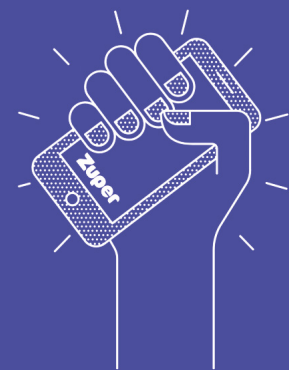


How High Growth Ventures supported the success of Zuper



Jess Ellerm, Co-founder and CEO of Zuper shared her experience working with High Growth Ventures, revealing how they supported their success.

Zuper is the Fintech startup revolutionising the superannuation industry. Jess Ellerm, Co-Founder and CEO, shares her experience working with High Growth Ventures, KPMG Australia's dedicated startup team and reveals how the team supported Zuper's success.



Q: Tell us about your startup, what is its purpose?

Zuper is a superannuation fund that lets Australians put their super into industries and companies they're passionate about. Zuper is in pre-launch mode and we're a team of 3.

Q: What solution did High Growth Ventures provide you with?

We've used their Outsourced CFO service for almost a year now. It's a really effective way to manage our bookkeeping and remain confident that our numbers add up on the business management side, as well as for our existing and incoming investors.

Also, as a financial services business, record keeping and strong processes are absolutely essential, so we wanted to partner and grow with experts from the beginning, and not allow for any bad habits to creep in. Startups don't get second chances.

Q: And at what point did you realise you required assistance in that area?

Coming into Zuper I had little knowledge of ATO reporting requirements, R&D processes or PAYG. So as a CEO, this side of things has been one of the steeper learning curves for me. Mitch, Gabby from KPMG and the High Growth Ventures team have been fantastic at stepping me through all of these key reporting requirements.

For me, I don't need to be in the weeds doing it, but I absolutely need to understand what's happening and why. Working with High Growth Ventures means you get a really good balance of both of these things.





Q: How is your company different or performing better since we've been involved/solved the issue?

The Outsourced CFO service has meant we have someone to turn to whenever we have a question, and we know the quality and standard of the answers we get are backed by the KPMG brand. We often need professional looking reports turned around within days, especially on the capital raising front, and not having to do these yourself is a huge help.

Q: Why did you decide to work with KPMG High Growth Ventures? What was their point of difference?

Startups do all they can to save on costs in the early days, meaning most will wait before they engage KPMG or a Big 4. We took a different approach, and looked at working with High Growth Ventures and the firm as an investment for the future.

And while we're not looking at going overseas yet, KPMG's local & global network is something we would absolutely leverage if and when the time comes. Having them as advocates for us from day one will play a role in that.

Q: What surprised you about working with a professional services firm like KPMG?

Gabby and Mitch have both spent time with us in person, with Mitch also working out of our offices. I think it gives them a real view into what start-up life is really like, particularly the unglamorous, 'ten different things are happening at once' side. Ultimately the better they understand our business and the better they understand the pressures we face, the more likely they are to give the right advice.

Thanks to KPMG High Growth Ventures and KPMG, Zuper has gained investor confidence, their finances are well looked after and the business has solid foundations from which they can scale.

For more information contact the High Growth Ventures team at highgrowthventures@kpmg.com.au

[KPMG.com/au/highgrowthventures](https://kpmg.com/au/highgrowthventures)

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