

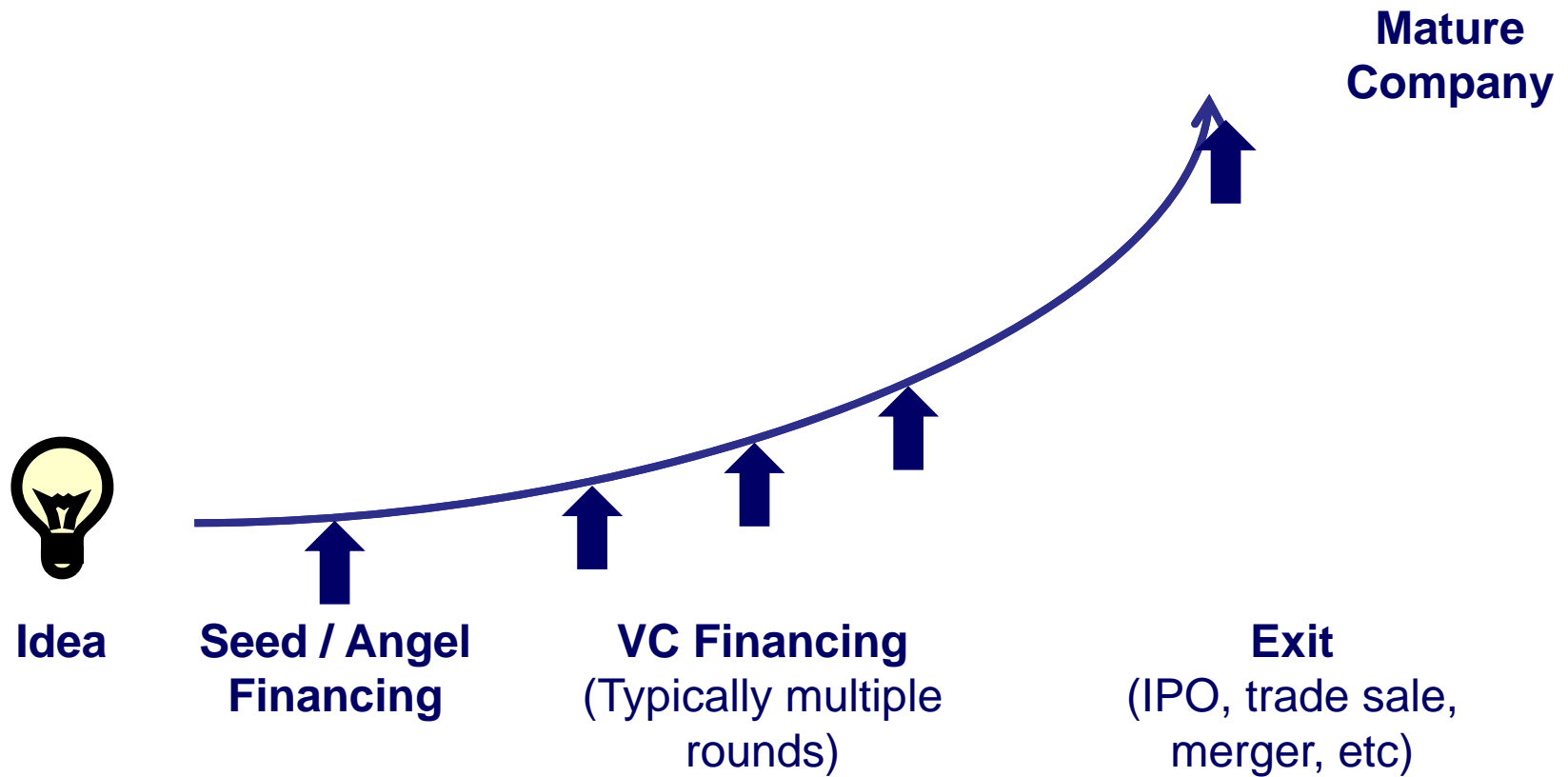
PJ TECH CATALYST FUND

**Applying Successful International Methods
to assist New Entrepreneurs build a startup**

**Wednesday, 30th October 2013
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Building a company is a long journey...

