



# SATORI

Pemba  
Capital Partners



## Satori

Pemba Capital Partners, an investor in high-growth founder-led businesses, has partnered with Satori, a leader in automated transaction-monitoring, to accelerate growth and expand its enterprise footprint.

BASE CAMP

Professional Services

# Satori

Satori was looking for a capital partner to help accelerate the next chapter of its growth journey and chose Pemba for its deep-sector expertise and founder-first investment approach.

## THE PARTNERSHIP

Pemba Capital Partners (Pemba) has joined forces with Satori to accelerate its growth journey, enhance product innovation and support strategic expansion through operational expertise and targeted go-to-market initiatives.

## ABOUT SATORI

Satori is a leading provider of automated transaction-monitoring software that uses data and AI to detect and prevent errors and fraud in procure-to-pay processes, delivering real-time visibility and analytics for enterprise, government and education clients across Australia and New Zealand.

## BACKGROUND TO THE PARTNERSHIP

In 2021 Pemba identified Satori as a standout in the Governance, Risk & Compliance (GRC) and 'Office of the CFO' technology space. Impressed by the strength of the product and co-founders Gavin Steinberg and Troy Nicholson, Pemba built a strong relationship with the team. By mid-2024 Satori was seeking an experienced investor to accelerate growth and advance its product roadmap. The founders chose Pemba for its proven ability to scale technology businesses and its shared vision for Satori's future.

## THE VENDORS' PERSPECTIVE

“We've always trusted in the strength and loyalty of our client relationships, which is a true reflection of the value Satori provides. Pemba recognised this potential and shares our vision for expanding the business – both in Australia and globally – through strategic support.”

GAVIN STEINBERG – CO-FOUNDER & CEO, SATORI

“Pemba have an impeccable track record when it comes to working with founder companies and growing new opportunities. We're delighted to have them on the journey with us, financially, but also in the other support they provide.”

TROY NICHOLSON – CO-FOUNDER & COO, SATORI

## THE FUTURE

Satori will focus on scaling operations, accelerating product innovation, expanding into new markets, and strengthening customer value through enhanced technology, data insights, and go-to-market execution.

## ABOUT PEMBA

Pemba Capital Partners is a leading investor in the Australian and New Zealand technology sector, with prior investments in companies such as ReadyTech, Droppoint, Aurizn, Oolio, RxPx, and Ampion. If you are considering external investment and would like to learn more about how a partnership with Pemba works, please email

[opportunities@pemba.com.au](mailto:opportunities@pemba.com.au).

## PEMBA CAPITAL HAS EXPERTISE IN THE FOLLOWING SECTORS.

Business Services / Healthcare / Education & Training / Non-Bank Financial Services / Technology.



More about Satori