

# PJ TECH CATALYST FUND

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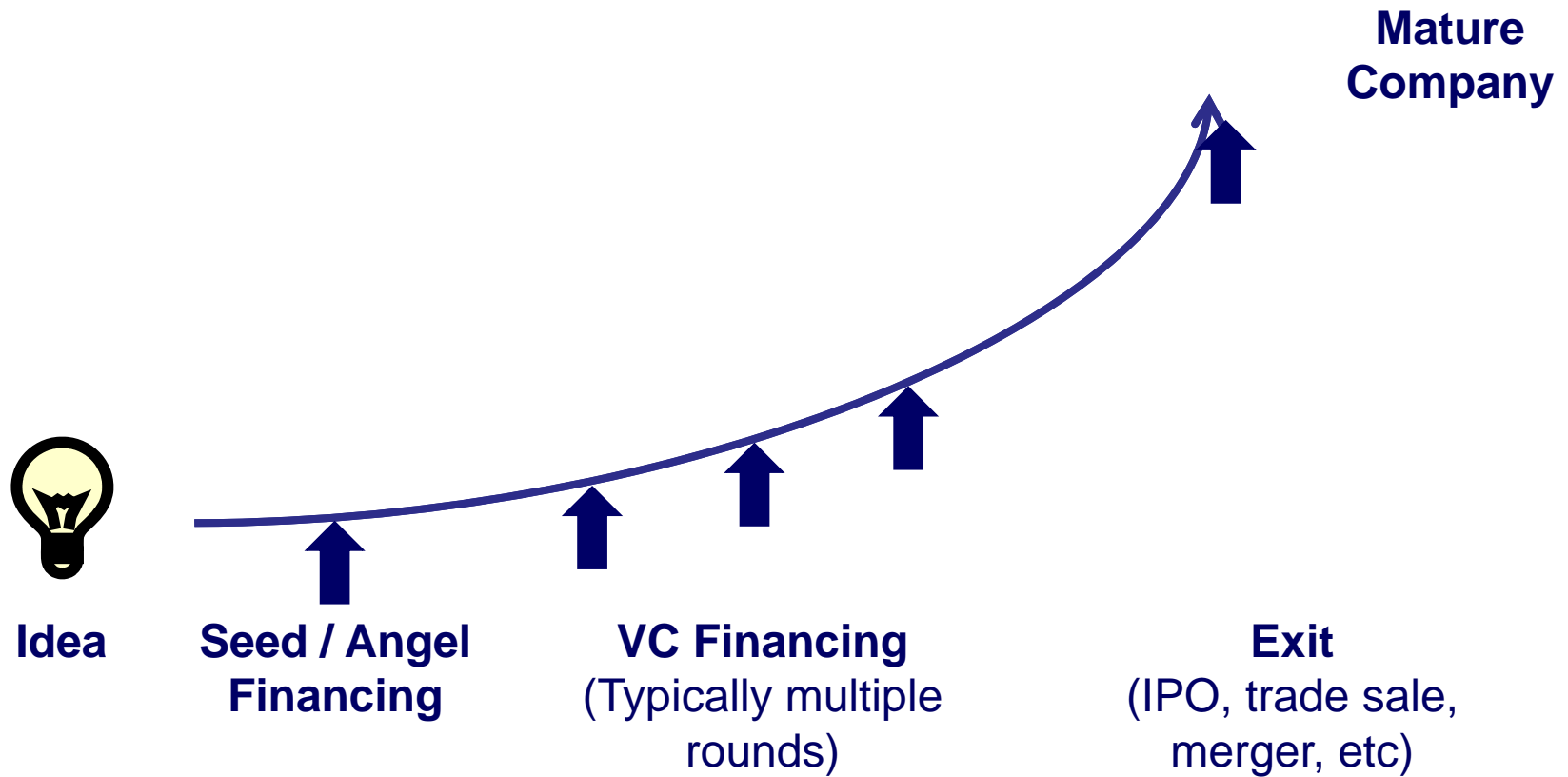
**Applying Successful International Methods  
to assist New Entrepreneurs build a startup**

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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

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### 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?

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- 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

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- 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

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## 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

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## Do's

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

## Dont's

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- 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

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## 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

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- 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

## Contact Details

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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