



connect



S V E R I G E

**Christine Bjärkby, responsible for Growth Capital national &  
Business Development**

Venture and Growth capital

Springboard<sup>®</sup>

GROW<sup>™</sup>

Investor network and relations

## 10 year of investments

- Invest Sweden
- Business angel
- Buildings BANs
- Connect
- In the Board of EBAN
- Funder of NordicBAN





## Connect

### Background San Diego, USA

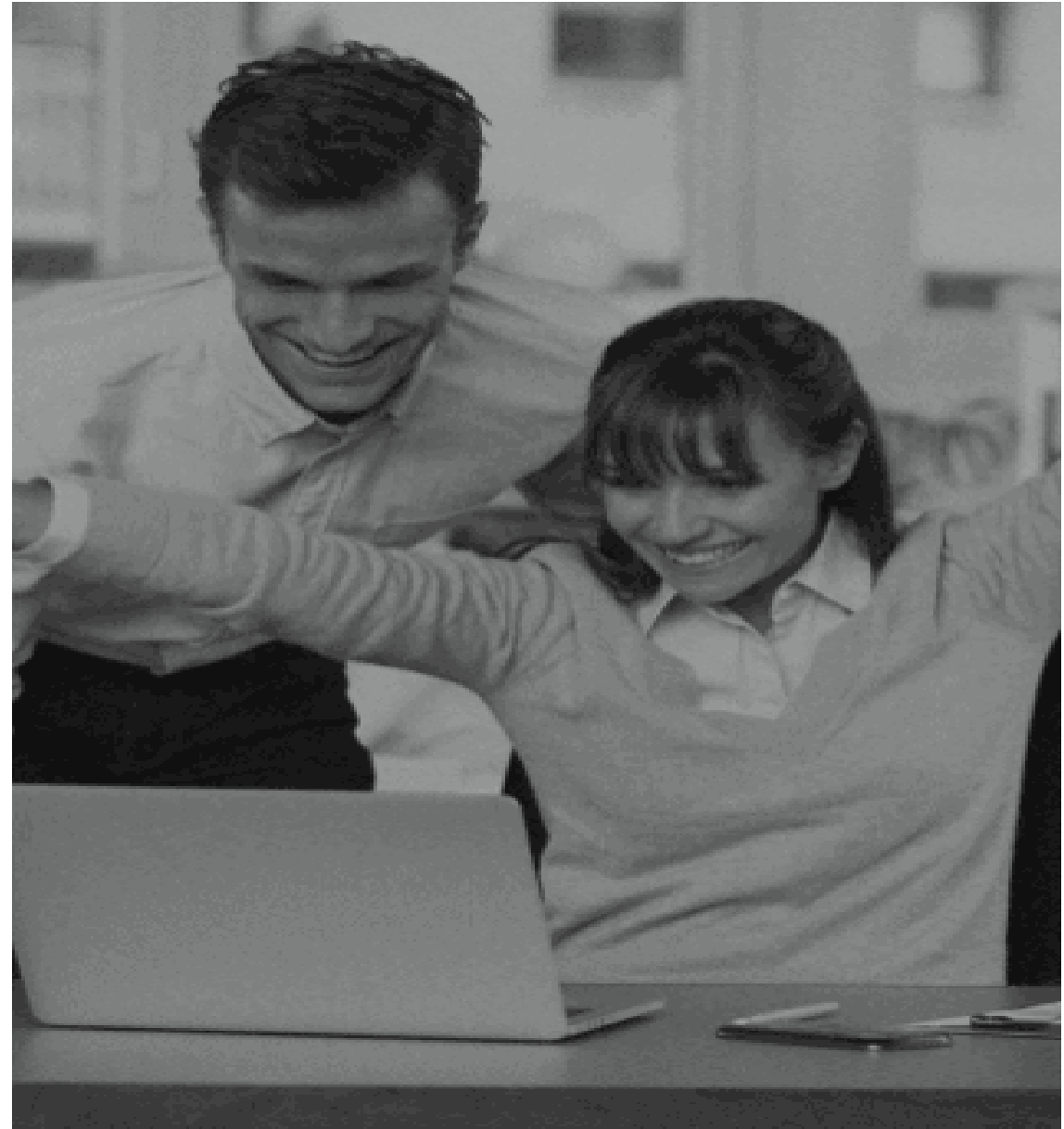
- ✦ industry layoffs
- ✦ Industry and University SD focused on commercialize the innovations by connecting entrepreneurs with venture capital and competence
- ✦ The Royal Swedish Academy of Engineering Science, IVA
- ✦ 1999 Connect Sverige
- ✦ 2000 Connect West (Gothenburg), East (Stockholm) and South (Malmö)

## Our clients

- Established small and medium-sized companies
- Startups
- Business Angels and other investors

