

# LAUNCHUB VENTURES

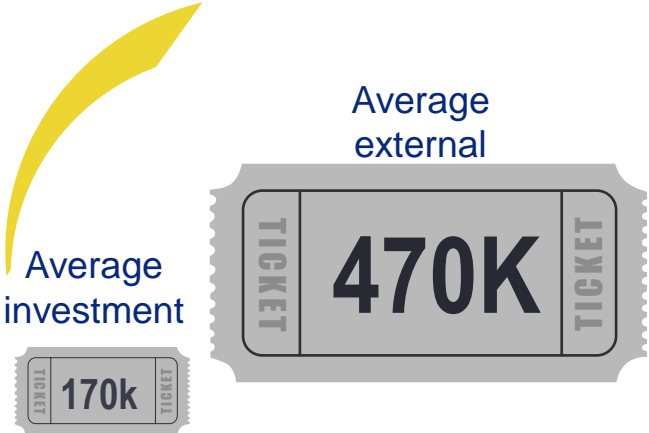
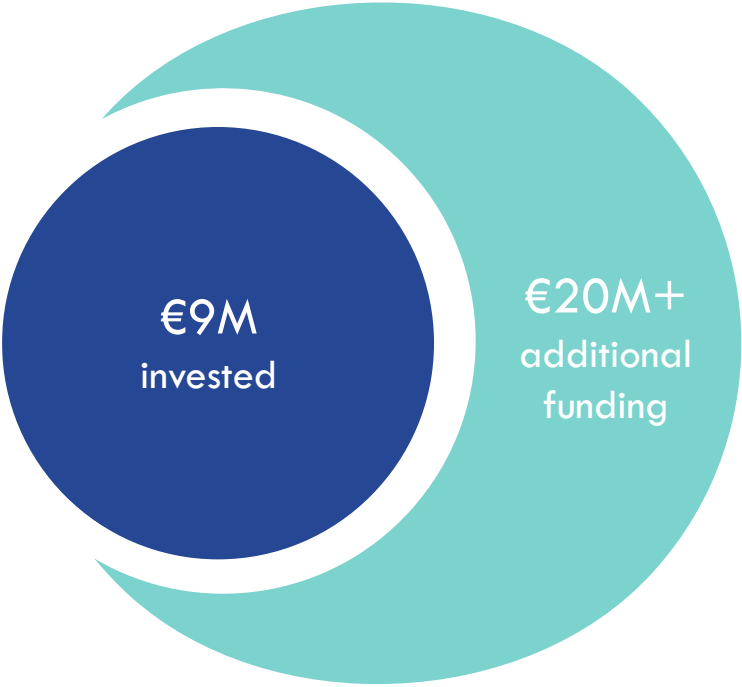
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June 2017

# LAUNCHHub in Numbers 2013 - 2016



**60**  
investments



# Why we believe in Digital

The world's largest taxi company owns **ZERO vehicles**



From **0 to 1B rides**  
in 6 years

The world's largest accommodation provider owns **ZERO real estate**



From **0 to 500M nights**  
in 9 years

The world's most popular media owner creates **ZERO content**



From **0 to 1B users**  
in 8 years

**Marc Andreessen**



Source: [Wall Street Journal](#)

