

HERBERT SMITH FREEHILLS ADVISES FINGERPRINT FOR SUCCESS GROUP ON SEED CAPITAL RAISE

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Deals and cases

Herbert Smith Freehills' Venture Capital team has advised Fingerprint for Success Group (**F4S**) on its latest A\$5 million Seed capital raise led by Investible, with participation from other Australian and US VCs including Five V Capital, and Salesforce Ventures.

Fingerprint for Success is an Australian company that has developed a digital and scalable solution for individuals and teams to understand and bring out the best in themselves, and each other. It is used by over 20,000 organisations including Atlassian, Hubspot, AWS, KPMG, Canva and Baraja.

This comes on top of the A\$4 million in seed funding already raised from ROCeteer, Google Maps co-founder Lars Rasmussen, Canva co-founders Melanie Perkins, Cliff Obrecht and Cameron Adams, as well as former Australian Prime Minister the Hon. Malcolm Turnbull AC and noted Australian tech investor Roger Allen, of which Herbert Smith Freehills advised.

This new capital will accelerate continued growth and expand of the company's product development in Generative AI for Coach 'Marlee' — Marlee uses data, artificial intelligence and evidence-based psychology to coach its users to achieve goals in all areas of life, and helps individuals and teams bring out the best in themselves, and each other.

The Herbert Smith Freehills team was led by Co-Head of Venture Capital (Australia) [Elizabeth Henderson](#) and solicitor [Roy Carbone](#), with assistance from solicitors [Vincent Greco Schwartz](#) and [Adam Ong](#), and partners [Toby Eggleston](#) and [Peter Dunne](#).

[Elizabeth Henderson](#) said, “We have enjoyed working with the Fingerprint for Success team on its series of raises. We are delighted to see the company reach this milestone and congratulate the team, particularly the company’s founder and CEO Michelle Duval and CFO Mac Christopherson. This investment from local and international investors is a credit to them, and we thank them for trusting Herbert Smith Freehills to guide them through the company’s capital raising program.”

Fingerprint for Success founder and CEO Michelle Duval said, “We appreciate the highly experienced support of the high-growth ventures team at Herbert Smith Freehills. Thank you Peter Dunne, Elizabeth Henderson, Roy Carbone and Toby Eggelston for always going the extra mile.”

This deal is another example of Herbert Smith Freehills’ market-leading work in Australian venture capital raisings in the emerging tech sector. Other recent examples include:

- Mr Yum on its A\$89 million Series A capital raise
- Linktree on its US\$110 million capital raise in 2022 at a valuation of US\$1.3 billion
- Culture Amp on its A\$120 million Series E capital raise and A\$135 million Series F capital raise and secondary sale
- Sonder on its A\$35 million Series B capital raise
- Dovetail Research on its US\$63 Million Series A capital raise
- Deputy Group on its A\$111 million Series B capital raise
- Carma on its US\$52 million Series A capital raise

KEY CONTACTS

If you have any questions, or would like to know how this might affect your business, phone, or email these key contacts.



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