

# Q&A with a different kind of Venture Capitalist

## PHILIP WEINMAN

With Philip Weinman, Chairman, Deasil Management Group

### Q1. How is Deasil Management Group placed within the Venture Capital industry?

Deasil Management Group is not a venture capital firm. We partner with businesses seeking to grow. We address start-up business' ongoing concern of having a lack of human resources. We are a human capital firm which happens to invest.

Deasil Management Group operates under my own self-developed 'incubator' model.

Businesses receive all the resources they need to start-up and retain their business from my company, Deasil Management Group. Deasil supplies help with accounting, IT, HR, marketing and PR, operations support and administration.

My partners soon realise that the services we offer really give them the space and the luxury of focussing on their passion and what they are good at and leaving the operational running and business administration to our experts.

While we will continue to support start-up businesses, Deasil Management Group is now looking to work with existing companies that are seeking to grow.

### Q2. Do you have a specific niche or industry which interests you?

There is no particular industry that I look for. It's the people operating within industry sectors that appeal to me. It's never about the technology it's about the person behind the idea. The idea needs to be interesting and appealing but must have substance behind it.

There are always people with the idea but no vision about how to make the idea a reality. There needs to be both. The idea has to have a purpose. My business investments range from car wash technology to recruitment to advertising to water bore drilling right through to property. It's a good, interesting mix.

Recruitment is one of the particularly successful sectors I am involved in. We now have four different recruitment firms operating in Melbourne and Sydney.

### Q3. What impact did the turbulent public markets of the past 2 years have on your ability to raise money for your VC fund?

Deasil Management Group doesn't raise money. We fund all investments 100 per cent internally.

### Q5. What tips do you have for investors seeking to invest into private companies?

I believe knowing your own strengths and weaknesses is crucial. Assess how involved you need to be in the business for it to be successful and assess whether you can be or wish to be.

Don't be afraid of competition – competition means you can compare your product or service with others and strive to be the best.

Make sure you have roles and responsibilities clearly identified and aligned with each individual's key strengths.

### Q6. What are the top 5 things you look for when seeking to invest into a company?

1. Potential for future profitability. I have to see the potential for profit otherwise I am not interested. It's no good something else telling me it could be profitable. I have to have the same vision.

2. The personality of the person behind the idea, product or service. Personality is key. I work pretty closely with all my partners so I have to be sure they are the right fit for the culture I have built within Deasil Management Group.

3. A willingness of people seeking investment to back themselves.

If the people seeking investment from you aren't willing to back themselves somewhat then how can you have faith when they expect you to.

4. Thorough assessment of the product or services' strengths and weaknesses. We have a team of analysts which assess my potential investments. I no longer fly by the seat of my pants and often refer to my management team for their opinions on each business investment opportunity.

5. Loyalty

### Q7. What do you look at as an indicator for an ideal time to divest your share holding?

There is never a textbook ideal time to invest. It's something that evolves in the industry itself. Make sure you look at competitors and vertical markets and work within those markets. The time to sell is when a company wants to go public.

### Q8. What are you optimistic about?

We at Deasil Group are excited and optimistic about young talent and emerging technologies. This said it's important to keep the old-fashioned bricks and mortar type structures. You need a solid base to succeed. This is completely in line with the Deasil Management Group structure and philosophy.

### Q9. Where do you see the opportunities over the next few years?

Deasil Management Group is inundated with opportunities presented by major legal and accounting firms and the general market.

We're fast realising that what most businesses need is not just money, but more importantly, strong infrastructure and the right talent, able to assist and nurture the founders in their pursuit of growth.

We know our group is unique as it takes many, many years of success to put together strong infrastructure from a board through to day-to-day management. Our model frees up owners to focus "on" the growth of their business rather than be involved "in" the daily, back end, operation "of" the business.



### About Philip Weinman

Philip Weinman is currently Chairman of Deasil Management Group. Established in the venture capital arena, the Group strategically invests and partners with businesses seeking to grow. Deasil Management Group gives partners access to capital, infrastructure and management expertise to help drive and maximise long term returns.

By investing in businesses with high market potential at any stage of development, Philip Weinman has successfully managed each business to turn a profit. Currently, Deasil Management Group has 15 businesses in its portfolio, each with different competencies and resources.