# and the market validation

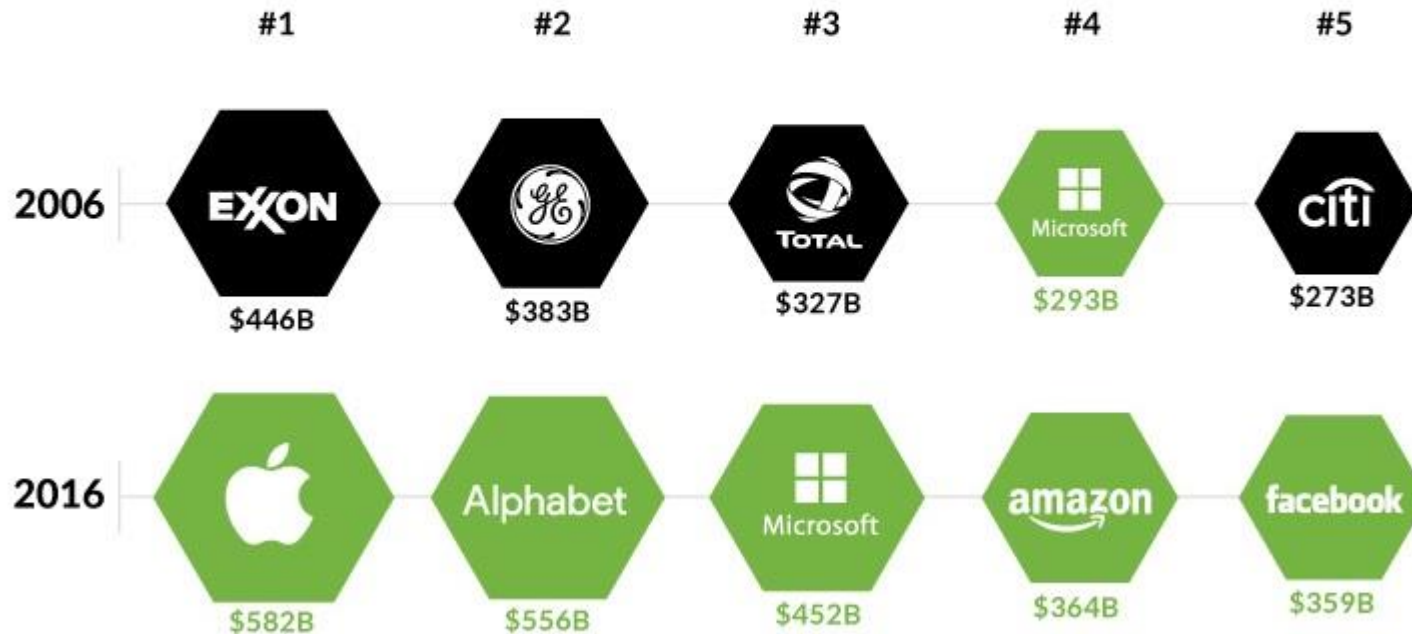
## THE LARGEST COMPANIES BY MARKET CAP

The oil barons have been replaced by the whiz kids of Silicon Valley



Top 5 Publicly Traded Companies (by Market Cap)

 Tech  Other



# LAUNCHub New Fund

**Fund Size: €18,5 MN**

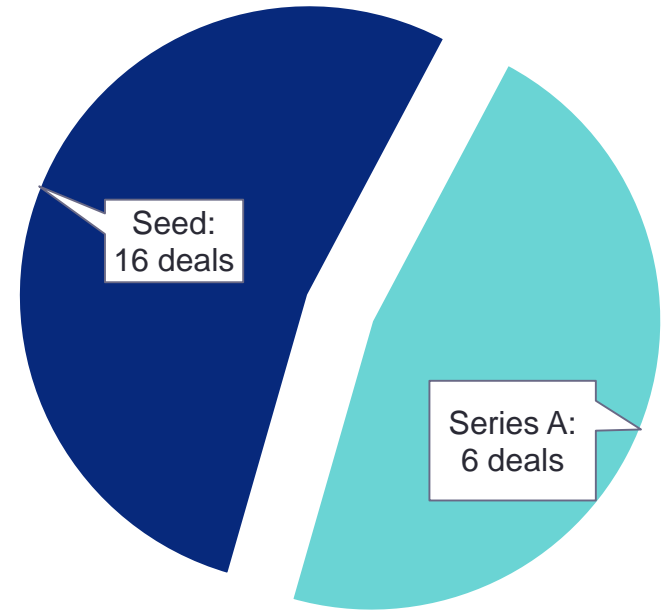
Investment period: 2,5 years

Median deal:

Seed – €-300k-500k

Series A – €1M (follow on with strong leads)

Max investment per company: €2 M



# Enter early in SEE, exit in US & Western Europe



Follow-on  
Series A: €1-5M  
(syndicating)

























