

BayStartUP

We offer navigation
through the innovative
Bavarian Start-up scene



Our Bavarian start-up ecosystem...



Business plan competitions




Education coaching



Financing network

Our Bavarian start-up ecosystem...



Demo-Nights and networking events



Coaching and workshops



Angel Meetings and Venture Conferences

Education
Coaching

Sponsoring-Partner



Gefördert durch

Bayerisches Staatsministerium für
Wirtschaft und Medien, Energie und Technologie



Stand 10/2015

EXIST – Existenzgründungen
aus der Wissenschaft

F.U.N. e.V.

Häckl und Partner
Steuerberatung · Wirtschaftsprüfung

High-Tech Gründerfonds

HTCN High-Tech-Center Nürnberg

Munich Business Services

Osborne Clarke

Pape & Co.
Steuerberatung · Wirtschaftsprüfung

Pinsent Masons

PwC AG WPG
PwC's Accelerator Germany

TUTOGEN MEDICAL GmbH

Weickmann & Weickmann
Patent- und Rechtsanwälte

~ 700

screened
start-ups

344

coached
start-ups

100

presented
start-ups

matched
funding 2015

38 Mio. €

previous year: 25 Mio. €

49 start-ups

direct
matching

24 Mio. €

previous year: 17 Mio. €

35 start-ups

> 25 Mio. €

follow-up
investment

9 Mio. €

previous year: 5 Mio. €

from private
investors

Success stories

Trade Sale

metaio
THE AUGMENTED REALITY COMPANY

Exit to Apple (2015)

sunhill technologies

Exit to VW (2015)

IPO

SFC
ENERGY

Frankfurt (2007)

vxeljet

NYSE (2013)

Growth

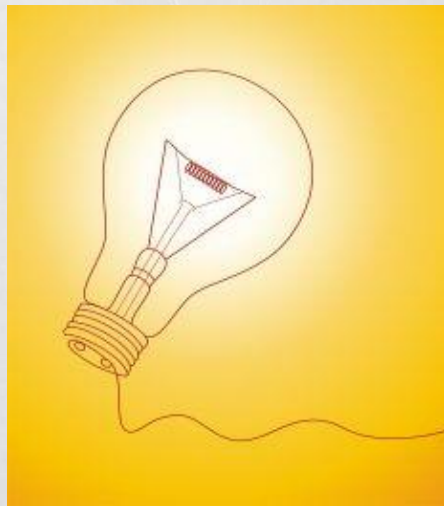
eGYM

45 Mio. USD Series C

FLIXBUS

> 600 employees

What requirements do I have to met for a VC funding?



