

Frank Lab

2021: year in review

frank

About Frank Lab

Frank Lab is a six-month accelerator program that offers:

- \$5,000 worth of free legal support to selected startups and scaleups;
- an experienced lawyer as your own dedicated Trusted Advisor;
- a program of masterclasses to help take your business to the next level;
- introductions to Hall & Wilcox's network of investors and accountants; and
- access to the firm's technology and Smarter Law solutions.

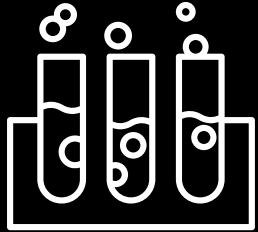
Frank Lab 2021: women-led startups, scaleups and growth businesses

Frank Lab 2021 has a focus on women-led businesses, as part of our initiative to provide dedicated support and assistance to women in startups and reduce barriers to entry for women in growth businesses.

Off the back of the firm's 'Spotlight on women in startups' report, the Frank team at Hall & Wilcox has put together a program of masterclasses and support that specifically targets key concerns for women in startups. As documented in the report, these include: overcoming imposter syndrome, educating investors and becoming pitch ready.



Frank advice, when you need it



The Frank Lab program is part of the firm's Frank startup practice. Frank supports entrepreneurs with practical, responsive business solutions. While business law is our core service, there's no legal speak here – just straightforward advice and accessibility to what we know and who we know.

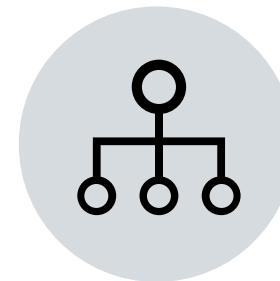
Get law in order



Guidance on:

- capital raising;
- privacy law;
- intellectual property;
- accounting (through our network).

Get structure sorted



Help with:

- the best business structure;
- R&D tax incentives;
- tax law;
- employment contracts;
- policy drafting.

Build your empire



Connections:

- advisors;
- investors;
- venture capitalists;
- customers.

Frank Lab 2021's successful applicants

Ten women-led businesses were selected to participate in Frank Lab 2021 from an impressive 70 high-calibre applications. To be considered for Frank Lab 2021, each business had to be women-led – either equal or majority owned by women (50% or more); or with an equal or majority of women in the senior leadership team (50% or more).

From gourmet food to healthcare, eco-friendly period products to renewable energy, and products designed for people with disability or to assist the neurodivergent community, Frank Lab 2021's women-focused startup cohort illustrates the breadth and depth of the startup/scaleup community.

Women leaders and entrepreneurs: under One Roof

Frank Lab has now partnered with One Roof, a network of women leaders and entrepreneurs led by Sheree Rubinstein, a former corporate lawyer turned founder. Sheree will offer her time as a mentor to the founders selected for Frank Lab 2021, and Hall & Wilcox will cover the cost for the founders to access One Roof's digital membership and all benefits for one year.

The One Roof membership provides ongoing personalised business support, including weekly networking, 'office hours' (Q&A sessions) with industry experts and virtual masterclasses. Members also gain access to co-working partners Australia-wide, regular business support calls, curated introductions to potential clients, collaborators, advisors and investors and support in boosting their business visibility.

ESIC qualification

By participating in Frank Lab, companies will receive 50 points of the 100 points required to qualify as an Early Stage Innovation Company (ESIC). Investors in eligible startups receive significant tax incentives, such as an immediate tax offset or rebate equal to 20% of their investment, capped at \$200,000 in each income year, and can access modified capital gains tax treatment for their shareholding.

Alumni

Frank Lab 2021 follows the success of the 2020 and 2019 programs, which helped accelerate a broad range of businesses and their solutions, including agricultural technology, clinical hypnosis, crowdsourcing for volunteers, rocket engine technologies, new contraceptives, Neobanks and social enterprises.

Meet the Frank Lab 2021 cohort

Adatree

A data-sharing technology platform for companies that want to access and leverage data through the Consumer Data Right.

The CDR, also known as Open Banking, gives consumers the right to own and direct their own data. Sharing and receiving this data is incredibly complex between companies, and Adatree provides a turnkey technology solution so companies can leverage it easily.

Co-lab Pantry

Initially launched as a way to help support Victorian business in the early days of COVID-19, Co-lab Pantry now sources and delivers gourmet meals, cocktails, pantry goods and produce to peoples' homes across Australia.

The Daily Routine

Australia's first water-soluble, plant-based pod, filled with personal care products such as hand wash, body wash and shampoo.

