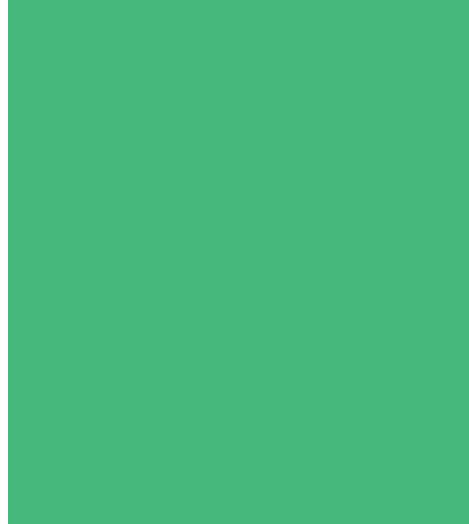


CASE STUDY

Phytotecnia

Total Raised:	\$1.4 million
Number of pledges:	371
Age of company:	2 years
Annual revenue:	\$25k in 2020
Sector:	Medicinal Cannabis
Country:	New Zealand

[Phytotecnia](#) is a Kapiti coast-based medicinal cannabis company with an approach focused on science and horticultural expertise.





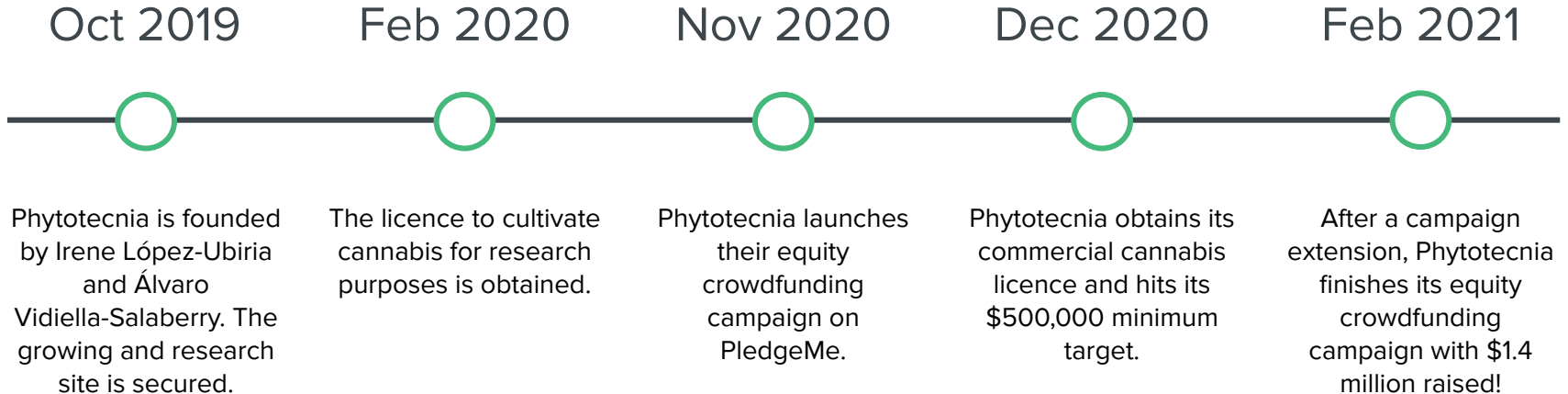
BACKGROUND

In 2018, Irene López-Ubiria and Álvaro Vidiella-Salaberry were introduced to medicinal cannabis through their careers as agricultural engineers. Initially sceptical, they soon became convinced of its medicinal and scientific possibilities. They also realised that the industry faced many challenges, from a lack of scientific knowledge and research to the stigma surrounding the product. They decided to go after it and founded Phytotecnia in 2019. By late 2020, they were ready to welcome members of the New Zealand public on board as investors.

“We humbly believe that Phytotecnia will be really profitable for many people in many ways. Hopefully you will reach the same conclusion and want to join us.”

— Letter from the Founders, Irene López-Ubiria and Álvaro Vidiella-Salaberry

TIMELINE





“Thanks Álvaro and Irene, we look forward to **sharing this journey with you”** — Bevan J, Phytotecnia pledger.



WHAT WORKED WELL

Recommendations for future campaigners.

- **Media features** - Phytotecnia managed to get a lot of press coverage around their campaign, from local publications to national publications, such as the New Zealand Herald.
- **They really owned the campaign** - Although PledgeMe was there to equip them through the CrowdfundingU sessions and amplify their campaign, Irene and Álvaro did not rely on the PledgeMe team to bring the crowd or run the campaign. The founders took charge of it, from start to finish, and it showed.
- **They kept their pledgers updated** - After major milestones (such as the \$1 million mark), they posted updates to the campaign page, a great way to keep pledgers (and potential pledgers!) engaged.
- **They stayed true to themselves** - Throughout the campaign, they kept their own authentic voice in all campaign materials and communications.
- **Phone calls** - Using PledgeMe's pitch and framing suggestions, they called people to ask them to join them on their journey, something that had initially been a daunting prospect.



WHAT COULD BE IMPROVED

Recommendations for future campaigners.

- **Paid advertisements** - Paid advertisements in local papers did not seem to have much effect, especially when compared to the newspaper articles (which saw an increase in pledges after each feature).
- **Having a pitch video from the start** - Although Phytotecnia created a simple but lovely pitch video for their campaign, they only did this after their campaign had already launched.





CONCLUSION

Phytotecnia raised \$1.4 million through +300 shareholders.



YOUR ACTION PLAN

Putting it into practice

Be prepared to invest time and effort into your campaign

As a founder, make sure you are involved in the campaign from the very beginning. Own the campaign and know ahead of time that it is hard work, but very rewarding.

Have a fully fleshed out comms plan

Work with your communications team / staff to develop a fully fleshed out communications plan for your campaign, from social media posts to media outreach.

Be honest, put yourself out there, and be you.

Equity crowdfunding is about so much more than a possible financial return. Your crowd want to support you because of who you are and what you believe in. Don't be afraid to give them that.

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 a crowdfunding campaign in Australia](#) or in [New Zealand](#).



Pledge Me