

investiere
venture capital

Investiere: Social-proof, direct, early-stage investments

1st Swiss New Finance Conference, 23 August 2012

Member of:

S•E•C•A The Swiss Private Equity & Corporate Finance Association

CTI Invest Investor organization of the Swiss committee of technology and innovation

Approved by:

 **finma**

investiere snapshot



Steffen Wagner – Partner, Co-Founder

- Investor relations and business development
- Experienced strategic management consultant and founder of a tech venture (Berlin) and dry fruit producer (Uganda)



Lukas Weber – Partner, Co-Founder

- Deal sourcing and platform development
- Experienced strategic management consultant and founder of several web start-ups



Laura Regazzoni – Partner

- Investor relations and partnerships
- Experienced strategic management consultant, background in research and analysis of performance drivers in private banks



Julien Pache – Partner, Geneva Office

- Deal sourcing, legal and business development
- Lawyer, business law

Company Facts

- Largest private investor network in Switzerland
- Privately held Swiss AG, established in 2009
- 7 employees in Zug, Zurich, Geneva
- FINMA approved
- SECA and CTI Invest member

Platform Facts

> 2'000 investors and entrepreneurs

12 Swiss start-up rounds funded since 2010

CHF 4 million invested via the platform

CHF 14 million in financing rounds facilitated

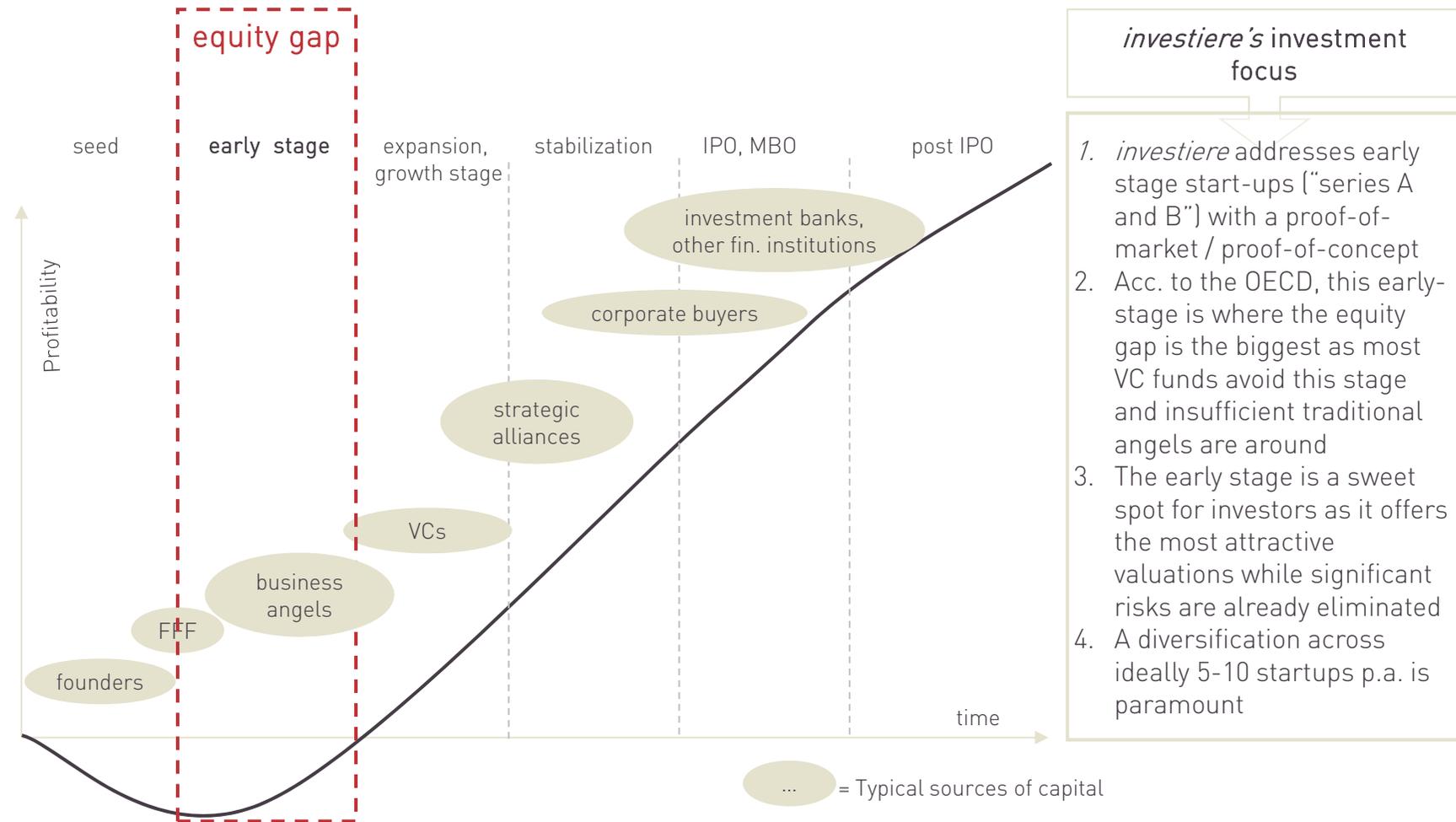
CHF 6k–500k invested per investor & opportunity