Simply fill up the keeper bottle with hot water, drop in a pod, and shake it until it dissolves. And when you run out of pods, your refill pack will be waiting for you on your doorstep.

Find Aged Care

An online tool that helps people search and apply for residential aged care homes when they can no longer live independently in the community.

Geni.Energy

Partnering with renewable industry organisations to bring new solar, storage, wind and bio-energy projects to the northwest NSW region in homes, small businesses, commercials and farms.

JAM the label

An inclusive clothing brand designed with people with disability in mind. Products by JAM the label have design features that allow them to be put on or taken off more easily or worn more comfortably by people with disability.

Neurodiversity Media

A tech-enabled media company that creates evidence-based resources to equip the neurodivergent community, their support network and employers with accessible knowledge and learning opportunities to unleash their potential in the global workplace.

Pixii

A social enterprise bringing eco-friendly period products (pads and tampons) into bathrooms at schools, universities and businesses.

Pixii is certified as a social enterprise and donates 50% of profits to One Girl to support girls' education.

Pory

Pory is a no-code platform for building web applications using pre-made templates on top of a visual database called Airtable.

Telecare Australia

A virtual healthcare provider that makes seeing a medical specialist or allied health professional easier and more cost-effective than ever before via telehealth.

Current focus: on under-served market segments in Australia. 90% of the patients Telehealth serves live in regional areas, aged care facilities or of Indigenous Australian descent.

Frank feedback



Shendon Ewans
CEO & Co-Founder, Gobbill

Frank Lab is an incredible program with a standout team. They are different to other law firms. Our company gained a lot from their support, mentoring and events. They placed building relationships and understanding your business first. Their team assisted us in all forms of advice from our key company documents, capital raising, employee share options, tax and international expansion. We definitely made the most of the program and I would highly recommend it to other startups.



Sarah Agboola
Founder & CEO, mtime

Mtime was part of the inaugural Frank Lab cohort in 2019 and as part of the program we were lucky enough to be assigned our own 'trusted advisor' who was on hand to provide tailored legal advice throughout the year. The relationship we developed with the Frank team has extended far beyond the initial program as they have continued to help us set up the legal foundations to grow mtime, most recently helping us through our seed raise of capital. Being able to work with lawyers who understand the startup space has been invaluable and I have my participation in Frank to thank for that.



Saul Wakerman
Co-Founder, Atticus

Hall & Wilcox and Frank has played a critical role in the development of the Atticus software and business. The initial MVP was first tested by the Hall & Wilcox Corporate team in Melbourne and, since then, the firm has adopted Atticus on multiple IPOs and capital raises. There's no doubt that the lawyers at Hall & Wilcox are early adopters. With effective support from the Frank team and broader Hall & Wilcox team, they've been quick to review, test, and deploy Atticus across the firm. Everyone we've encountered is excited by innovation and the use of new technology.



Nick Northcott
Executive Chairman, Eudaemon
Technologies

Eudaemon Technologies was in the inaugural Frank lab cohort (2019). I am delighted with the support that I have received from Jacqui Barrett both as a legal advisor and also at a human level. She is a pleasure to deal with, shows empathy to the challenges I am facing and makes what is often a pressurised situation easy and more relaxed. Jacqui is a credit to the firm and frankly, is a major reason why I have engaged Hall & Wilcox and continue to do so.





Meet the Frank Lab team



Jasmine Koh

Jasmine is Co-Head of Frank and is heavily involved in the startup industry. She is also a Senior Associate at Hall & Wilcox.

Jasmine has experience working as a general counsel to a successful Australian fintech, and specialises in fintech and payments.

Areas of particular focus in Jasmine's current practice include capital raising, advising emerging growth companies and legal technology.



Jacqui Barrett

Jacqui leads the firm's Women in Startups initiative, and is a Partner at Hall & Wilcox. 2021 was Jacqui's 17th year of working with startup and scaleup businesses.

Over the years, she has had the enormous privilege of working with incredibly innovative and entrepreneurial people. Jacqui is inspired by these innovators and grateful (as a naturally risk averse lawyer!) that they have been willing to let her play a part in helping them on their journey.

Jacqui has had the opportunity to work with a wide variety of incubators and accelerators delivering training and other technical sessions to startups and scaleups.



James Bull

James is Co-Head of Frank and is a Special Counsel at Hall & Wilcox. His work with high-growth companies means he acts as a trusted advisor to many founders and entrepreneurs.

James works across a broad range of commercial transactions including mergers & acquisitions, corporate structuring, shareholder and joint venture arrangements, startup capital raising, supply and distribution agreements and other commercial arrangements.

