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GO BEYOND

Early Stage Investing

Private Equity Market and Trends

Brigitte Baumann CEO Go Beyond; President of EBAN

Going International: EOS 1st Annual Confernece

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Soph November 30, 2009

FLORIDA*

GENEVA

LONDON

PARIS

ZURICH

* Via our strategic alliance partner: Go Beyond Network

Agenda



1. **Business Angels and Venture Capitalists?**
2. Europe and US early stage investing facts and trends
3. Experience and Thoughts on Investing Cross Border
4. Questions and Comments

Business Angel vs Venture Capitalist



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	Business Angel	Venture Capitalist
WHO	Private individuals, Ex. Entrepreneurs, retired, in transition or active executives/ professionals	Professional investors usually in a partnerships
WHAT	Invest between 2-5% of total wealth - ~€100k per year Invest €200k – 1million per investment ~25% share of company Timing is open	Money raised to be invested ' must make more money ' Closed period of 8 -10 years Invest €5 - 20 million per investment
WHERE	Range of companies, technology and services	Technology focus
WHY	Make money Mentor Socialize 'Entrepreneurial' track	Career Make money Raise a new fund

Source: Go Beyond www.go-beyond.biz

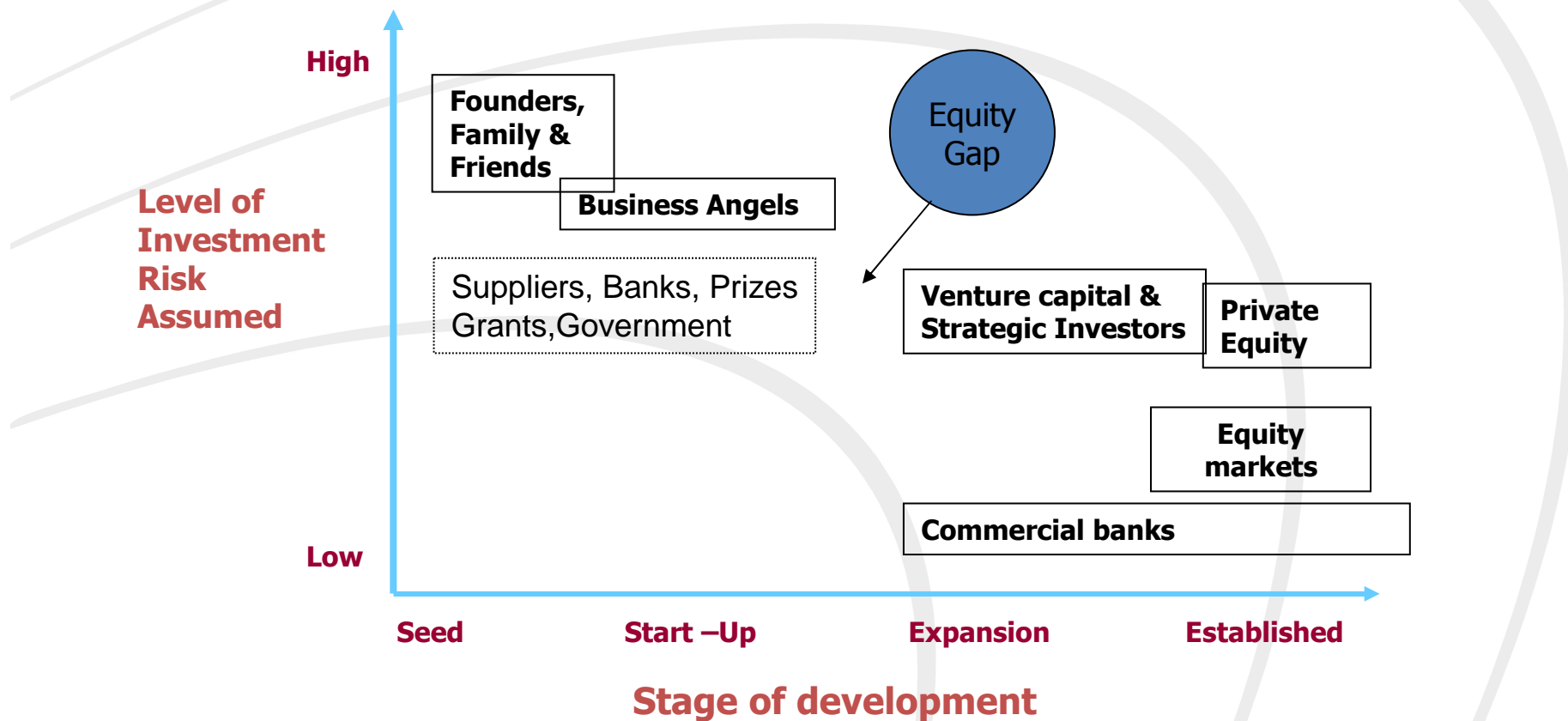
November 2009

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What is Early Stage financing?

Sources of cash at different stages of a company's development



Agenda



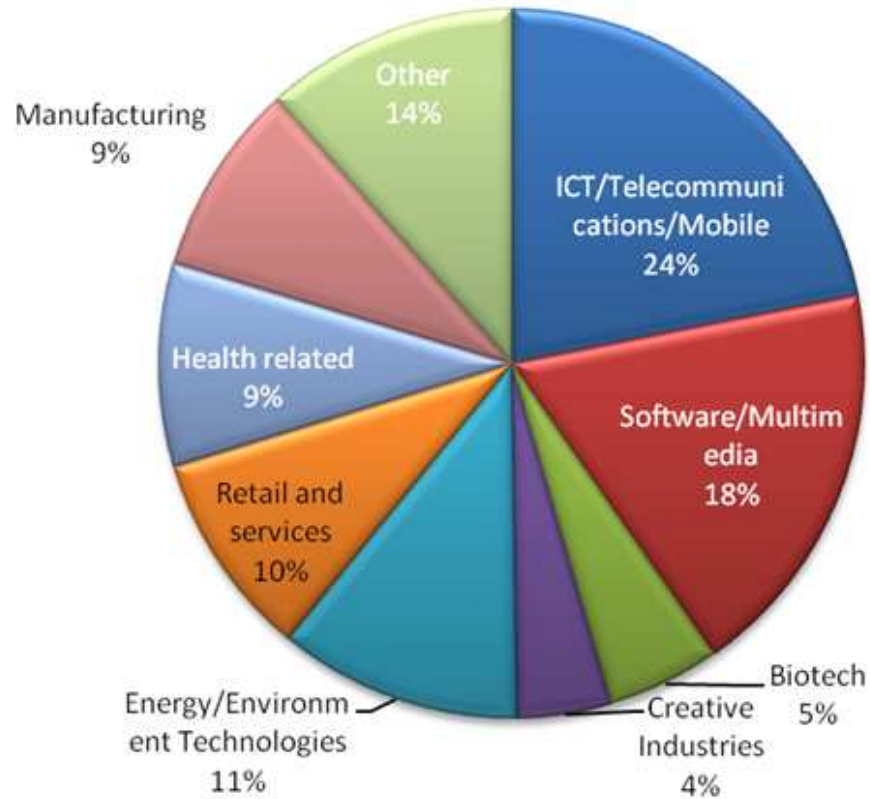
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SUMMARY OF INDUSTRY STATISTICS

2008		EU	US
Networks	↑	334	300
For profit	↑	31%	59%
Estimate n of angels	⇒	75k	250k
Investment per round	↑	207k€	186k€
Total estimate invested annually	⇒	4 billion€	20 billion€
VC Investments		4 billion€	20 billion€