Overview

- On early stage investing
- About *investiere*
- Some social proof highlights

On early stage investing

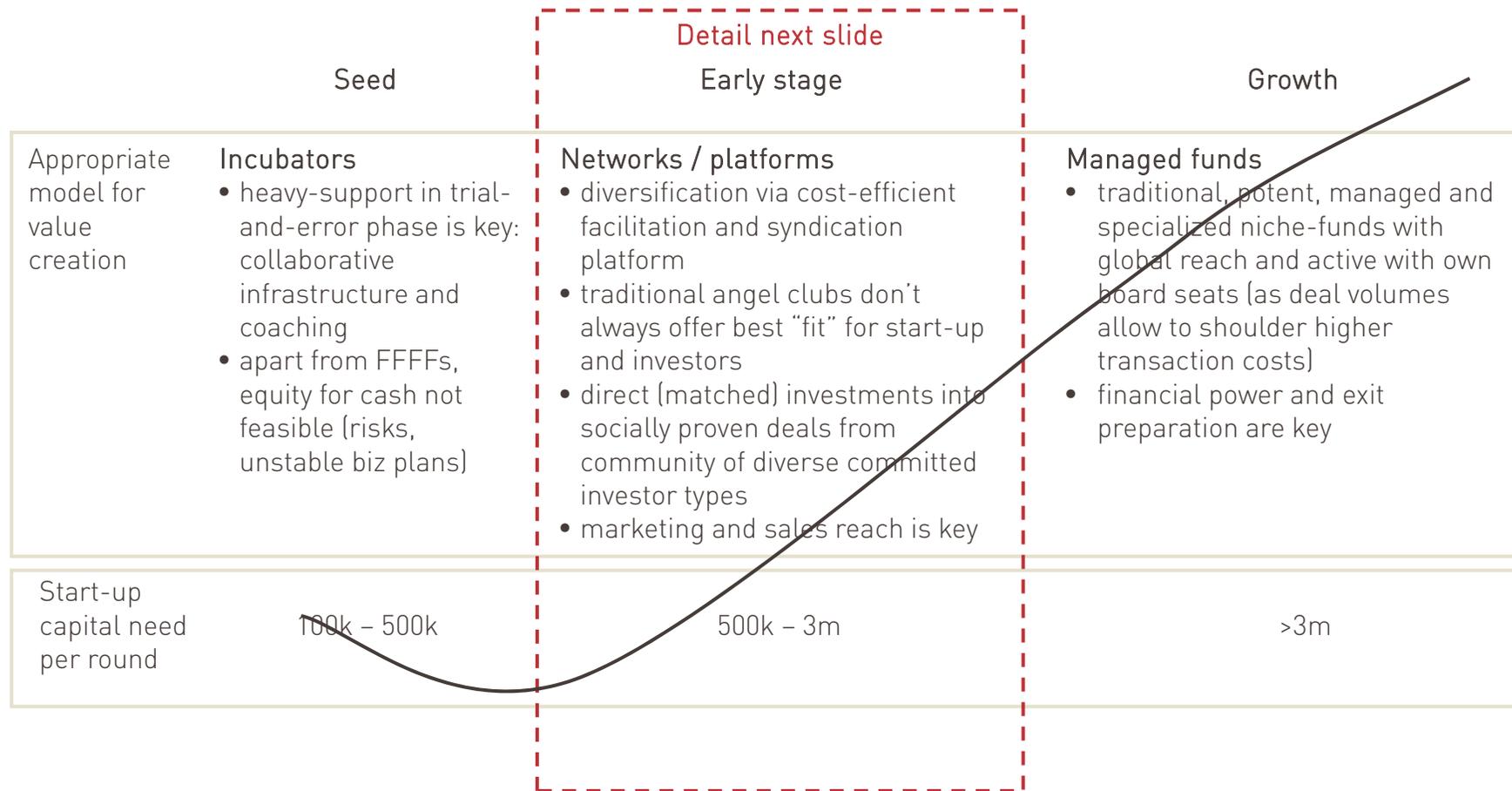
investiere addresses the “equity gap”