Meet the Frank Lab Advisory Board



Peter Williams (Chair)

Peter Williams is a recognised thought leader and practitioner in innovation. Peter started working with internet technologies in 1993 and in 1996 founded an eBusiness Consulting group, Deloitte Australia. Since that time Peter has been the CEO of the Eclipse Group, a Deloitte subsidiary, and then founded Deloitte Digital. He is also the Chairman of Deloitte's Innovation Council and the Chief Edge Officer. He was recently named one of Australia's top Digital Influencers and is an Adjunct Professor at RMIT.



Sheree Rubinstein

A free-spirited former lawyer turned entrepreneur, Sheree is the Founder of One Roof. For the past six years, One Roof was well known as the leading co-working operator in Australia dedicated to women-led businesses. When COVID-19 hit, the business was forced to pivot swiftly and shift the co-working empire to a digital membership model. In just over six months, One Roof has onboarded 450+ members across the country, hosted 200+ virtual masterclasses, co-hosted a massive female founder pitch night and seen great success among their community and membership. Sheree offered her time as a mentor to the founders selected for Frank Lab 2021, and Hall & Wilcox covered the cost for all Frank Lab 2021 cohort members to access One Roof's digital membership and benefits for one year.



Peter Singline

Marketing, brand strategy, and working with teams and individuals to bring their brands alive is the space Peter has been consulting in for more than 20 years. Peter's work has been defined by his sixth sense in unearthing brand propositions that are differentiating and inspiring. He has an excellent understanding of marketing, branding and strategic theory gained from his formal studies (B.Ec, MBA (Dux)) and his work as an academic in the early '90s teaching Monash University MBA students Marketing and Strategic Marketing.

Peter established Brand DNA in 2000 and, in 2010, merged with design specialist Storm to become the creative brand design agency Truly Deeply. More recently, Peter sold down his equity in Truly Deeply and established Singline & Co to focus on brand strategy and personal branding consulting.



Melissa Mack

A strategic brand and media consultant, Melissa is a 'veteran' (in startup years) of the tech PR/marketing industry. Melissa is also on the board of Fintech Australia and acts as a regular advisor on PR and communications to emerging entrepreneurs and founders. She previously led the comms and marketing at scaleup fintech MoneyPlace. Melissa is a former journalist with *The New Daily*, an online non-paywalled Australian news site, and *InDaily*, a South Australian locally owned, free, independent digital news source. She now runs her own business, MelMack Communications, and helps passionate and driven entrepreneurs grow their profile and become thought leaders.

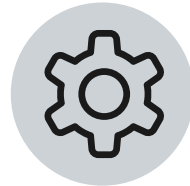


Nathan Merzvinskis

Nathan is the Head of Business Operations at Skedulo, a San Francisco based startup building a platform for Deskless Workforce productivity. Having previously co-founded Everproof, a digital identity startup that was acquired in 2019 by G01, Nathan continues to be an active participant in the Australian startup community as a mentor in the Startmate accelerator program, writer for *The Startup* and advisor to pre-seed and seed stage companies.

Masterclasses

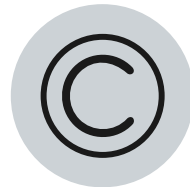
The Frank Lab Advisory Board and Trusted Advisors are delighted to present a masterclass series to accelerate our participating startups, and target key concerns for women working in startups.



Legal Skills – Business 101
Jacqui Barrett, Partner, and
Jasmine Koh, Senior Associate
Hall & Wilcox



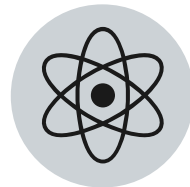
PR Essentials
Melissa Mack, PR Consultant
Silkie Communications
Peter Singline, Brand Strategist
Singline & Co



Intellectual Property
John Gray, Partner
Hall & Wilcox



Success Stories
Alice Williams, Founder
Ovira
Samantha Clarke, Founder
Advice RegTech



Research & Development
Jack Qi, Tax Director
William Buck



Investment Options
James Bull, Special Counsel,
and Jasmine Koh, Senior Associate
Hall & Wilcox



Valuation
Remco Marcelis,
Managing Partner
Standard Ledger

Pitch-readiness training and pitch events

We recognise the importance of being able to succinctly and articulately describe your business to investors (and anyone else) on the spot, at any time, with impact.


With this in mind, we run a pitch training and readiness program where we help you practice and finesse your pitch with feedback from experienced entrepreneurs and an audience of friendly peers in your cohort.

It's not a competition. It's designed to be a supportive environment in which to practice your pitch and build your confidence.




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