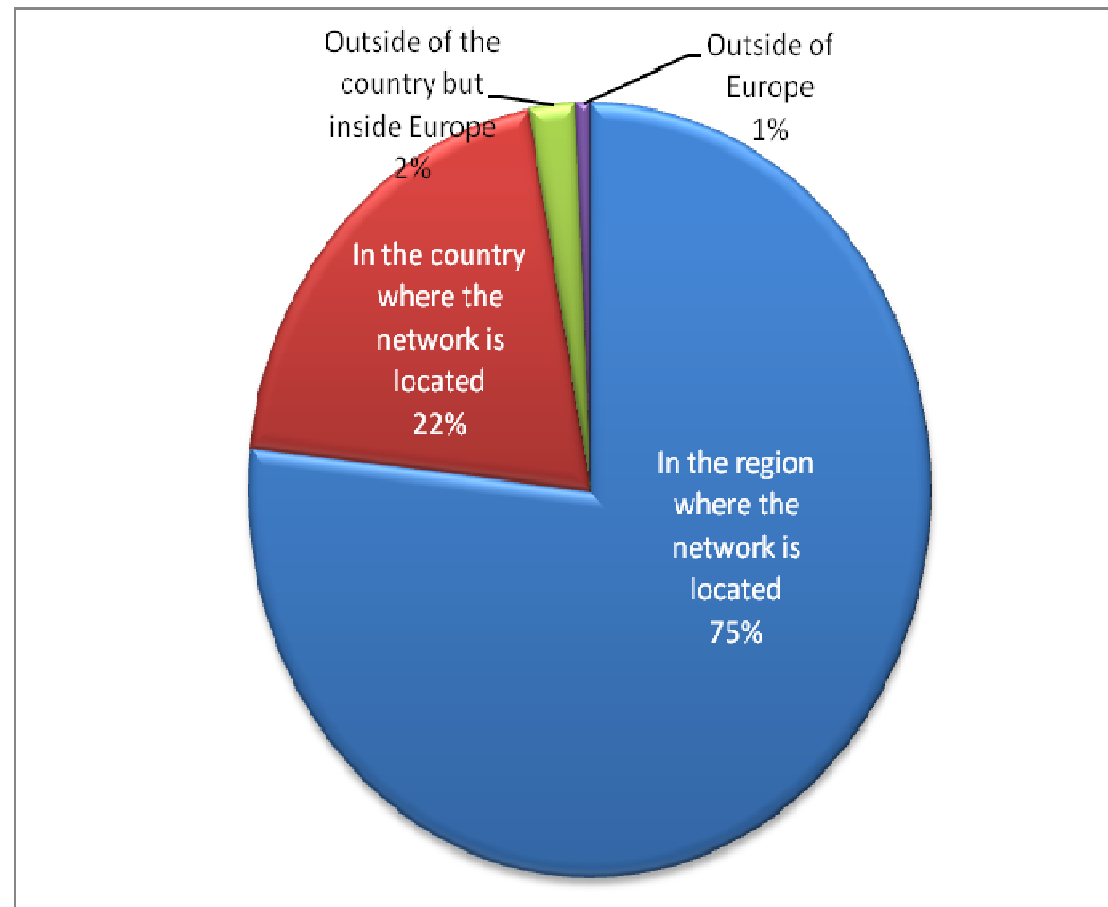
ABOUT INVESTMENTS



ICT & Software still dominating sectors – Clean tech and health « hot » sectors

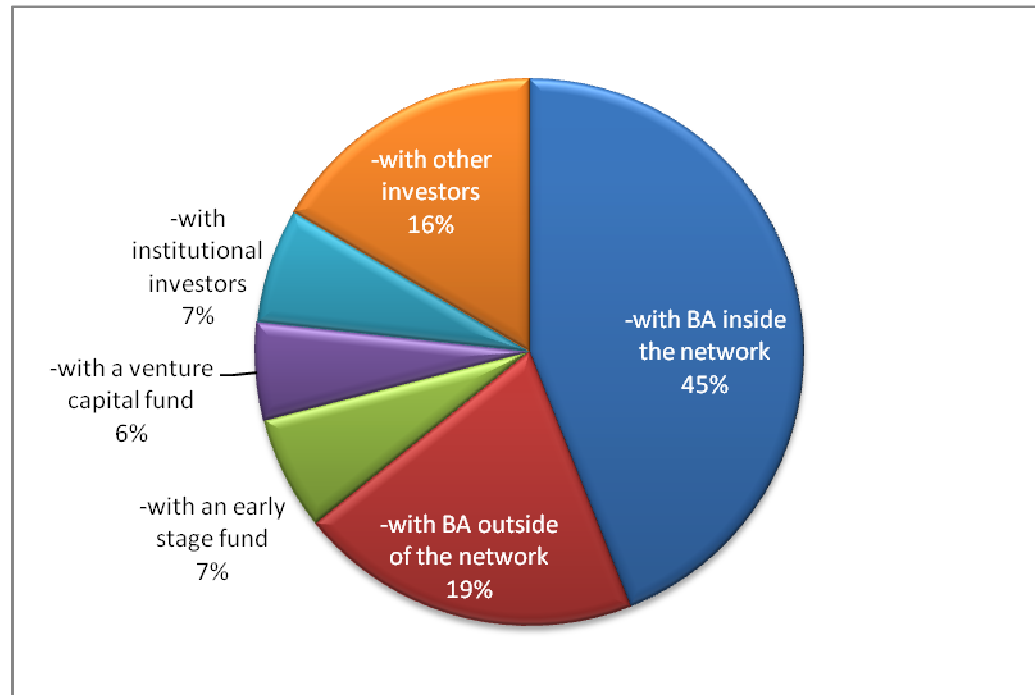
Location of Investments

**75% of
investments are in
their region**



About co-investments

Co-investors: BAs in other networks, early stage and VC funds



Why optimistic on X Border

- Investors are becoming more sophisticated
- Investors know each other
- Shareholder agreements and practices becoming more homogeneous

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Tips for Entrepreneurs & Investors