On early stage investing

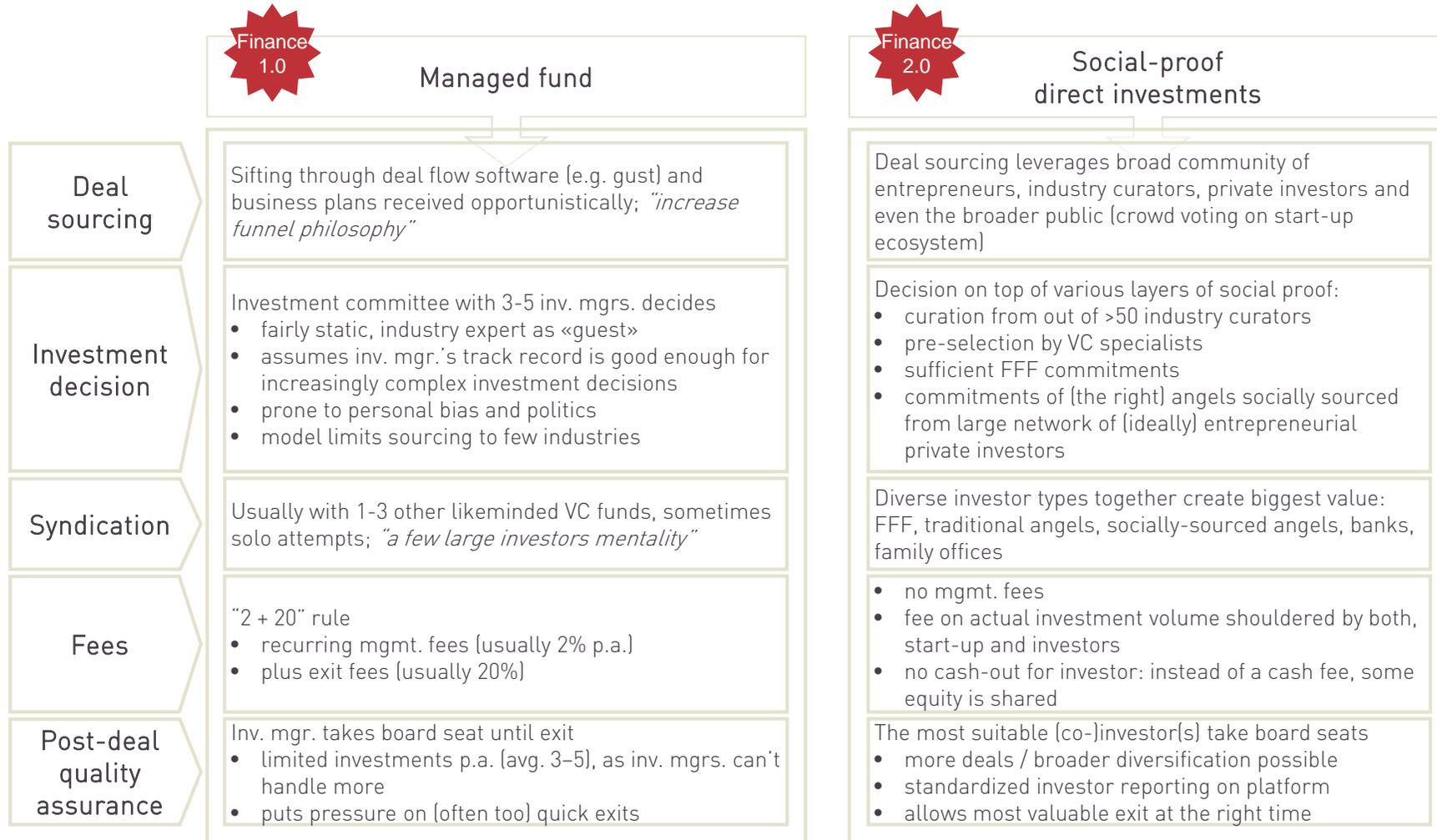
How to successfully create value in VC today

