
— Street Talk

Ex-KPMG consultant lands global VC funding for AI start-up

Sarah Thompson, Kanika Sood and [Emma Rapaport](#)

Apr 11, 2025 - 10.27am

A group of local and US venture capital funds have thrown their support behind InsightWise, an artificial intelligence start-up founded by former KPMG-smart cities lead Katherine Tobias and software developer Matthew Bailey.

California-based venture capital firm Aliavia Ventures and Ari Klinger's No Brand Holdings led the \$1 million oversubscribed pre-seed round, backing the start-up to scale globally.

Robyn Denholm's Wollemi Capital Group, angel investor syndicate FBI0X and strategic angel investors across Australia and the US also tipped in.

Aliavia supports [early stage female technology founders](#) [<https://www.afr.com/technology/forrest-denholm-families-unite-to-create-more-female-millionaires-20231004-p5e9mf>] in getting their businesses off the ground. The VC

attracted investment from high-profile family offices and investors, including Tesla chair Denholm, Zip chief executive Cynthia Scott and the Forrest family in 2023.

Tobias and Bailey built InsightWise as an AI platform aimed at reshaping the traditional consulting business model. It promises to eliminate chunks of the manual labour they say slows teams down and reduce the time spent on producing strategies, engaging with stakeholders and delivering deep insights.

As [consultants face an AI-driven shift](#) [<https://www.afr.com/companies/professional-services/this-accounting-firm-trusts-ai-only-when-it-s-double-checked-20241125-p5ktd5>] that challenges their traditional business models, InsightWise positions itself as a



Katherine Tobias and Matthew Bailey, co-founders at AI start-up InsightWise.

workflow-enhancing tool built specifically for the sector. Its pitch comes as firms weigh whether to develop in-house AI tools or adopt external platforms.

“Our platform creates a clear path from raw data to high-impact decision-making in minutes,” Tobias said.

“With this investment, we’re not just scaling a platform, we’re creating a new landscape where strategic intelligence drives decisions at a speed and scale previously unimaginable.”

Tobias and Bailey launched the platform last year and have already brought on customers including the NSW government and leading global consultancies.

Tobias has firsthand experience building businesses having worked as global director of growth for VC-backed restaurant ordering app me&u. Before that, she spent almost three years at KPMG developing its Smart Cities strategy and two years as a policy analyst with the Committee for Sydney.

Bailey’s background is in software development and AI. He was the primary architect of the InsightWise platform.

Aliavia founder Marisa Warren will join the InsightWise board.

RELATED



[Street Talk](#) [/street-talk]

PEP dealmaker throws weight behind shareholder transparency start-up

<https://www.afr.com/street-talk/pep-dealmaker-throws-weight-behind-shareholder-transparency-startup-20250402-p5logk>



Opinion [AI](#) [/topic/artificial-intelligence-5ui]

A new type of AI is coming that will generate trillions (and remake the world)

<https://www.afr.com/technology/a-new-type-of-ai-is-coming-that-will-generate-trillions-and-remake-the-world-20250317-p5lk1c>

Sarah Thompson has co-edited Street Talk since 2009, specialising in private equity, investment banking, M&A and equity capital markets stories. Prior to that, she spent 10 years in London as a markets and M&A reporter at Bloomberg and Dow Jones. *Email Sarah at sarah.thompson@afr.com*

Kanika Sood is a journalist based in Sydney who writes for the Street Talk column. *Email Kanika at kanika.sood@afrc.com.au*

Emma Rapaport is a co-editor of the Street Talk column. Prior to that, she was a markets reporter at The Australian Financial Review. *Connect with Emma on [Twitter](#). Email Emma at emma.rapaport@afrc.com*