Start-up financing lifecycle



Learn from successful international approaches

The US and Israeli models for angel/seed funding and beyond

Development of new technologies

- Cooperation with technology Institutes
- Business oriented academics with foresight
- IP protection

Successful Incubation/spin off Process

- Successful chemistry between Investor and Investee
- Important to identify early the strengths and weaknesses of each business model and rectify, as needed
- Work with experienced investment/incubation teams to ensure smooth process

Partner Mentoring Programs

- Partnerships with subject-matter experts in the role of mentors for the young/new entrepreneurs
- Successful mix of Advisors to bring the right results is paramount

Strategic Investor Approach

- Extremely important for the success of a business model is to give the appropriate time to fully develop
- Strong networks with likely-minded investors for follow-on rounds

Adjust to Greek environment for a successful outcome

What is needed in Greece to help the creation of the Innovation Ecosystem of Tomorrow

International sector expertise with local touch

- Need to combine investment expertise with the right mix of professionals
- Important to combine the right resources, both international and local, to achieve appropriate execution and IP protection

Execution ability with the right Partners

- Ability to navigate complex regulatory and bureaucratic environments in the local market to efficiently structure deals and minimize risks
- Advisors/Partners appropriate mix to provide both international subject-matter expertise and understanding of Greek culture / approach to startups

Deep Regional Knowledge and Understanding

- Paramount to understand both the Greek financial and business market intricate systems to achieve successful execution

Rigorous investment and risk mgmt processes

- International standard investment and risk management processes
- Adhering to best practices

What is needed from the entrepreneur?

- Innovative idea and competitive advantage
- Understanding the market and competition
- Commitment (lifetime vs lifestyle)
- Chemistry between the team members
- Patience and perseverance / long term strategy
- Good execution
- No fear for failure!

What is needed from the investor? More than Money

- Clear chemistry between the investor and entrepreneur
- Sector knowledge expertise and operational experience for proper advice/mentoring
- Contacts and network to pursue commercial and further funding opportunities
- Experience in investing/structuring deals and negotiating

Business strategy is Important

Business Plans should typically cover:

- Description of the idea / product / service
- Market (size, growth, competition)
- Competitive Advantage / business model
- Team (related bios)
- Implementation plan / marketing plan
- Financials (min 3 years forecast)

A Few Tips

Do's

- Focus on clearly communicating your ideas
- Be consistent (style, numbers, key points)

Dont's

- Be fixed to a specific format

Who we are – Piraeus VC-PE Group

Piraeus Venture Capital & Private Equity Group Vision



Active from angel investing to late-stage private equity:

Angel Investments
Open Fund
8 investments
1 divestment

Seed Investments
PJ Tech Catalyst
6 investments
1 under execution

VC Investments
Piraeus Taneo Capital Fund
7 investments

Private Equity
Piraeus Clean Energy LP
2 investments
1 under execution

25 investments in 4 years
Current AUM 90 mm
Discussion for F+B /Agrobusiness Fund – Future plan for Tourism Fund
Target AUM 200mm in 2014

PJ Tech Catalyst Vision

The PJ Tech Catalyst team has the vision to:



Support and help shape a dynamic and successful start-up scene in Greece

Invest in and help grow a group of promising ICT start-ups into world class companies

Work with other market participants to develop local talent and attract investment into Greece

Investment Strategy and Focus

Fund Strategy and Requirements

- Seed stage investment -
 - Pre-revenue
 - Core team assembled
 - Typically 6 – 18 month old company
 - Select idea stage teams
- Technology companies (ICT Sector)
- Main operations in Greece

What we look for

- Strong and committed team
- A great business idea with clear competitive advantage
- Strong international growth potential

Incubator



iqbidity is a Quest Group of companies initiative in partnership with the PJ Tech Catalyst Fund aiming to bridge local entrepreneurial talent with established corporate and subject-matter expert resources, to achieve amazing business results.

iqbidity offers valuable means to propel a startup forward since the very early stage such as:

- ✓ **Pre-seed Funding**
- ✓ **Office Space and Infrastructure**
- ✓ **Business Support Services (accounting, legal, administrative, IT)**
- ✓ **Expert mentoring and strategic advice to provide real business synergies plus access to seed funding for your next steps,**

The aggregate value of cash and services is indicatively up to 60K euros and is invested in a startup against a minimum equity stake

iqbidity will assist in the realization of our partner startups great growth potential!

Contact Us

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European Union

European Regional
Development Fund



HELLENIC REPUBLIC

MINISTRY FOR DEVELOPMENT & COMPETITIVENESS



JEREMIE European initiative is implemented in the frame of OP Competitiveness and Entrepreneurship, OP Digital Convergence and ROPs Macedonia-Thrace, Crete and Aegean Islands, Thessaly-Mainland Greece-Epirus and Attica, co-financed by Greece and the European Union