## Our eco-system

- Local and regional business industry
- Academy
- Public sector



## Customer need

### Funding

Competens

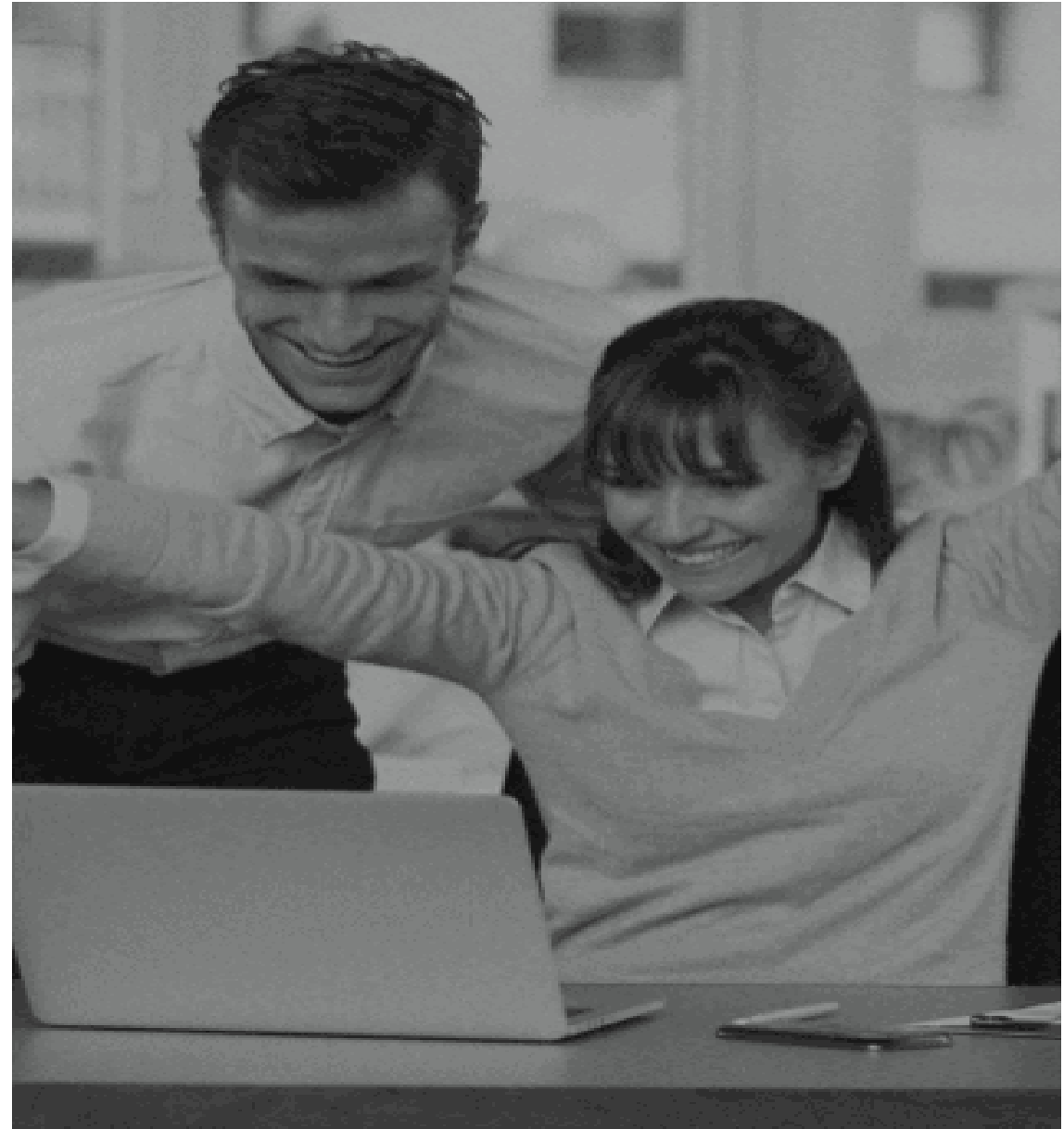
Generation switch

New markets

Expansion

"Growthpain"

