



Outcome

Investment

How a Melbourne Corporate connected with a Newcastle Startup resulting in a sizeable investment.

The GUD brands have a long history of innovation, and engaging with Startups is an important part of its ongoing innovation strategy.

Liftango responded to one of GUD's interest areas 'Revolutionising the Aussie car trip' which are highlighted on their corporate profile on CoVentured.

Amy Frangos, Chief Disruptor at GUD said:

"In order to develop a disruptive culture, we must not only build a strong innovation focus within our businesses, but we must actively engage with innovative businesses outside of our portfolio. Working with Startups is a critical part of GUD's larger innovation strategy. CoVentured allowed me to start a relationship with the Liftango team from the comfort of my desk. I simply listed some clear areas of interest, and Liftango connected with me. Without CoVentured we would never have been able to meet. We are excited about the potential of our partnership with Liftango".

Kevin Orr, Founder at Liftango said:

"We joined CoVentured to connect with Corporates who can benefit from our corporate Rideshare solution. The great thing was we found companies who can help scale our business, either through acquiring customers or potentially through investment. There were other corporates we connected with via CoVentured however once we met with GUD we were excited about the synergies we found. They operate in the automotive world and have an innovative approach to working with Startups. Without CoVentured we wouldn't have met GUD and found such a supportive and strategic investor".



GUD Holdings

GUD Holdings, has a portfolio of leading consumer & industrial products, with brands such as Rycos, Wesfi, Davey and Narva.



Liftango

offers a tech-enabled rideshare solution, getting employees to & from work for free, while addressing limited parking solutions.

RESULT

Using CoVentured, GUD connected with Liftango resulting in a six figure investment - helping the Startup scale and the Corporate grow their innovation culture.

Education

Innovation Challenge

Pitch Event

Mentor/ advisory relationship

Sponsorship

Channel

Vendor relationship

Partnership

Accelerator

Investment

Acquisition