Different “games” at each stage



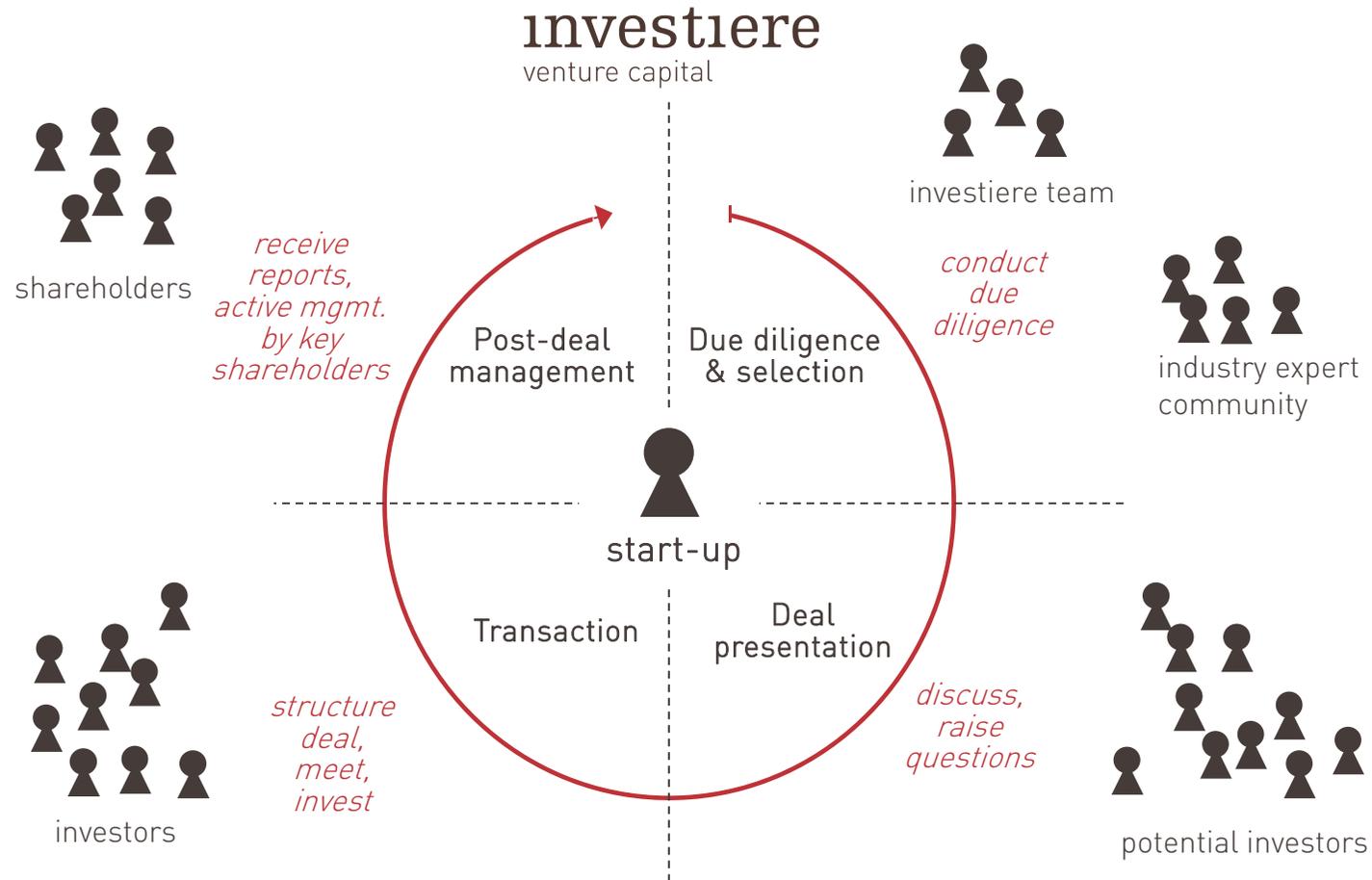
On early stage investing

Modern financing models combine broad diversification with deal-specific expertise at lean cost



