



## **Press Release Scale, CEA and SSF Investment in See-Out – Embargoed until 10pm 1<sup>st</sup> April**

See-Out, a visual search technology company, led by Sandra Mau, has raised seed capital from early stage investors led by Scale Angels, the female focused angel network that was founded in Victoria in March 2013. The syndicate included QUT Creative Enterprise Australia (CEA) in Queensland.

See-Out Pty Ltd is at the forefront of a fundamental shift in the trademark and brand protection. The Company's flagship product, CeeQTM, is a web-based visual search engine for professionals conducting more than 18 million trademark searches and examinations annually. See-out has been commercialising award-winning image recognition technology developed through years of computer vision research at NICTA. It has also received support from Commercialisation Australia. A trademark-monitoring product using See-Out's proprietary search engine technology is currently in development. The products target legal and brand professionals, design firms and national patent and trademark offices.

See-Out is a NICTA start-up company. Hugh Durrant-Whyte, CEO, NICTA, said "See-Out demonstrates NICTA's commitment to ICT innovation, creating world-class research and providing a platform for commercial outcomes, building new technology companies, and contributing to national wealth."

Sandra Mau said "With the large number of logos and other brand images being generated daily, text search is not sufficient to secure a brand. This backing from our investors will enable See-Out to grow its Australian image search tech innovation into a global standard." Proceeds of this round will be used to recruit development staff to enhance product features, and begin to build a marketing and sales team.

Scale Angel Lauren Melton led the deal, and has been appointed to the See-Out board. She said "Sandra Mau is an extraordinary combination of technologist and entrepreneur. She has a bright future and will inspire many young women to pursue careers in science and technology along the way. Scale investors are excited to facilitate and share that journey with her".

Scale CEO, Laura McKenzie said "we believe that investing in female entrepreneurs is an untapped economic opportunity. We're not the only ones. Earlier this month Goldman Sachs and the IFC announced a \$600m fund which will invest in 100,000 female led businesses in emerging economies; and two of the most prominent US based female venture capitalists – Jen Fonsted and Theresa Gouw announced a female fund, initially investing \$25m of their own money."

Anna Rooke, CEO of CEA said "the creative industries are worth more than \$30bn to Australia's GDP, yet still there is misconception that it's a predominantly lifestyle sector. We delighted to be able to make our first investment through our Creative Enterprise Fund in CeeQTM who like us, are capitalising on a significant market opportunity. CeeQTM is a great fit for CEA's Creative Enterprise Fund as the team are developing a search platform that will benefit trademark and design professionals around the world, and are using the inherent scalability of the internet to deliver their service to a global market."



Scale is a female focused angel investor network, inspired by US based Golden Seeds, and with support from the Victorian Government. Scale was founded by Susan Oliver, Carol Schwartz and Annette Kimmitt and launched in July 2013. After attracting 40 Angel investors in Melbourne, Scale will host it's first Investor Forum for Scale Angels in Sydney in April 2014 and plan to launch a co-investment fund next year. They announced their first deal in January, a \$655k investment in Paloma Mobile.

Creative Enterprise Australia is Australia's only dedicated creative industries incubator. CEA works with companies at different stages of their development and provides essential business skills and pragmatic action-oriented mentoring focused on company growth and investment. The Creative Enterprise Fund was launched in 2013 to address a market gap in enabling creative ventures to access early stage seed capital in design, fashion, animation, digital media, film and television, music and gaming.

NICTA (National ICT Australia Ltd) is Australia's Information and Communications Technology Research Centre of Excellence. NICTA develops technologies that generate economic, social and environmental benefits for Australia. NICTA collaborates with industry on joint projects, creates new companies, and provides new talent to the ICT sector through a NICTA-enhanced PhD program. With five laboratories around Australia and over 700 people, NICTA is the largest organisation in Australia dedicated to ICT research.

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