etc



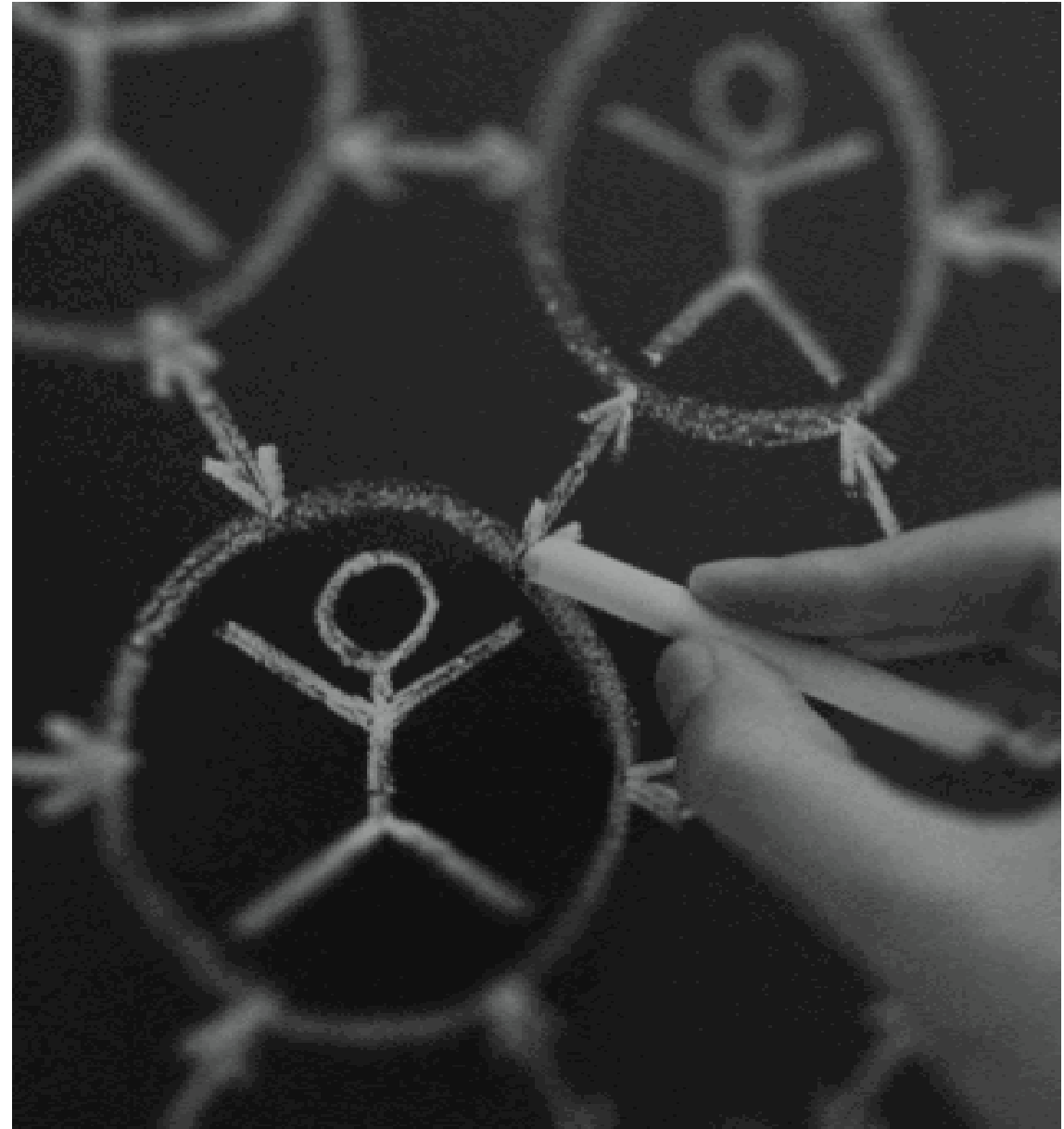


## Qualification process

Språngbräda® (Springboard)  
GROW accelerator

## That leads to an investment offer

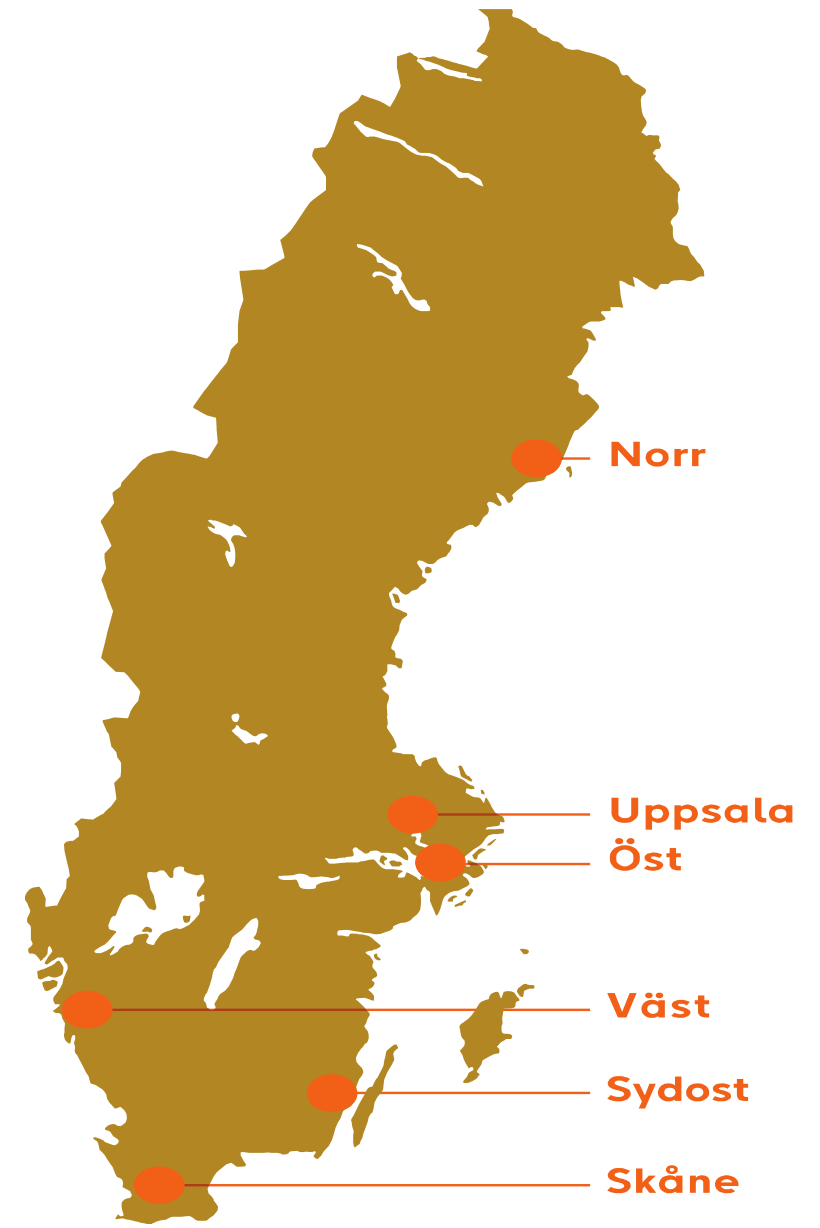
- Screened
- Prepared
- Focused





## Connect Sverige 2015

- 500 business angels nationwide
- 50 investor meetings
- +200 company pitches







## Definition Business Angel

An affluent individual who invests capital in a startup business (non-listed companies) usually in exchange for ownership equity.