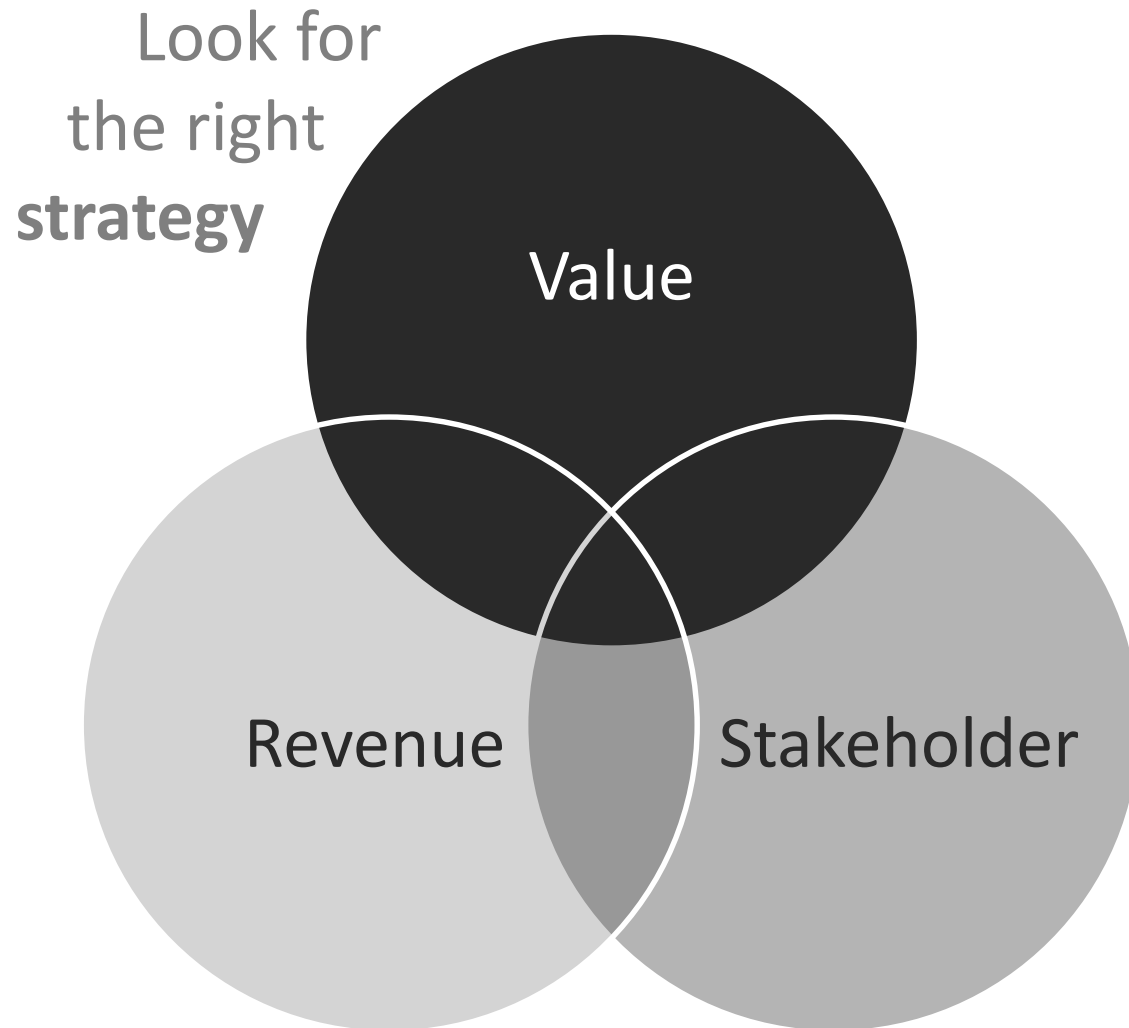
Innovation



USP



Profit



A black and white photograph of the interior of a bus. The view is from the back of the bus looking forward. Rows of seats are visible on both sides of a central aisle. Overhead lighting fixtures are mounted on the ceiling. A person is seated at the front of the bus, near the driver's area. The text is overlaid on the left side of the image.

Would you pay
10¢ extra
to make the
bus come
immediately?



„I invest in
people, not
ideas“

Arthur Rock

Ideas
+ people
+ value added capital

= **success**



**How are innovative,
tech-based companies,
requiring high
investment, beyond
reach of bank loans,
financed?**

The **equity** market

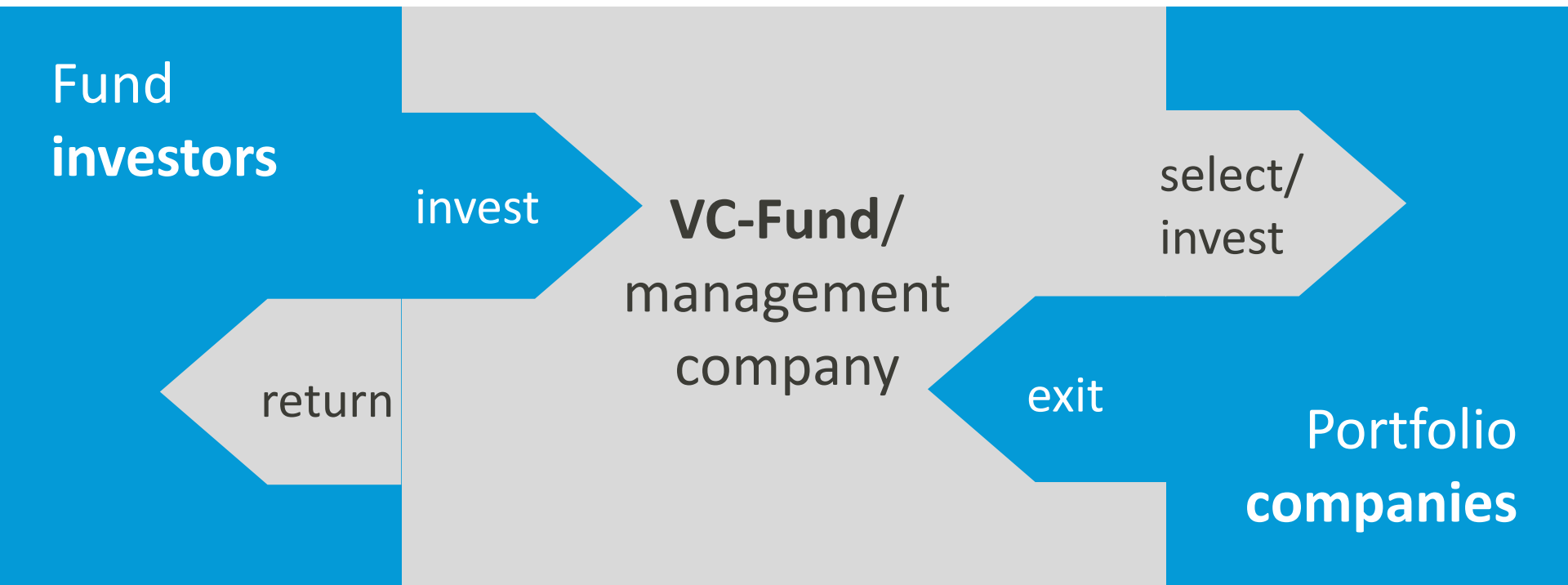
The **formal** market

- **Venture capital** organizations
- **Corporate** venture capital
- **Public investment** organizations