- Ensure it makes sense – PLAN
- Ensure both are ready and can add value
- Ensure local investors can work with others
- Ensure legal structure facilitates foreign investors



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Thank You

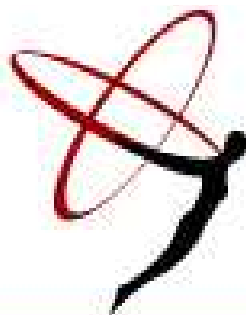
*Whatever you can do, or dream you can,
begin it.*

Boldness has genius, power and magic in it. Goethe

Feel free to Join us at an upcoming event

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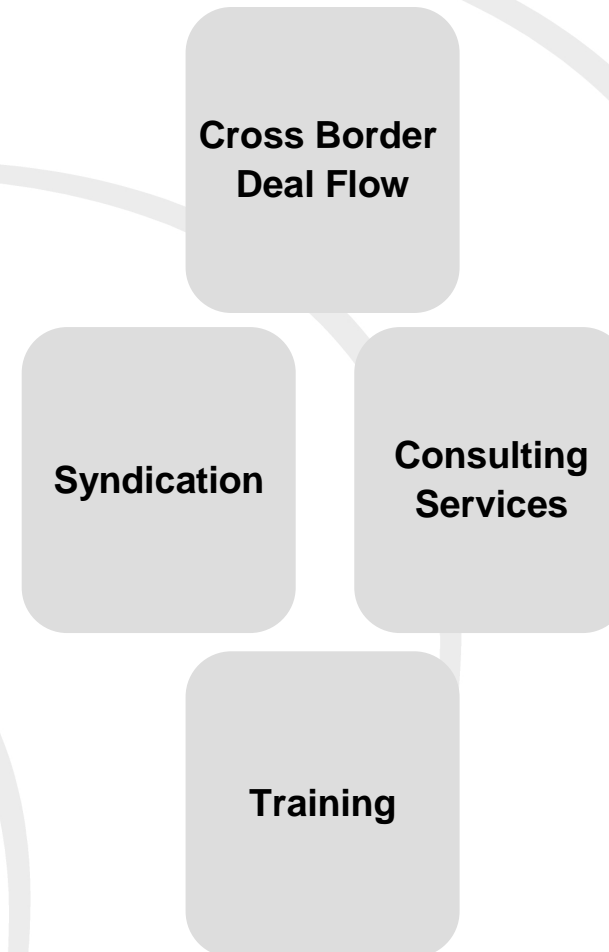
Early Stage Investing

