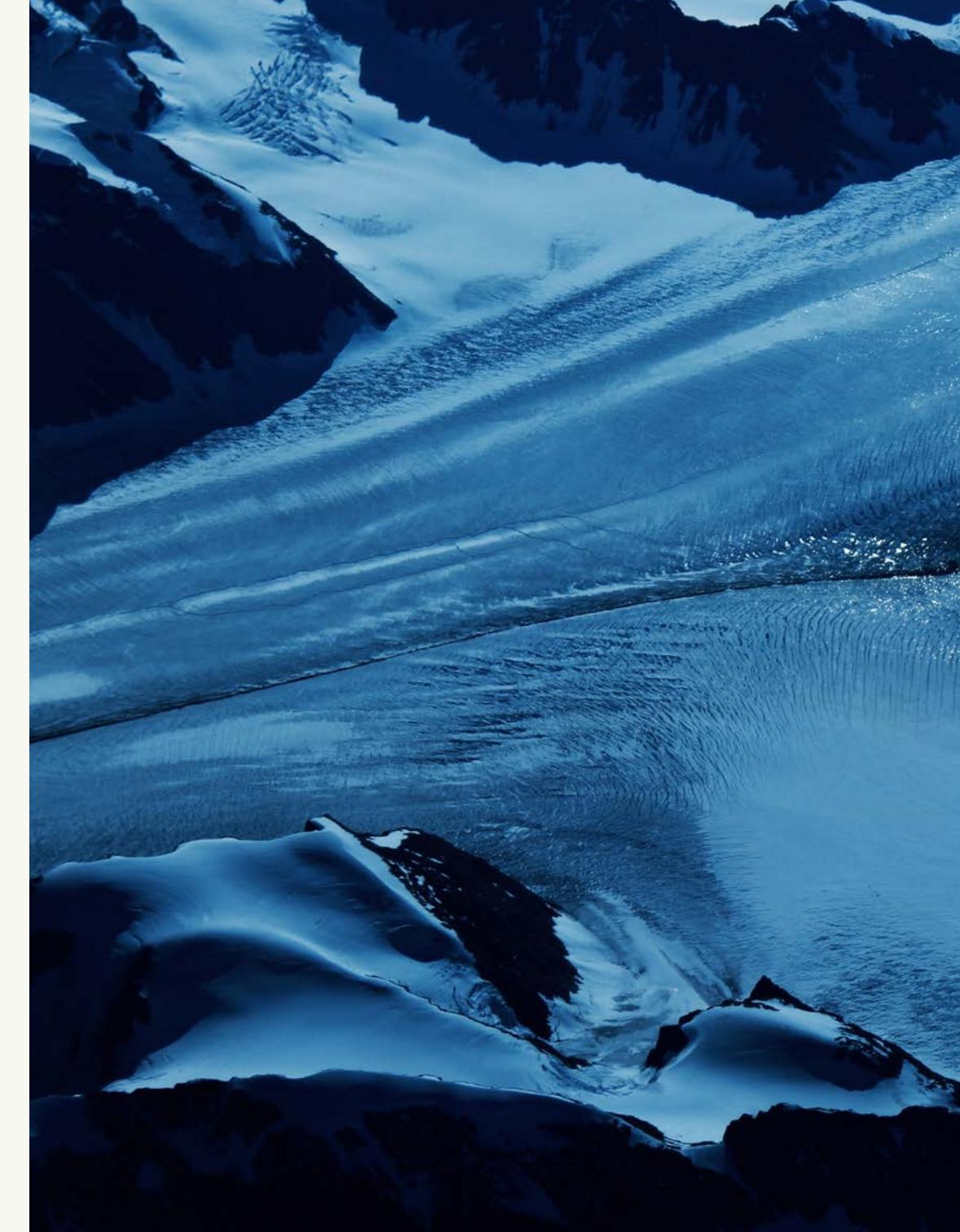


RHINO LABS

Engaging with Gold Rhino, who have a proven track record when it comes to selling businesses, on the last and most crucial stage of the journey, guiding you to an exit that delivers maximum value for all of your emotional investment and hard work in the company you have built.