The **informal** market

- **Family, Friends and Fools**
- **Business Angels**
- **Family offices**

The venture capital **business model**



18 %

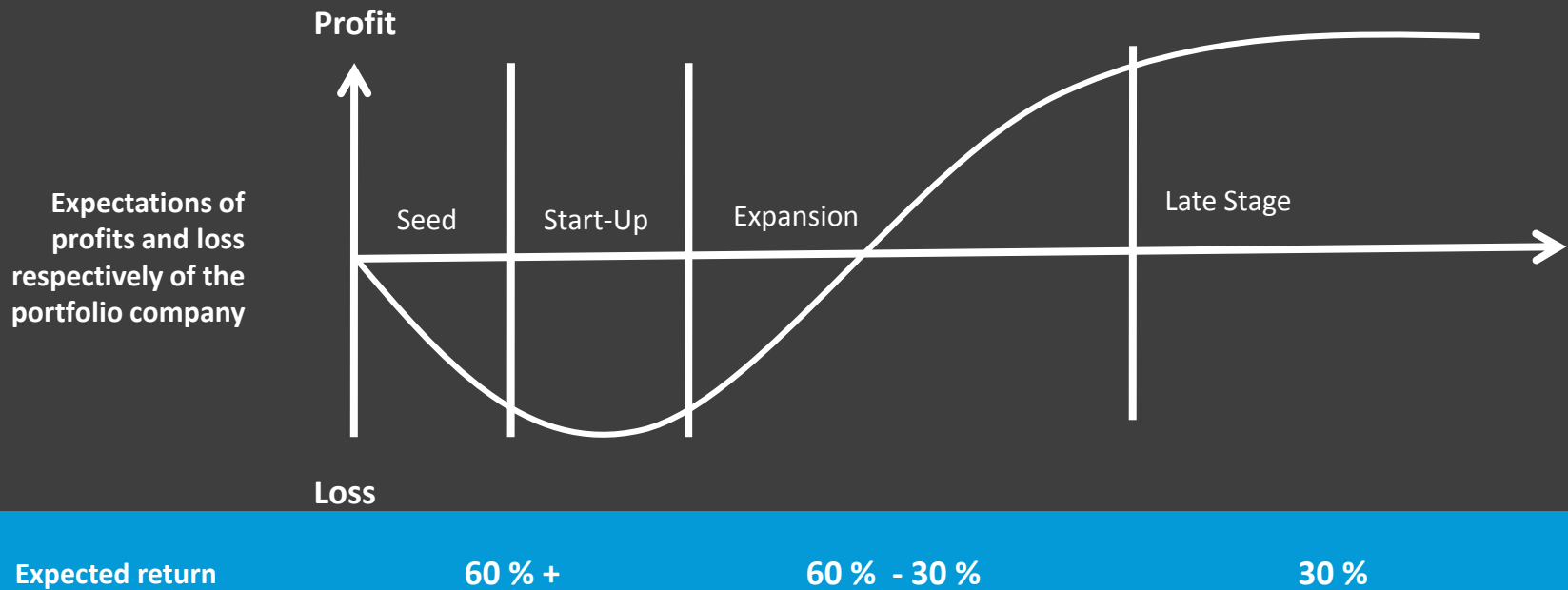
of a big company
is a **lot more** than

100 %

of nothing.

crowd funding/ financing

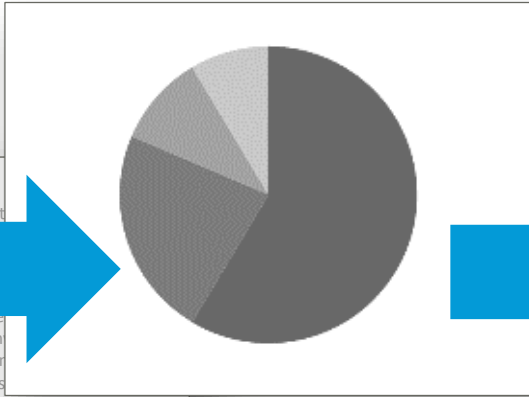




Pitch

2 Pager

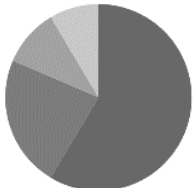
Lorem ipsum dolor sit amet, consetetur
 sed diam nonumy
 dolore magna aliquam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.



in various lengths

Complete info

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor sit amet.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor sit amet.

Timing is essential...



DCF Multiples

Secondary **VALUATION**

purchase

Buy back Equity split

EXIT

IPO Vesting

TEAM

Trade sale

Term sheet Bootstrapped

Anti-

dilution

TERMS

Due diligence

Liquidation Drag-/

preference Tag-along

- Create attention
- Tell the story
(the important parts!)
- Get into further talks

No Bullshit ...

- ▶ We are the Google of
- ▶ We are about to sign.....
- ▶ We have no competition....
- ▶ We only need 0,03% market share...
- ▶ We are a world class team...
- ▶ Our plan is a very conservative estimation....

... be serious and professional!

- ▶ Stay in memory....
- ▶ Consistency and credibility
- ▶ You know the word „no“
- ▶ Pick up your audience where they are
- ▶ Tell your story in the right order (otherwise it's not a story)

BayStartUP

We offer navigation
through the innovative
Bavarian Startup scene

