

# GO BIG OR GO HOME

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The NZ innovators and change-makers challenge

Merryn Straker - February 2022





# Our History

## Agenda Subtitle



01

### 1999 - 2010

Translation tools space

Faster, Easier, Faster

02

### 2011 - 2018

Building a global translation services business

03

### 2018 - Present

Growth and acquisition



# What We Do

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Re-imagining how we can break down the barriers of language and communication on a global scale



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## Translations (Written Word)

- API connected content directly from clients to us and back again
- Connectors - eCommerce, CMS etc



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## Interpreting (Spoken Word)



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## Platform

- Straker: RAY
- Lingotek: DIY for Clients



# The Opportunity

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- 01 Consistently growing
- 02 Machines + humans to solve the problem
- 03 Automation holds the key



Faster, Easier, Faster



# Our Values

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01

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We **embrace change** to continually **evolve**

02

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We **solve** hard problems that **others can't**

03

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We **celebrate** success as **one team**

04

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We build **trust** and **empower** our teams

05

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One Platform - One Team



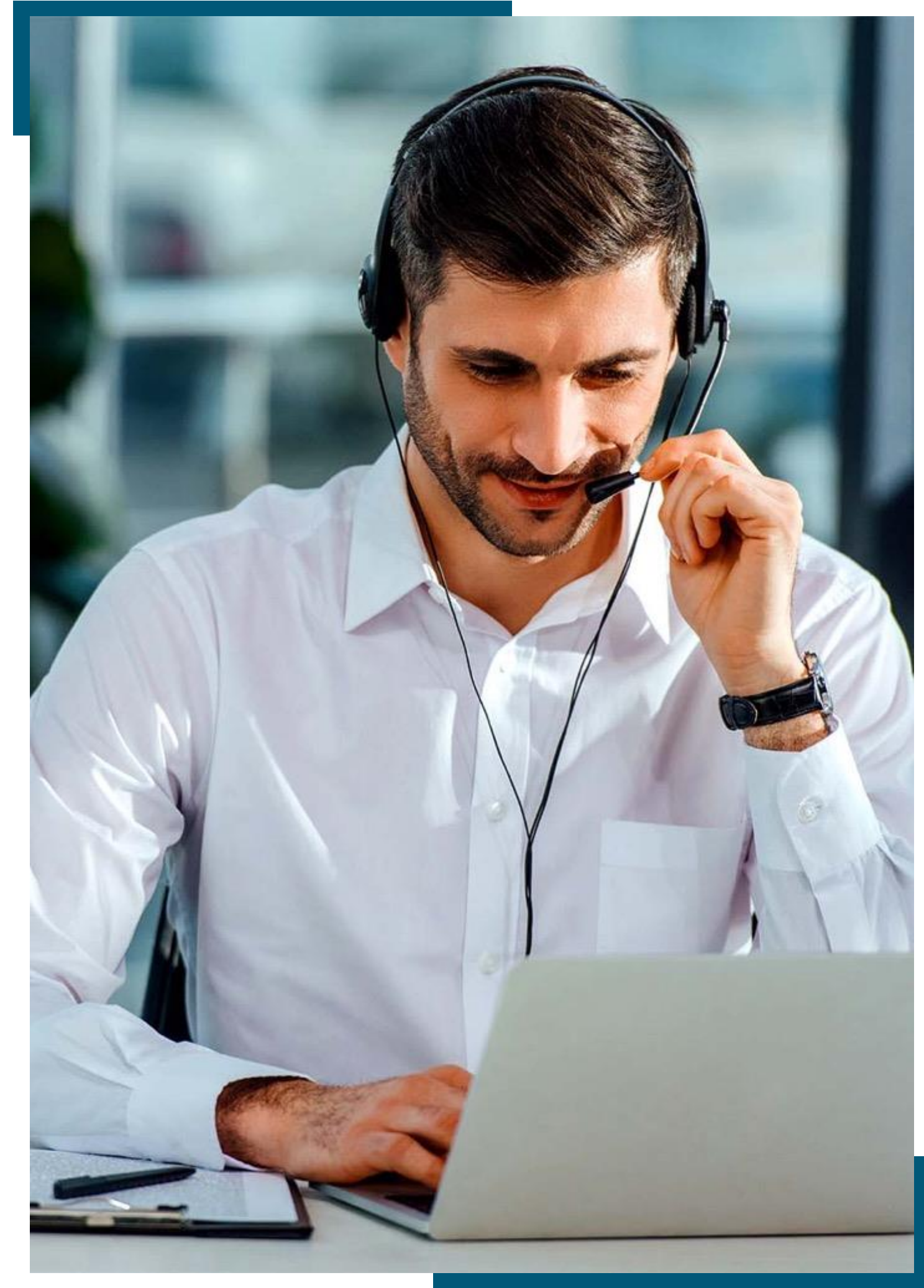


# Listing

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- 01 Select the right team internally
- 02 Rapport with advisors and partners is key
- 03 You will get large decisions to make in some cases and little time to do so
- 04 At any time it circumstances could conspire against you
- 05 It is relentless!

Faster, Easier, Faster









Aspirational Target

**\$100 million**

**Actual: \$60m annualised run rate**





# Acquisitions



2016



01

9 completed since 2016



2017



02

Culture matters



2018



03

The bus



2019



04

Identify the key influencers



2021



05

It's the clients we want

2022





# Effort Brings Reward





# Tyranny Of Distance

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- 01 Be prepared to work evenings and early mornings
- 02 Follow the sun methodology
- 03 Trust and empower your teams
- 04 Continually look for the best tools to assist your teams





# Capital

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- 01 How much you own is not the major factor
- 02 Always take more than you need
- 03 Things always take longer than you think!
- 04 Do your DD on the term sheet
- 05 Don't expect shareholders to add value





# Building Good Teams

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- 01 The Great Resignation is impactful globally
- 02 Pick your markets carefully - employment law is a killer in the EU!
- 03 Employee expectations in other markets vary wildly
- 04 Consider your outsource model to cope with NZ's tight market
- 05 Hire slowly, fire fast

Faster, Easier, Faster





Be passionate about what you do  
- love it not just like it!

It's only impossible if you believe it is impossible