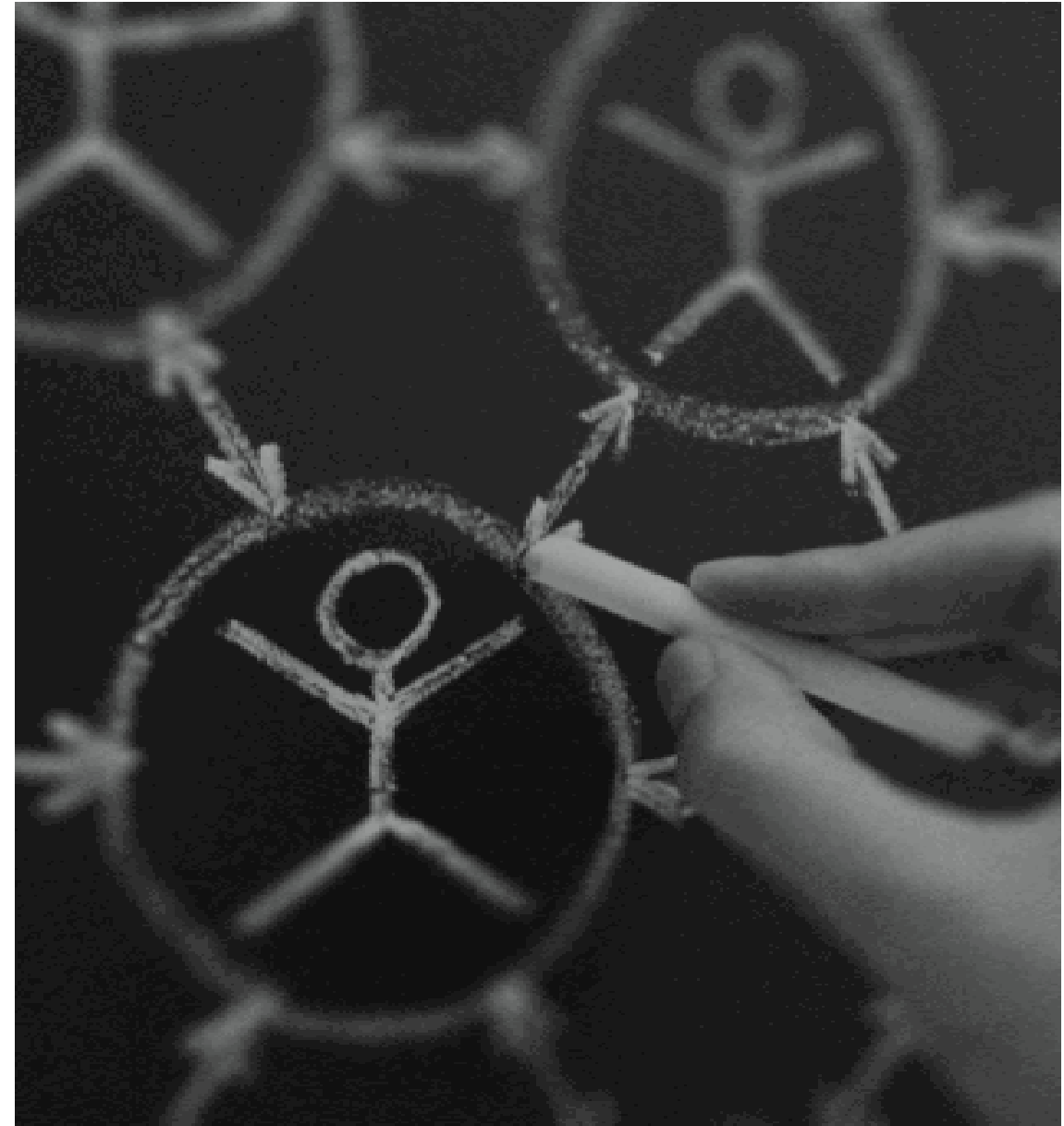
SVCA

250 000 – 5 000 000SEK

## Possibilities and challenges

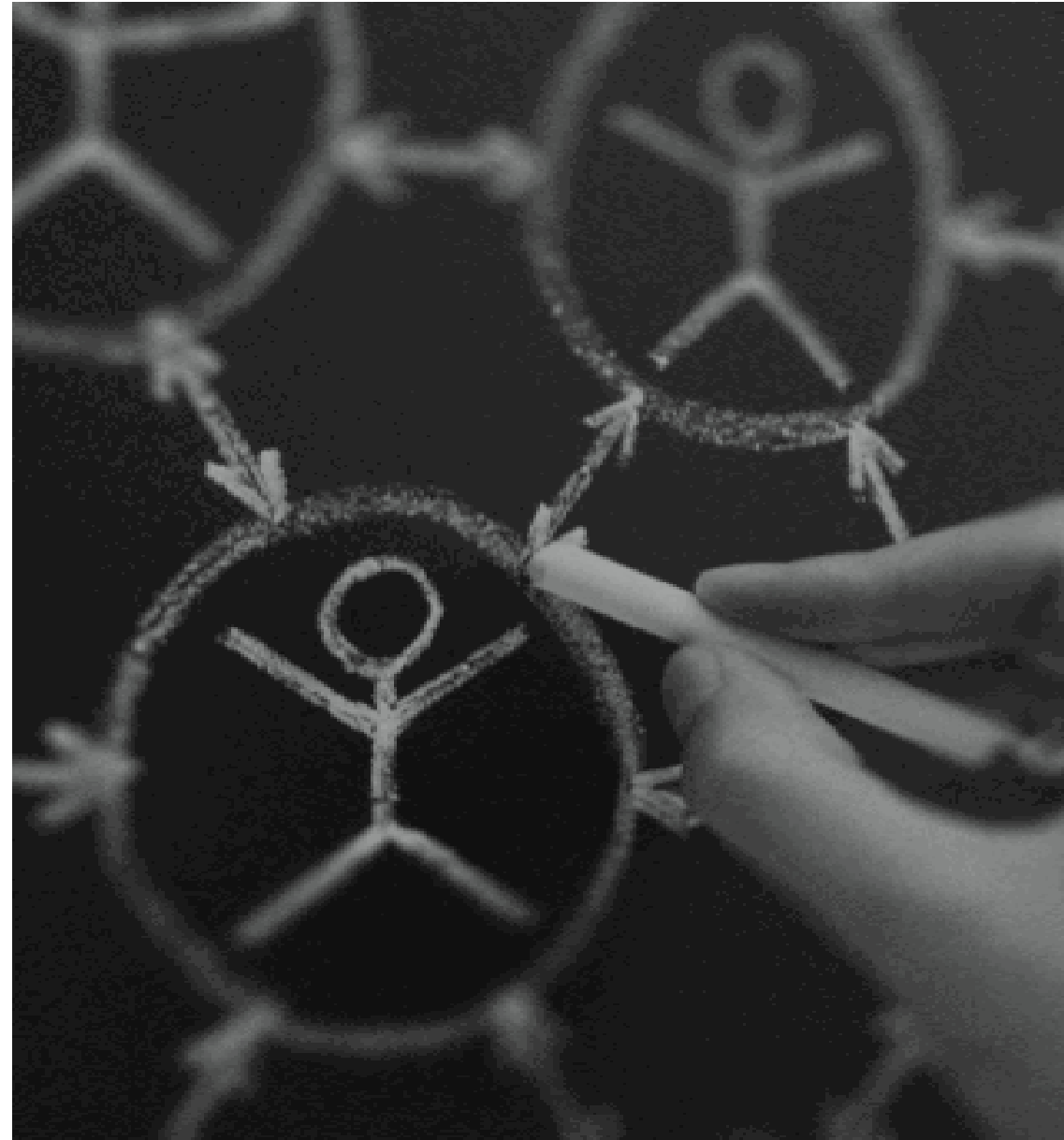
Not easy to find the right person:

- Donor, professional investor, sideline
- Background, experience, mission
- "Smart capital"



