

swarmer



BRAAAP CASE STUDY

About BRAAAP

Braap came to Swarmer seeking capital to secure their expansion plans into the E-motorcycle sector. As an established player already in the motor bike world, they saw a gap to create a first mover advantage in this space. Limited by their ability to fund the expansion Braap undertook a capital raise with Swarmer using both wholesale efforts supported by a Crowd Funding Campaign in October '22.

RAISED
\$547 000*
(AUD)



INVESTORS
227



AVG.
INVESTMENT
\$2541



BRAD SMITH, CEO BRAAAP

I chose Swarmer because they took a more personal touch to the process as opposed to some of the other options out there. I knew they would keep me on-track with their focus and guidance throughout the process. That was really important for me especially after finding out that there are a lot of important elements to address with an Equity Crowdfunding Raise.

The Swarmer team went over and above consistently throughout my raise to get me to a great capital outcome. Not only were they great to deal with, they were highly experienced with backgrounds in large and small corporations and having them on my side was invaluable as I embarked on the process.

As a result of the marketing the raise did for Braap we have ended up with a very long waitlist for our bikes, so that shows the halo effect that raising capital can have on a business.

Thank you Swarmer, I am thrilled to have the opportunity to fund my growth plans.