GOLD RHINO



RHINO LABS

We work in partnership with a range of trusted experts and advisors to deliver these services, including Ernst & Young, a high-credential branding and marketing agency, and a finance and book-keeping services team, all of which we have worked closely with for over a decade.

With this gold-standard team, we help you set up your business operations properly, giving you a jump-start past the usual hurdles of the start-up world, and catapulting you into a different class of business very quickly.



GOLD RHINO

WHO WE ARE



GOLD RHINO

Tim Smith

Managing Director

An energetic, passionate Australian, Tim grew up in Perth and currently resides in Singapore. He is the founder, owner and principal investor of Gold Rhino, and the driving force behind two entrepreneurial software companies: HardHat and OnePlace.

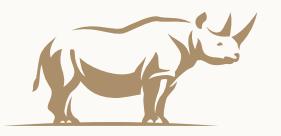
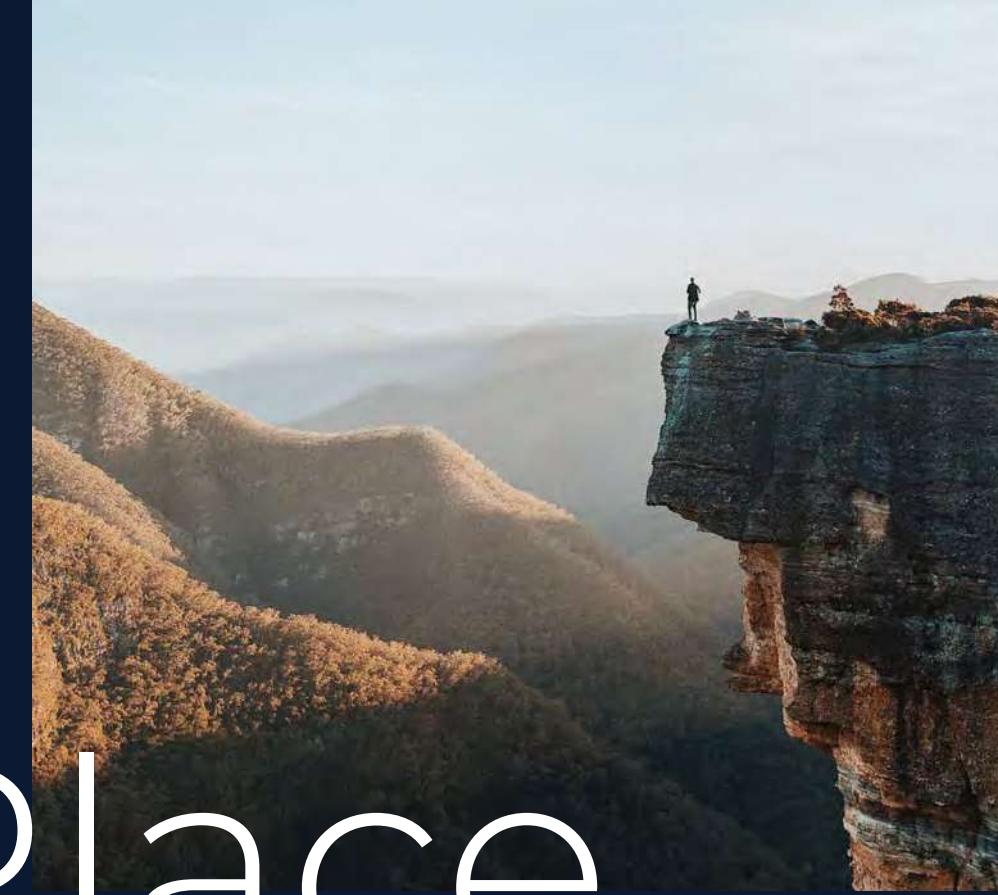


HardHat

HardHat is an enterprise project collaboration solution built on the Salesforce Customer 360 platform, specifically for the Resources (Mining, Oil & Gas), Engineering & Construction, Architecture & Design sectors.

OnePlace

OnePlace, also built on the Salesforce platform, is a client lifecycle management solution for the professional services industry. Tim and his team rapidly grew the OnePlace business to a market-leading position across the globe, which led to its acquisition by US software company, Intapp in May 2019.

