

LET'S
GROW
TOGETHER



SMARTUP

The Way We Work

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Startup Studio



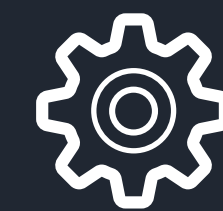
VC Fund



Smart Money



Private VC Firm



Entrepreneurial
Experience

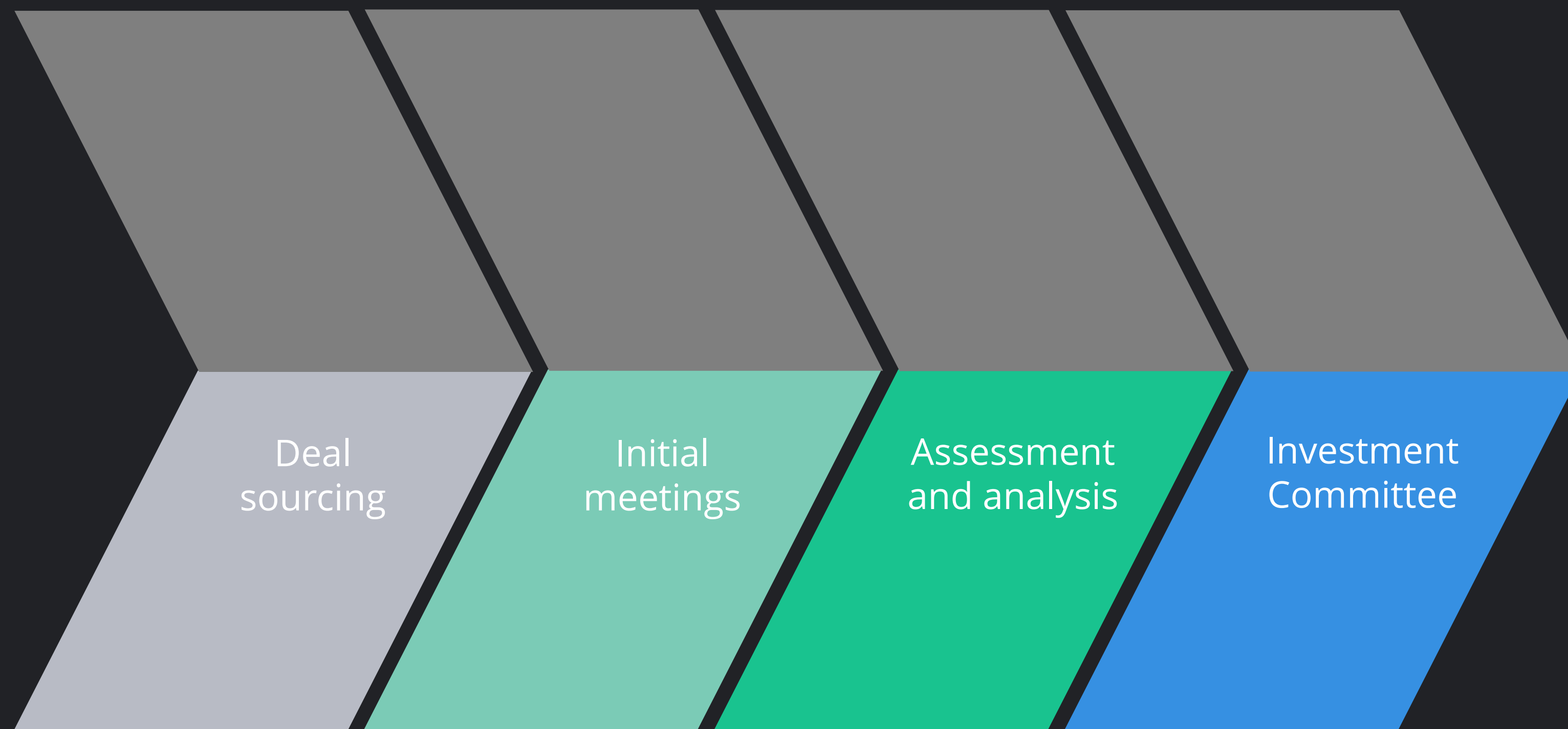
27 startups from 8 cities.
3 startup exits

