



RIVER TO BAY

Strike Capital was approached by the founders of River to Bay, a startup Australian tourism business in November 2020 as their new vessels rolled out of the shipyard. It was a tumultuous period for the tourism industry being in the middle of the COVID-19 pandemic, and the founders foresaw the need for capital to strengthen the balance sheet until the tourism industry rebounded. In addition to this, the owners had other tourism assets that were in need of attention, so they required management experience to support them through this period. Strike Capital injected equity, renegotiated debt covenants, and supported management with accounting, marketing and strategic support to reorient the business to cater to the local market until international tourists returned. River to Bay was exited via trade sale in September 2023.