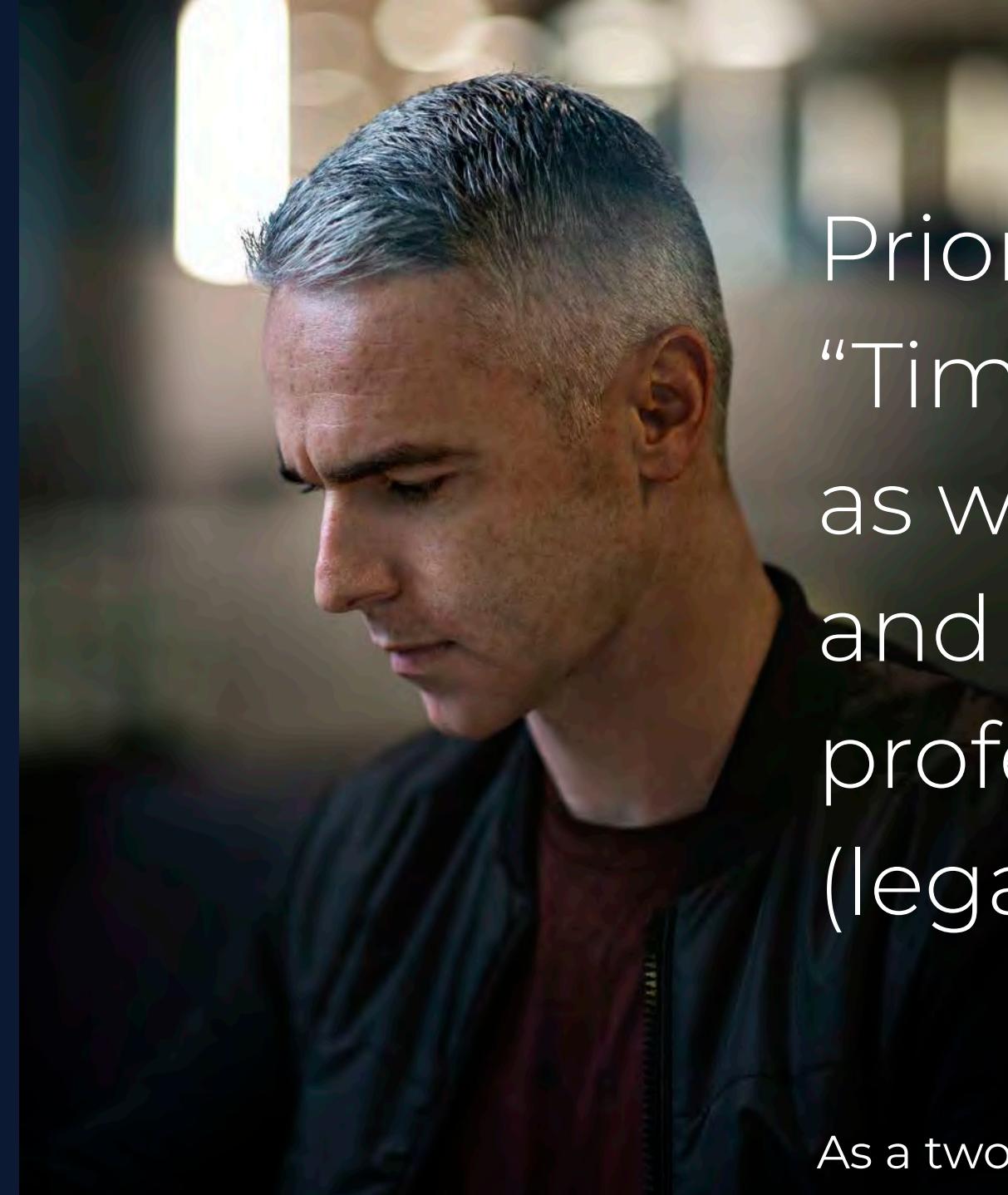


GOLD RHINO



GOLD RHINO

WHO WE ARE

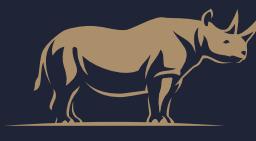


Prior to entering the start-up space, “Tim worked in the finance industry, as well as project management and technology consultant roles for professional service firms (legal and accounting).