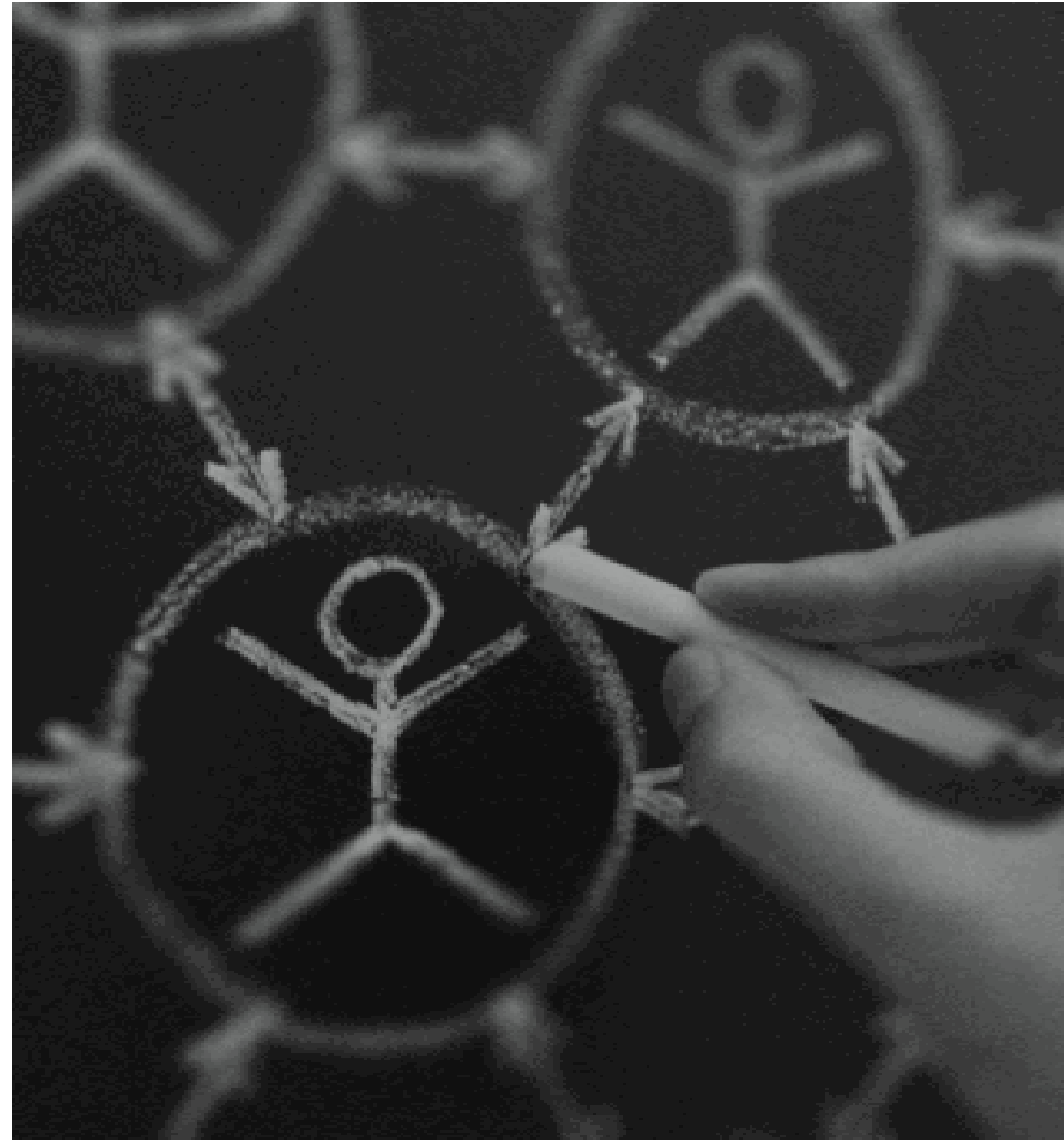
## What type of company is of interest for an investor?

- Growing market
- Scalability
- Clear plan = road to success
- Solid team for execution
- Trustworthy entrepreneur