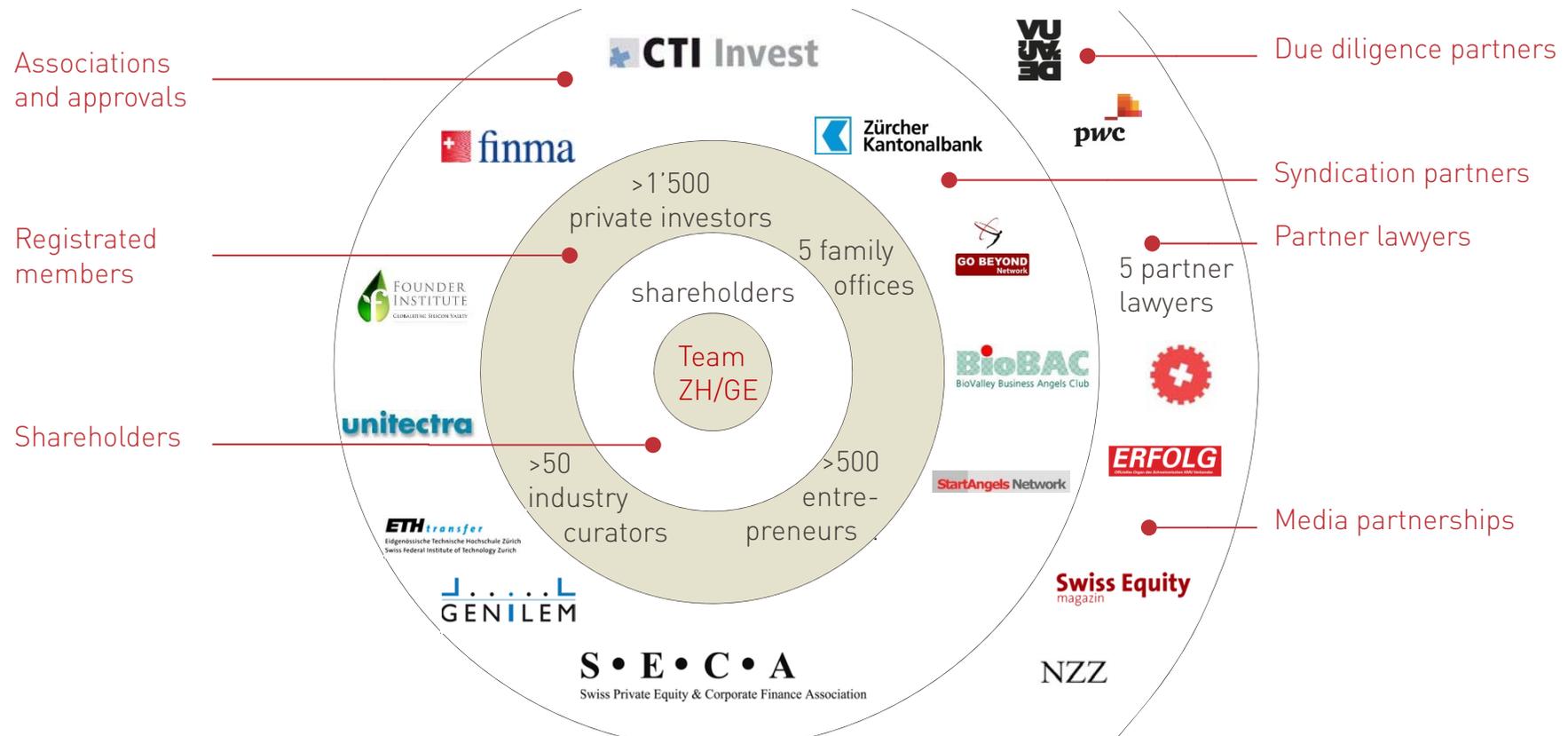
About *investiere*

investiere facilitates the entire investment cycle



About *investiere*

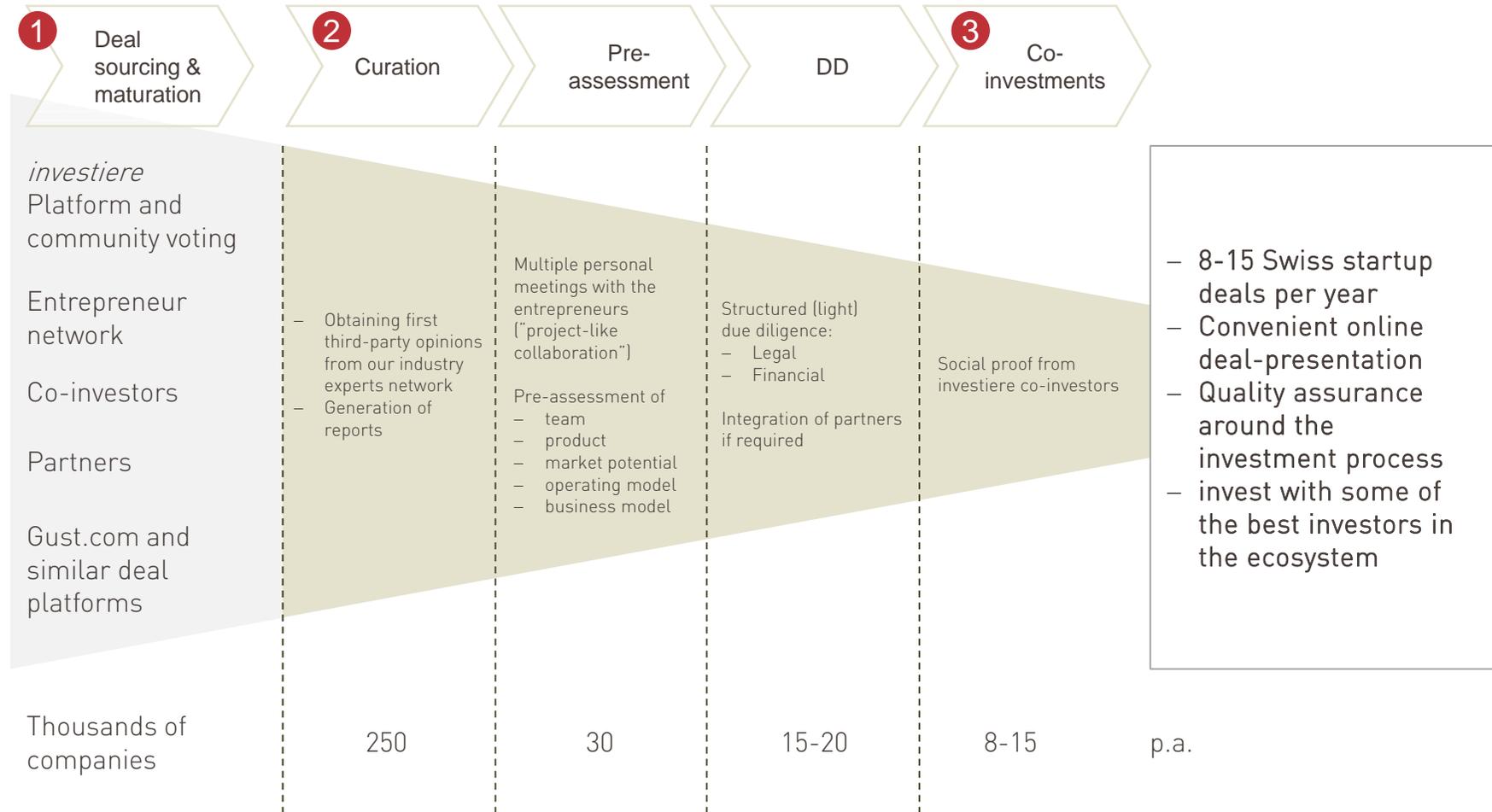
Our network is essential for deal flow and selection



NB: Only illustrative selection of partners

About *investiere*

investiere leverages start-up specific expertise along a structured process to identify the most promising deals