As a two-time entrepreneurial founder, and someone who successfully self-funded OnePlace from start to finish, Tim believes he and his team can offer you the edge in shaping your company for growth, and making it attractive for investment or eventual sale.

Outside of software development, Tim is a fanatic of cricket, rugby union, and Formula 1. He also has a deep-rooted passion for South Africa, and the conservation of the rhinoceros population there. OnePlace, and now HardHat, have both been underpinned by a strong desire to provide financial support to causes and charities that exist to protect rhinoceroses.





GOLD RHINO



Looking ahead, Gold Rhino's vision
is to take an even more active role
in the conservation of the species.



GOLD RHINO

OUR VISION

A large, white, sans-serif font text centered over the middle of the rhino's body. The background is a close-up, low-angle shot of a rhino's head and front legs, looking towards the left. The rhino's skin is textured and greyish-brown. The background is a soft-focus savanna landscape with trees and bushes under a clear sky.



GOLD RHINO

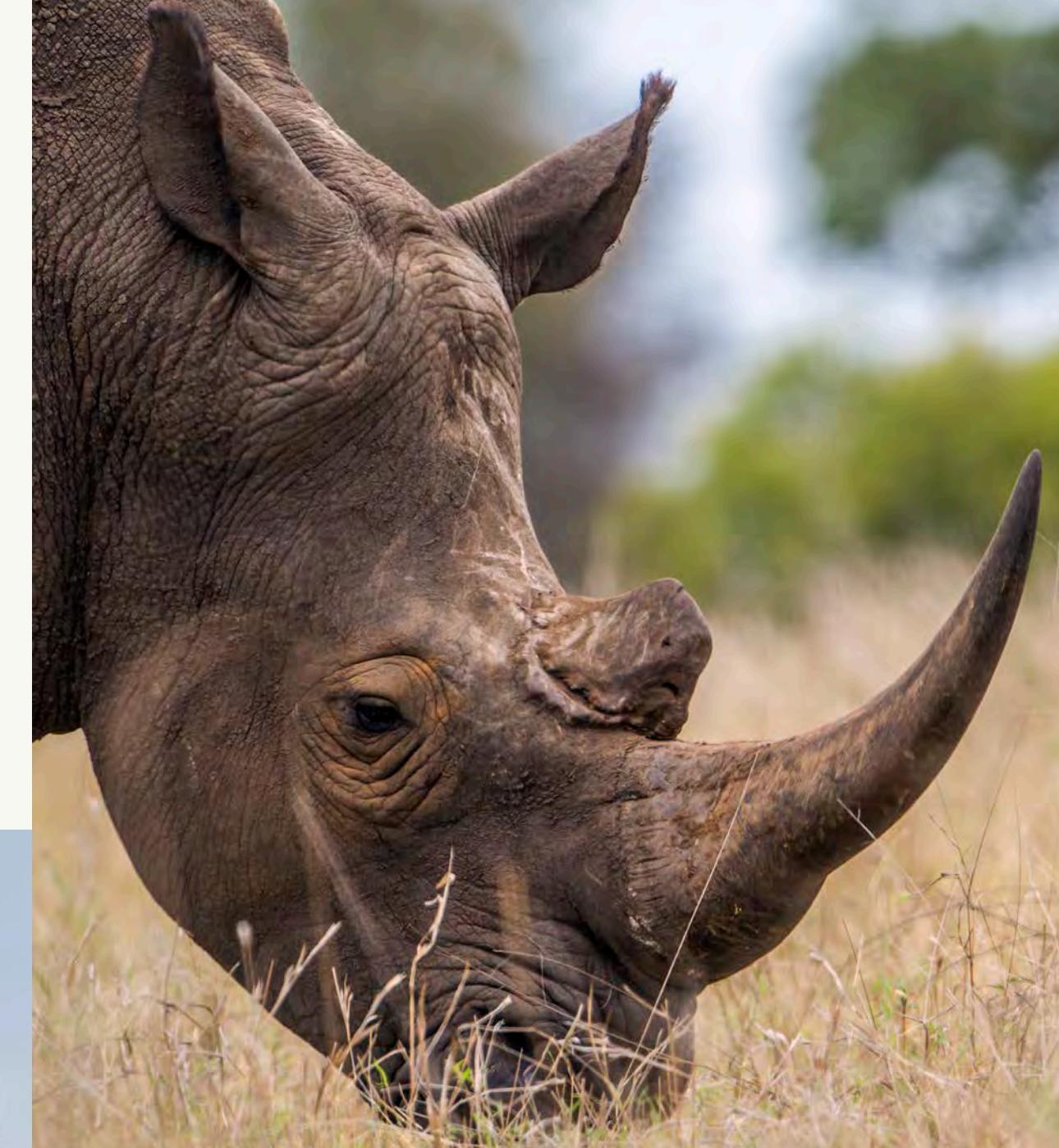
OUR VISION



Our ultimate vision is
to further support the
protection and growth
of the South African
rhinoceros population.



GOLD RHINO



OUR VISION

We want to make a direct and more active contribution to this effort by helping to increase the rhinoceros population, and so remove the real threat of their extinction.



GOLD RHINO



By choosing to work with Gold Rhino, you are having a direct impact in assisting the fight to save the Southern White and Black African rhinoceros. Gold Rhino is committed to supporting a range of initiatives that help the global efforts to protect the rhino for future generations.

The foundations and organisations that directly assist South African wildlife parks and African-based rhinoceros are carrying out incredible work to protect this species. Gold Rhino also understands that we need to actively grow rhinoceros insurance populations outside of Africa, if this majestic animal is to survive.

With this in mind, under our **More Rhinos Program**, Gold Rhino has entered into partnerships with The Australian Rhino Project (TARP) and Zoos South Australia (Zoos SA), two Australian-based organisations who share our passion for the African rhinoceros. They have worked tirelessly together over the past few years to gain import permits, build facilities, create partnerships and establish an environment as close to that which the African rhinoceros has called home since the beginning of time.



