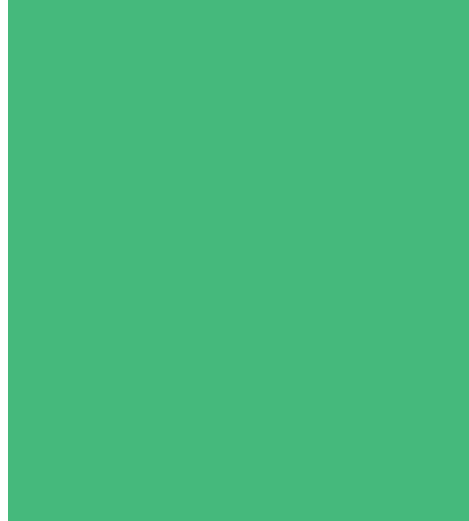


CASE STUDY

Parrotdog

Number of campaigns:	2
Total Raised:	\$3 million
Number of Investors:	1,100+
Age of company:	8 years
Annual Revenue:	\$2.8 million (at FYE 2017)
Sector:	Food & Beverage
Country:	New Zealand

Pledge Me



PARR

hello

This is to be the start of an online news...
events and products. You're receiving th...
the brewery and we want you to be the fl...
the future. If for any reason, you'd pref...
can select 'unsubscribe from this list' be





BACKGROUND

How Parrot Dog started

In 2011, Two Matts started homebrewing beer in their flat in Aro Valley. It was pretty good!

Another Matt came along and they did a contract brew in Taranaki, turning out an India Pale Ale called Bitterbitch. It was a massive hit.

They moved into their first space (pictured above) in Wellington city. The brewery grew organically. They went on to take home accolades from the Brewers Guild of New Zealand Awards and the Australian International Beer Awards.

In 2016, their factory hit capacity.



Pledge Me

**They had a plan
and had to decide
“(Do we want)
a Big Daddy
investor, or a
crowd who’d drink
beer with us?”**



2011



A few friends started brewing in their flat.. They ended up commissioning their first commercial brew, Bitterbitch.

2015



Organic growth leads to over \$1 million in annual revenue, a bigger team, more awards, and two tanks.

SEP 2016



ParrotDog needed investment to grow and improve their production. They decided to go with equity crowdfunding.

They raised \$2 million in 2 days through [their PledgeMe campaign.](#)

DEC 2017



Another equity crowdfunding round is opened to bring sales in house and grow the brand, open a bar, and a new canning system.

They raised over \$1 million in [their second PledgeMe campaign.](#)

2019



ParrotDog has doubled their revenue and are looking toward their next level of growth.



CONCLUSION

ParrotDog raised \$2mil in 2 days.
And another \$1mil the year after.

Pledge Me

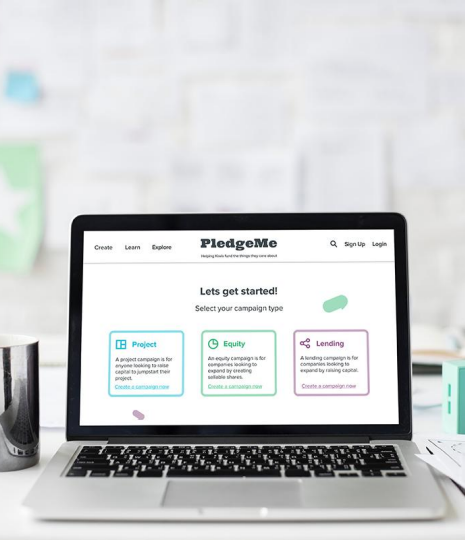
After their first round of investment, they handed sales and distribution activities to a third party and put all their focus on fitting out the Lyall Bay brewery.

They released their first cider, opened [Nice Takeaway](#), and took home 13 medals at BGNZ and ABIA awards.

The next round of investment (beautifully entitled *Get the Next Round*) allowed them to bring sales and distribution back in house, open [ParrotDog Bar](#), and introduce cans to their product mix.

YOUR ACTION PLAN

Putting it into practice



Build anticipation before you launch

Start a newsletter for interested investors. Post about it on your socials. Set up a page on your website.

Get prepared

Make a plan. It doesn't have to be day by day...but you should generally know who is doing what and when.

Pull your docs together

This can take longer than you think. Even with expert help, it's still up to you to understand everything and commit to everything your offer document says. If it's all done early, you can put it to your potential investors.

Get in touch

If you're considering an equity crowdfunding campaign, we're ready to help. [Contact us for a chat.](#)

You can also learn more about [creating crowdfunding campaigns in New Zealand](#) or in [Australia](#) on our main website.