About *investiere*

The *investiere* fee model

Purely success based

- No management fees
- Investors pays 4.5% on their upside via shares (funds are at 20%)
- Entrepreneurs pay 6.5% cash on the funds raised
- In return, start-ups and investors receive services along the whole investment cycle
- «We win if you win»

Some social proof highlights

Step 1: A start-up ecosystem radar with an invitation to vote

Welcome, Steffen Wagner [Profile](#) [Dashboard](#) [Logout](#) [BLOG](#) [in](#) [f](#) [t](#)

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[Home](#) [Investment proposals](#) [How it works](#) [Community](#) [About investiere](#)

Community Vote	Company	Platform Status	Stage	Deal Assessment(s)
▲ 2 ▼ 0	 Agilentia AG [edit] Compl: <input type="checkbox"/> Followers (6): <input type="checkbox"/> 12% Investment (0): <input type="checkbox"/> 0%	Angel Round [edit] [manage] CHF 1,500,000 Build proposal	Due-Diligence (Active)	★★★★★ Your rating: None Average: 5 (1 vote) [Edit DD] [Comments] [Add Assessment]
▲ 1 ▼ 0	 Uepaa(!) Swiss Alpine Technology [edit] Compl: <input type="checkbox"/> Followers (15): <input type="checkbox"/> 30% Investment (0): <input type="checkbox"/> 0%	Series A [edit] [manage] CHF 1,500,000 Closed	Passed (Active)	★★★★★ Your rating: None Average: 4 (1 vote) [Edit DD] [Comments] [Add Assessment]
▲ 1 ▼ 0	 nanotion [edit] Compl: <input type="checkbox"/> Followers (9): <input type="checkbox"/> 18% Investment (0): <input type="checkbox"/> 0%	Angel Round [edit] [manage] CHF 1,800,000 Closed	Passed (Active)	★★★★★ Your rating: None Average: 4 (1 vote) [Edit DD] [Comments] [Add Assessment]
▲ 1 ▼ 0	 fontself [edit] Compl: <input type="checkbox"/> Followers (10): <input type="checkbox"/> 20% Investment (0): <input type="checkbox"/> 0%	Angel Round [edit] [manage] CHF 500,000 Raise funds	Passed (Active)	★★★★★ Your rating: None Average: 3 (1 vote) [Edit DD] [Comments] [Add Assessment]

NB: Names and figures and figures are illustrative only and don't reflect real data

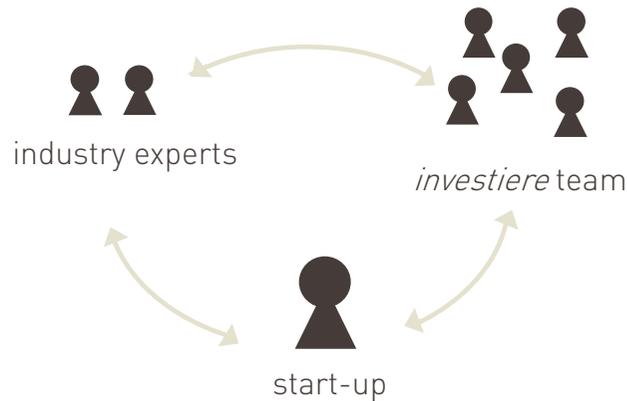
What *investiere* does at this step

1. The *investiere* team, shareholders and industry curators suggest and vote for companies (hundreds are on our radar)
2. Suggestions can be made by anyone via the platform
3. The *investiere* team picks those with highest traction and mature for curation