Gold Rhino has committed to provide funding to assist in the relocation of ten Southern White Rhinoceros as part of an **Insurance Population** from Thaba Manzi Wildlife Sanctuary (South Africa), to open plain facilities in Australia and New Zealand.

This is the first phase of a plan to relocate a further twenty White Rhinos from South Africa, and further propagate the species to a safe haven outside of Africa.

Many of these rhinos will be taken to Monarto Safari Park in South Australia, one of the world's largest open range safari parks outside of their African home. We have also contributed to the funding to construct a quarantine rhino management facility at Orana Wildlife Park (Christchurch, New Zealand), where the White Rhinos are required to be quarantined for a period of time.

In addition, Gold Rhino is contributing directly to Zoos SA's Black Rhino Project to expand the Black Rhino facility at Monarto Safari Park. The longer term objective is to establish a breeding population of Black Rhinos, which are even more endangered than White Rhinos. This initiative will help facilitate the future possibility of relocating the female Southern Black Rhino to Monarto Safari Park.

At the same time as assisting TARP and Zoos SA, Gold Rhino will work with global media outlets to drive education in an effort to reduce Asian demand for rhinoceros horn.





The Southern White and Black African rhinoceros are truly two of the most beautiful and rarest of animals facing a real threat of extinction.



In addition to Australia-based foundations, there are a number of South African and UK-based organisations working hard to protect, conserve, and increase the population of the Southern White and Black Rhinoceros in South Africa. In recent years, we have supported the following:

Save the Rhino International
www.savetherhino.org

Save Our Rhino Africa India (SORAI)
www.oursorai.com

Stop Rhino Poaching
www.stoprhinopoaching.com



SORAI



These organisations desperately need your help. If you care about the conservation of this majestic creature, please support these causes. Every contribution counts.

If you are interested in helping with our **More Rhinos Program**, TARP and Zoos SA's Insurance Population Project in Australia, please email:

morerhinos@goldrhino.com.au or:

TARP
www.theaustralianrhinoproject.org

Zoos SA
www.zoossa.com.au

Thank you!
Let's move Forward Together

CONTACT

Please get in touch if you would like to find out more at
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