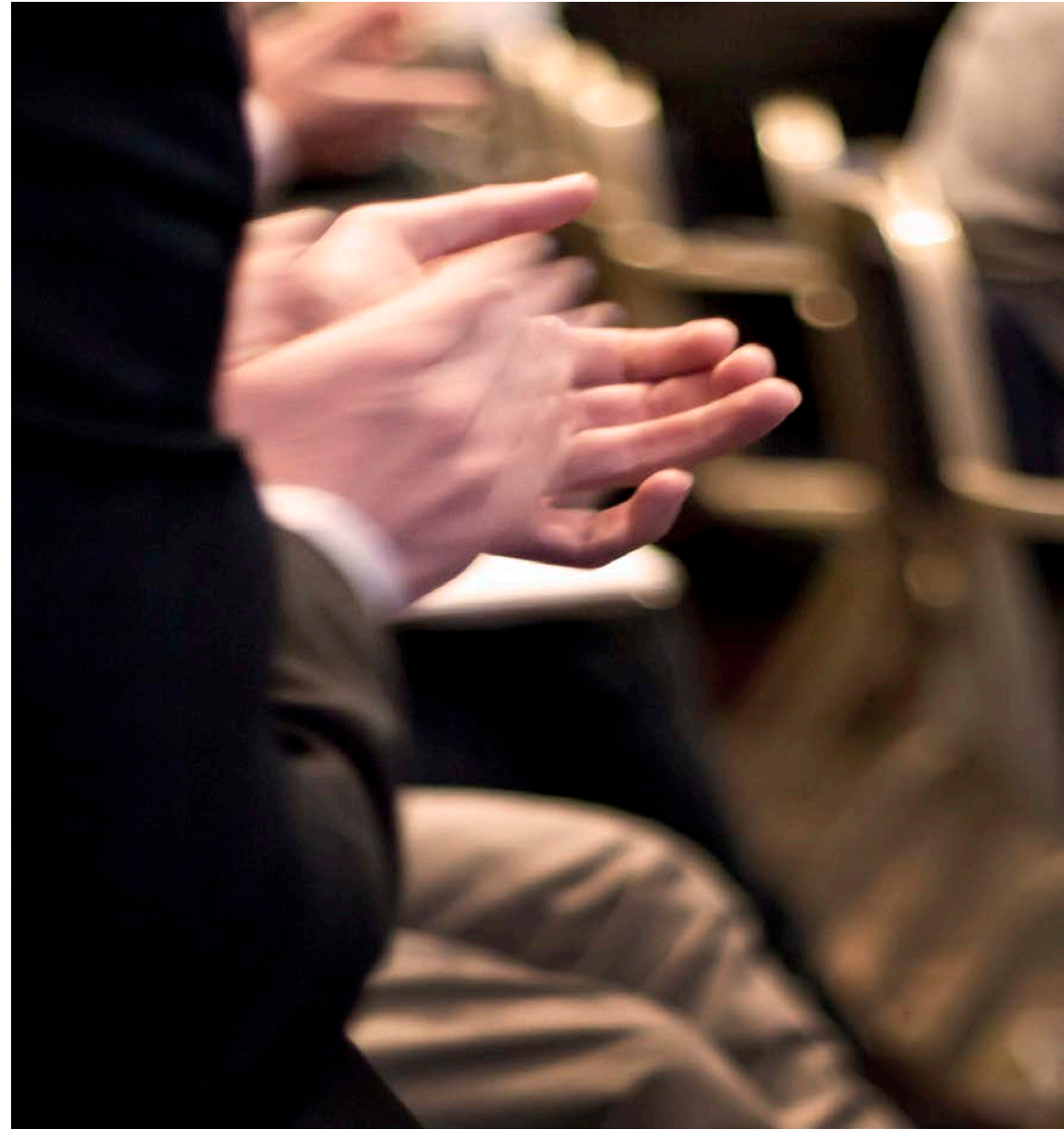
## Språngbrädan & GROW

- High growth potential
- Passed R&D
- Validation of the business model
- Driven entrepreneur
- Thought-through businessplan/IM
- High growth ambition
- UPS



90%

Finds funding



## Growth capital venues

Local | National | Nordic | International

1. Pitch at Connects business angel network (VGR & Halland)
2. Pitch in other Connect-regions (Stockholm, Uppsala, Malmö, Luleå)
3. National digital platform
4. Nordic Business Angel Network
5. **Connect2Capital – West Nordic Venture Capital Forum, Feb 7-8**
6. Others; Scienceparks, Incubators (inkInvest), Local Bans (Eikap, VastAff, STOAFF)



## A Nordic investor- NordicBAN/Fiban

- Median angel investment €20.000. The angel investment scale can vary from a few thousands to millions.
- Median Group Investment €218.500
- 90% of angel investments are done in investment groups.
- Median Valuation €1.000.000
- In average, typical valuations vary from a few hundred thousands to max. 5 million euros.

## ....Nordic investors

- Median Stake Acquired per Angel 2%
- The total acquired share is larger as angels typically invest in groups of 3-5. Angels never take the majority ownership.
- Full or Part-time Investors 67%
- 22% of the angels are full-time investor, which can take lead and actively seek additional co-investors.
- Based on statistics by Finnish Business Angels Network
- Women Investors 11% The number is increasing. Women led investments are shown to give better results.

## Creative sector- some examples

- Musikbranschen – Music - Spotify
- Modebranschen – Fashion - NA-KD
- Dataspelsbranschen- Games- King

Activisions aquisition of King för cirka 50 billion sek, foreign byer otherwise normally (87 procent) have swedish investor/buyer.

- Svensk Filmnäring- Hat on Lady-” the movie of Ingemar Bergman”



## Magnus Ståhlberg

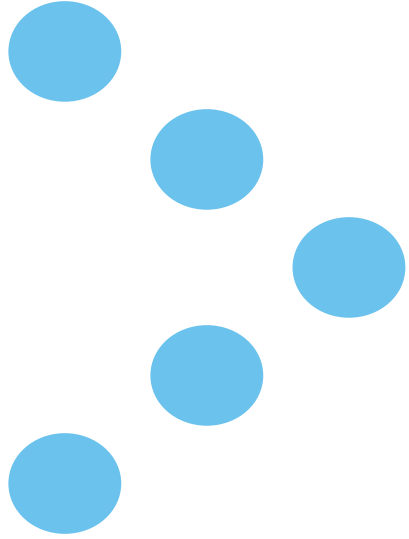
- Magnus Ståhlberg, a seasoned entrepreneur,
- 20 years experience building international IT and industrial businesses.
- In 1996, he established one of his first companies within RFID automation and building security.
- The company was acquired in 2004. In 2004, he established Arcontia with focus on Automatic Fare Collection for the transit industry.
- The company was acquired in 2013 by LECIP International, publicly listed on the Tokyo Stock Exchange.
- Authour - Den Pragmatiske Idealisten