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Go Beyond Mission: Early Stage Investing Experts



- ✓ Making Angel Investing more:
 - ✓ Accessible
 - ✓ Diverse
 - ✓ Efficient
- ✓ Service private investors, family offices, groups, corporations
- ✓ Deal flow from Switzerland, France, London, and US



Recent Deals



High quality and renewable insulation boards manufactured from grass fibers in a carbon negative production environment



'Crazy Libellules and the poppies' is the main trademark of Louise Enterprises, a company which develops innovative products in the perfume, cosmetic and luxury sectors



A leading developer and provider of MEMS-based scanning micro-mirrors and micro-projectors tailor-made to a company's needs based on innovative and patented technology



With Poken you instantly connect with new friends across online social networks when and where you meet them



Swiss company specialising in creating software solutions and alleviate concerns regarding energy consumption and climate impact



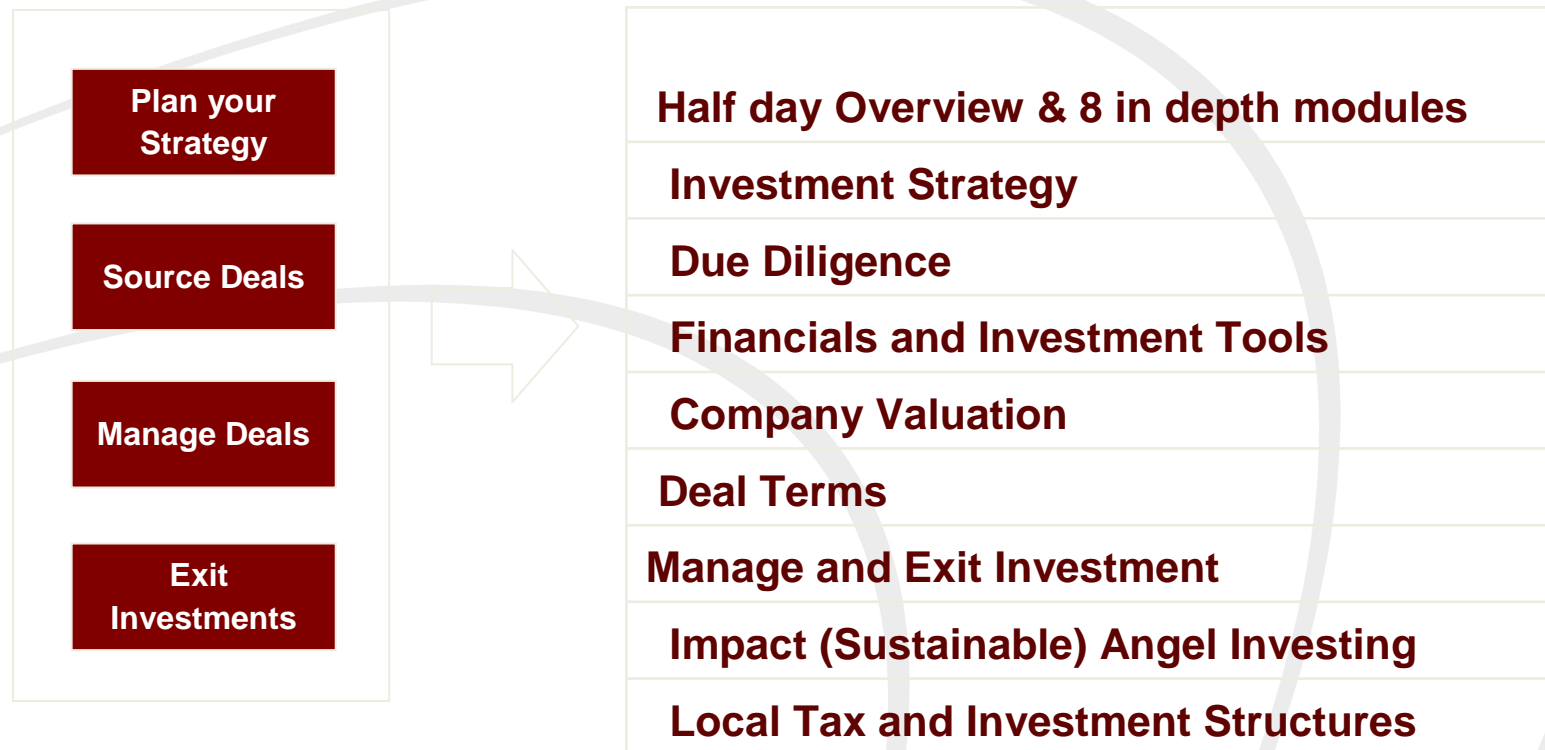
An expert team of Investors with management & entrepreneurial experience