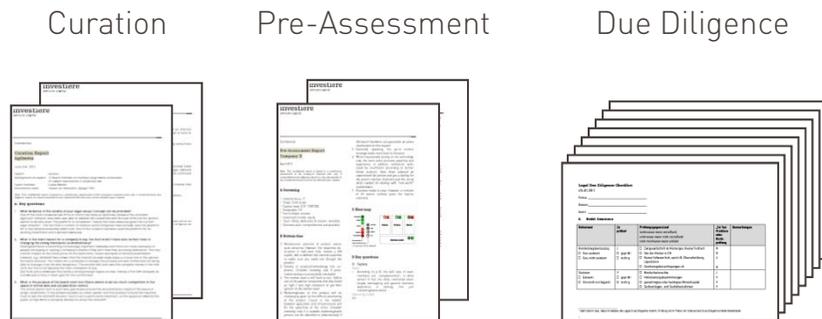
Some social proof highlights

Step 2: Structured and collaborative assessment of opportunities

Personal meetings / start-ups projects



Creation of evaluation reports



What *investiere* does at this step

1. *investiere* evaluates the start-ups together with industry experts. The process comprises 3 steps before a final decision is taken
2. *investiere* coaches the start-ups in all aspects of the business plan as well as in the legal set-up of the financing round

Some social proof highlights

Step 3: Co-invest with a smart and diverse set of committed investors

The screenshot shows the investiere website interface. At the top, it says "investiere venture capital" and "Welcome, Lukas Weber" with links for Profile, Dashboard, Logout, and social media icons. The navigation menu includes Home, Investment proposals, How it works, Community, and About investiere. The main content area features a card for "quitt.ch" with a video player and text describing the platform's service. To the left is an "Investment Barometer" showing committed and interested investors. To the right is a "My Investment Status" section with a video player and a list of interested investors with their investment amounts.

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Welcome, Lukas Weber Profile Dashboard Logout BLOG in f t

Home Investment proposals How it works Community About investiere

quitt.ch
TAGS: SWITZERLAND, ICT, INSURANCE, LEGAL SERVICES, RETAIL, TAX SERVICES
Website

Financing Round Businessplan Updates Deal Room

Investment Barometer

quitt.ch replaces all the paperwork which was previously necessary for employing domestic helpers correctly. The platform technology allows employers to legalize and manage their employees completely online.

My Investment Status

You have access to the complete investment proposal. Click on the link below if you would like to indicate your interest in this opportunity.

I'm interested >

Unfollow

Interested investors

20'000 CHF

10'000 CHF

undisclosed amount

undisclosed amount

undisclosed amount

and 29 other investors

Trusted by

Generali
Accident Insurance Partner

Swiss Social Insurance
Insurance Collaboration

Homeservice24.ch
Marketplace Partner

ETH Zürich
Spin-off Label

CTI

Why quitt.ch?

1. Increasing number of clients based on a growing market demand (not limited to Switzerland)
2. Strong Swiss partnerships with GENERALI and Swiss Social Security (AHV) insurances
3. Simple and convincing business model

What *investiere* does at this step

1. *investiere* brings together the best investors: serial entrepreneurs, industry veterans, traditional angels, Banks (e.g. ZKB) and transparently shows interests, commitments
2. *investiere* ensures proven contracts and processes

NB: Names and figures are illustrative only

What others say

Testimonials



There is no one like investiere that can bring more than CHF 700'000 in just a few weeks. The investiere team stayed with us throughout the process and helped solving all challenges along the way.

Patrick Richter, CEO Agile Wind Power



investiere proved to be a strong partner: many of its private investors are entrepreneurs well known in Switzerland and abroad. A special thanks goes to the investiere team for its extremely valuable support in structuring and coordinating the deal. They clearly understand the issues every startup is confronted with and helped me navigate the complex process of a demanding financing round.

Mathias Haussmann, CEO Uepaa(!!)



investiere.ch were the first to recognize the potential of our case and provided a lead investor who was crucial to open doors to other investor circles.

Samuel Sonderegger, CEO Attolight

S·E·C·A

"... seriöses Crowd-Funding wie www.investiere.ch - die Plattform ist langjähriges SECA-Mitglied und verfügt über einen tiefen Erfahrungsschatz im Crowd-Funding ..." (*Maurice Pedernana, SECA General Secretary*) [03.05.2012]

Neue Zürcher Zeitung

"Bei den Investoren handle es sich oft um erfolgreiche Geschäftsleute, die nochmals etwas «reissen» wollten, ohne selbst ein Unternehmen zu gründen." [12.07.2012]

VentureCapital
Magazin

"Für die Schweizer Cleantech-Szene ist die Finanzierungsrunde eine gute Neuigkeit: Es handelt sich um die erste signifikante Frühphasen-Investition in ein Schweizer Cleantech Start-up seit langem." [19.06.2012]

Your contact

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