## In the head of a investor

- Why Invest?
- Challenge for the creative industry





## Cooperation with

Official;  
Incubators  
Universities/ScienceParks  
Almi

Businessangels;  
STOAFF  
Västkustens Affärsänglar  
SVCA  
Inkinvest  
etc

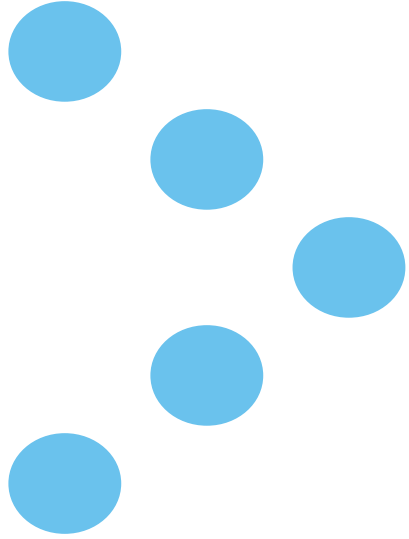
Connect2Capital (C2C)  
7-8 feb

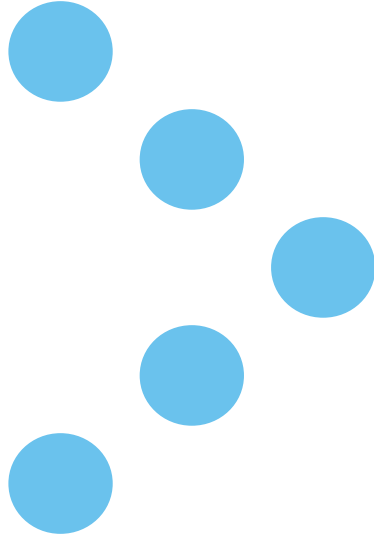
More than 600 one to ones  
More than 100 investors  
More than 100 companies

2018

<https://www.connect2capital.org/agenda/>

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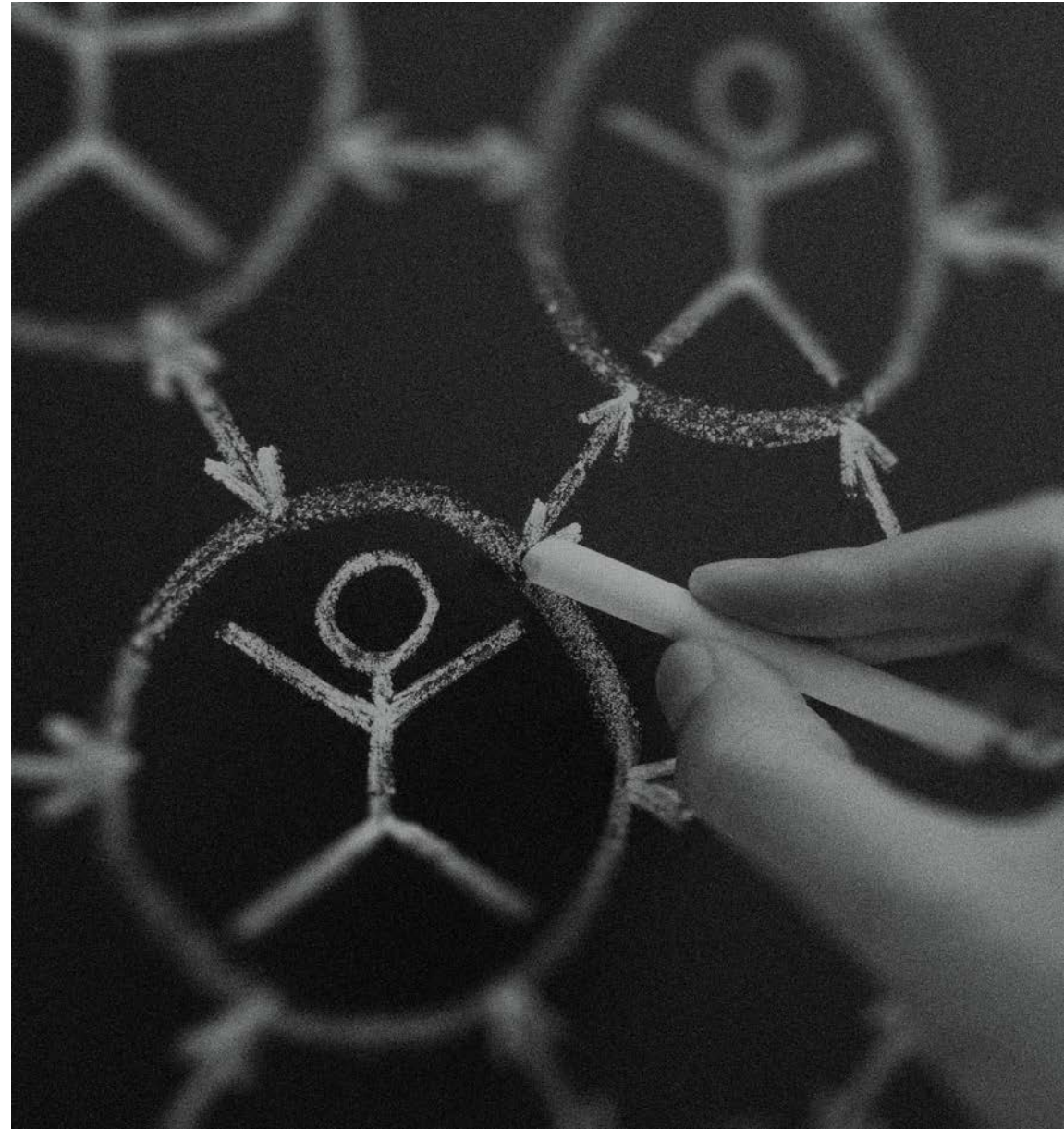
**Thank you!**

## Effects of Springboard and GROW® ...

- Testarena
- Input on how you communicate to potential investors
- Pitching in front of a test audience
- Tailored network from the industry

### ...and it's results

- Increased turnover
- New jobs
- Tailored network for growth
- Confidence





**ca 30 000 000**

Amount of funding in 2015