Brigitte Baumann Founder & CEO

- **France:** Gaelle Muller & Béatrice Nicholas-Meunier
 - **Switzerland:** Balz Roth and Dario Caleffi
 - **UK:** Rowena Ironside
 - **US** Bethann Kassman
 - **Italy and Academy:** Dario Caleffi
 - **Family Offices:** Jean-Marc Blankert
 - **Sustainable “Impact” Investing:** Yamina Aouina
- Support:** Elizabeth Lowell – Communications; Marlise Bray
Marketing & Ops; Across Limits IT & back office; PWC



A specialised curriculum covering processes across the entire investment life-cycle



Go Beyond BAN & Personalised Alerts



- **European Business Angel Network (BAN) Annual Membership Members are entitled to:**
 - Unlimited attendance at Go beyond BAN Investment events currently being held in Switzerland, UK and France
 - Access to additional investment opportunities via Angelsoft
 - View personal profile and investment tracking on the electronic deal collaborative platform
 - Private invitations to conferences on Angel Investing and partner investor events
- **BAN + Personalized Deal Alerts**
 - BAN Annual investment Membership (as described above)
 - Personal investment strategy session and a review after 6 months
 - Email alerts when investment opportunities are identified from the Go Beyond BAN deal flow which meet the investor's interests
- **Angel Investor**
 - Coaching with an experienced Business Angel to provide one on one support throughout the investment process



Pooling - Impact Group Fact Facts

- ✓ Individuals pool €10k to €100k each (equal amount per person)
- ✓ A group of 10 to 20 individuals is formed for a 12-18 month programme
- ✓ Once a month the group meets; is presented with new investment opportunities and discusses opportunities from previous months
- ✓ As a group, investments are made in start-ups. Shares are acquired as a group or individually. Members can also buy additional shares in their name.
- ✓ Over the course of the year the group builds a portfolio of two to three investments
- ✓ At every stage of the program Go Beyond's experts are on hand to help and each group has a Coach
- ✓ Training is also made available throughout the program to ensure the group has the best chances for success to carry out the investment activities

Note: in order to maximise potential returns, it is advice that investors' overall investment budget is min of 50k to 100k Eur over a 2-3 year epoch



Impact Groups - Who is Joining?

- **Business Angels:**

have invested alone and now want to invest in startups in a group environment as well as benefit from Go Beyond's European deal flow, investment process and know how. Most will invest additional money in the deals they particularly like.

- **Busy professionals:**

want to come in and out of the investment process, know things have continued without them and that they still be an active decision maker.

- **Novice Angels:**

want 'active learning' which combines learning concepts, getting support and making real investments.