# Crowdfunding for Superfine Idea – video transcript

*Jeff Gill*

Well I'm Jeff Gill and I'm the CEO of Jemala Pty Ltd and for the last two decades we've been producing the finest woollen sweaters on earth and also the finest woollen shawls that are available.

We're a very small family-owned company and we deal with manufacturers in Italy, in Hong Kong and in India.

Recently, we've developed a new blend of silky wool that we've called Warmsilk and we're very excited about its prospects.

The wool that we use is roughly one seventh of the diameter of a human hair, some of it's even finer than this.

It's special.

While we've developed this new blend, and it's generating a lot of interest, we didn't really have the capital to start working on economies of scale.

So we've taken the crowdfunding route.

That involved me generating a pitch video which is one of the most nerve-wrecking things I've ever done, but it seems to be going reasonably well.