Internet and mobile-enabled products and services that can be offered to a mass market
in B2C or SME B2B

We invest in people

We focus at investment stages where our expertise and accumulated learnings
can have the most impact

Deal Flow



The Secrets of Management due diligence

- Being Committed
- Being Coachable
- Having Integrity
- Being responsible
- Entrepreneurial mindset
- Decision making styles
- Visions and plans



Founders

Experiences, Skills, Passions, Commitments

Market

Market Size, Competitors, Benchmarks, willingness to pay

Product

Competitive advantage, Scalability, Value proposition,

Exit Scenario

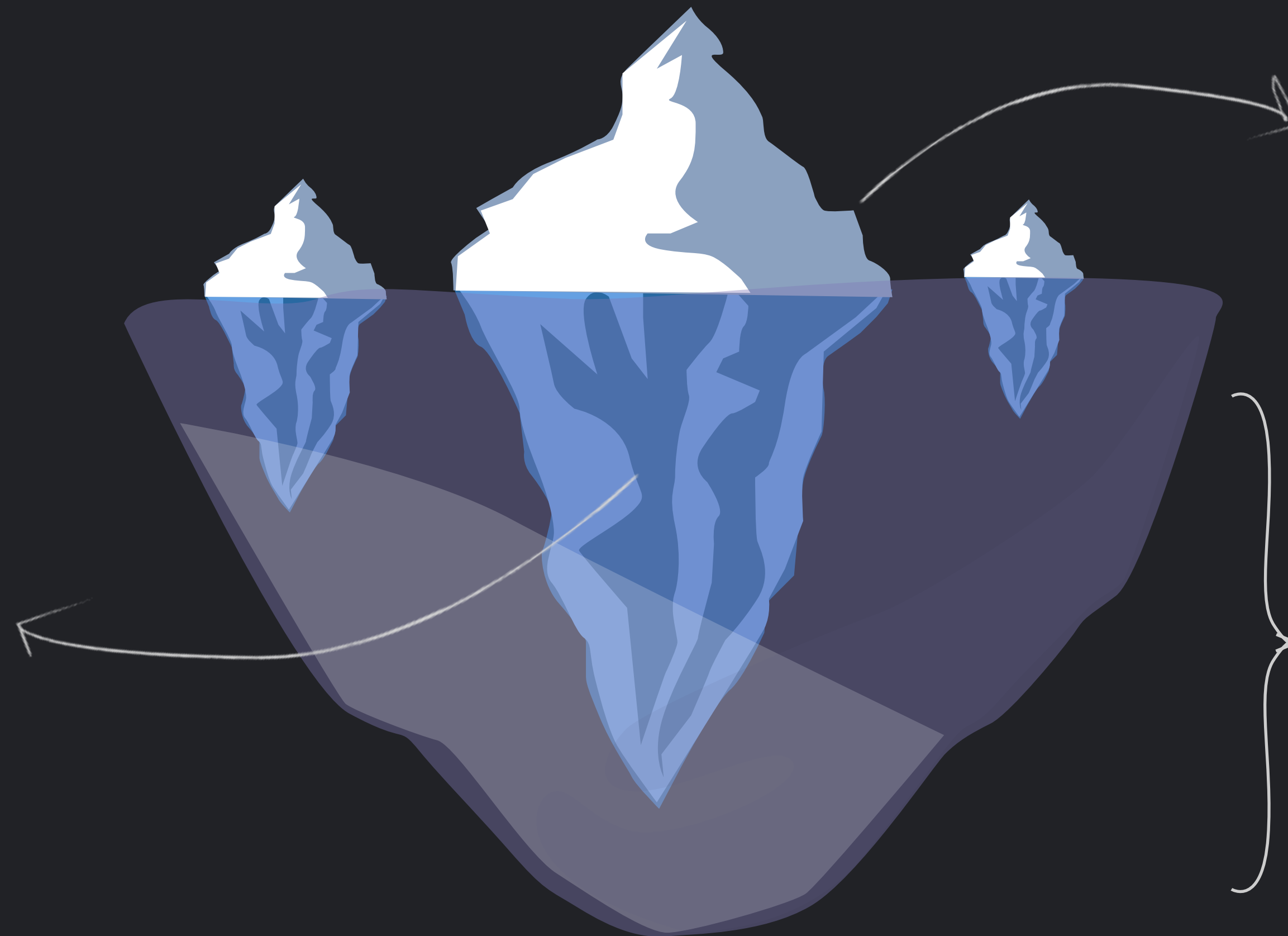
IPO, M&A,

▶ The Way We Work



This is the real core competency:

Post-investment activities

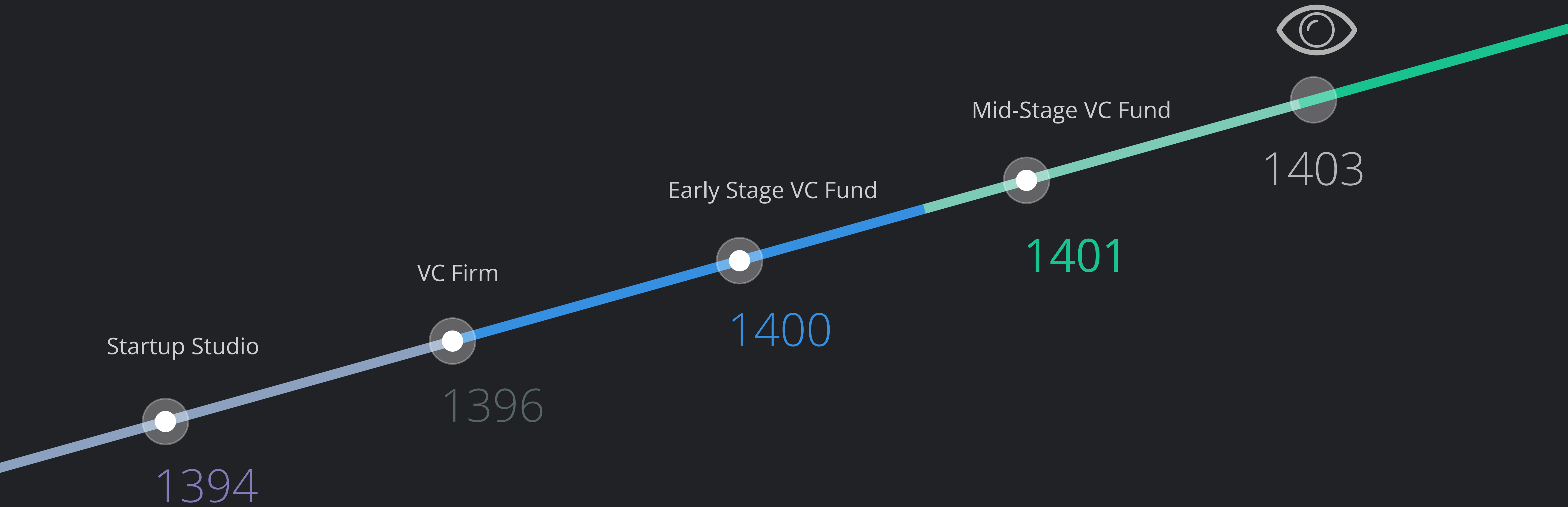


This is what you see:

Fund raising

The main area:

- Mentoring
- Blue Book Network
- Legal & Financial Structure
- Reports Analysis
- Venture Partners
- Next Round
- Exit



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