Entry at seed:  
€300k-700k

## Capital Efficiency

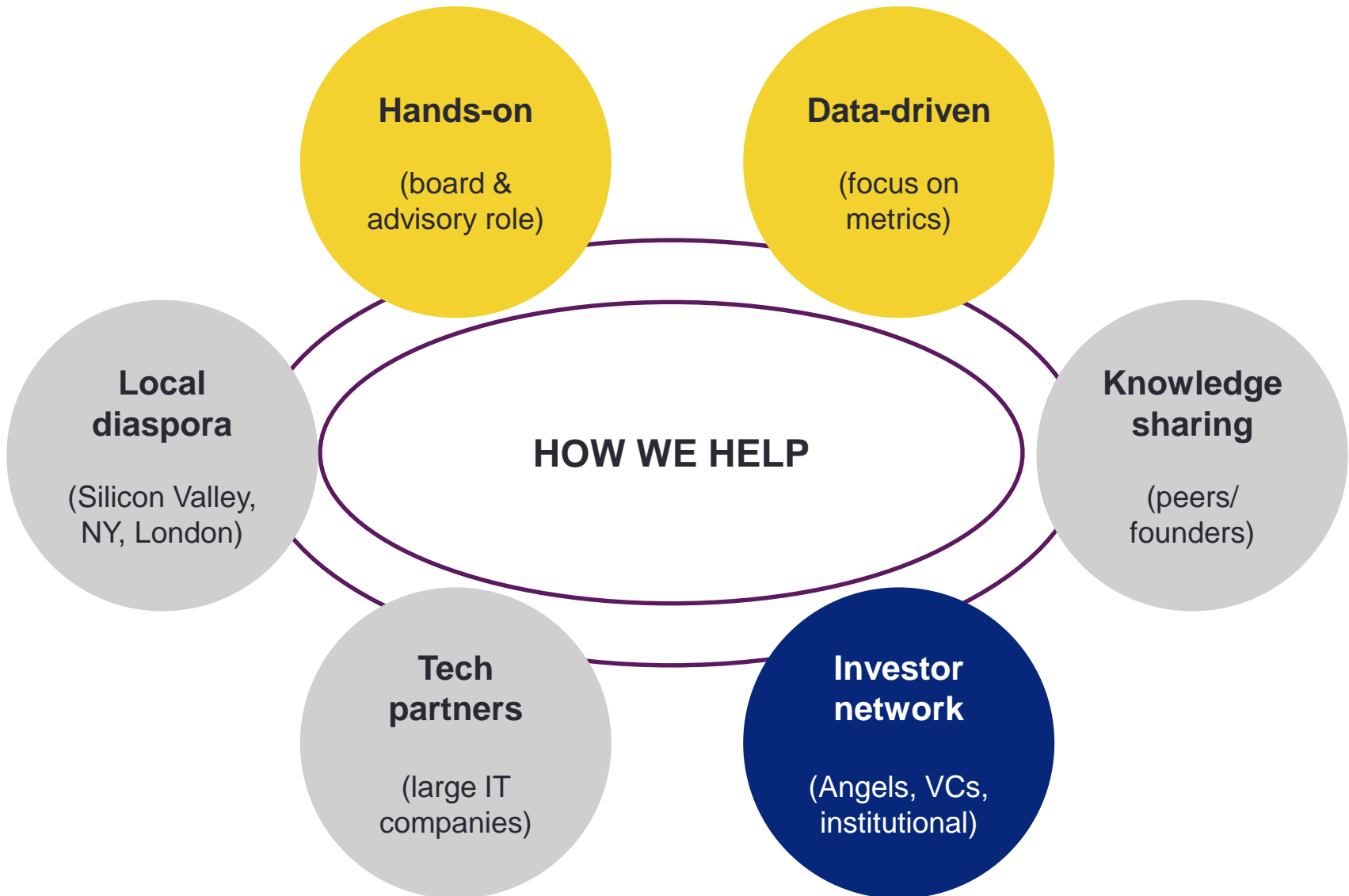
€500k allows 2 years runway (product-market fit) vs. \$2M in the US

Average Series A in the US is \$7M vs ~ \$2M in the region

# Investment thesis – first mover, product superiority and emerging tech in SEE

			Description	Examples
B 2 B	Deep Tech/ Product Superiority	Bottom-up B2C2B  Growing/ Under- served Niche	SaaS, PaaS; Fast-growing niches; Adjusted for bottom up sales; Hard-core tech;	         
B 2 C	First Mover	Vertical  Regional	Marketplaces; Strong network effects; Regional leader; Leader in specific vertical;	        
Emerging Technologies			Opportunistic investments	  

# Adding value through knowledge & network





# Reputable financial co-investors

NORWEST | VENTURE PARTNERS



CHMOD VENTURES



EARLYBIRD  
VENTURE CAPITAL



boost



# Strategic co-investors and angels



We inform.  
We entertain.  
We connect.



50+ Business Angels

US, UK, Australia,  
Germany, Switzerland,  
Austria, CEE, Turkey, etc.

# Current commitments 2017

## EUR 5 MN – already committed/ invested

Fite

Doctrina

Taylor&Hart

Hello Hungry (BG Menu)

MyMall

Heresy Software

Coherent Labs

OfficeRND

Metrilo

Mediately

+ 2 (Undisclosed)

# Investment process and criteria



## Team

- Fast-moving
- Open to feedback
- Domain knowledge
- Entrepreneurial experience

## Market

- Big market (> regional)
- Fast growing (>15% YoY)
- Internal dynamic
- Growth drivers

## Traction

- Developed product
- Clear use case
- Customer engagement & retention
- Potential monetization