



# EARLYBIRD

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# Agenda

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**Introduction**

Company

Team

Investment Portfolio

**Company Analysis**

Business model and SWOT analysis

Investment Philosophy (IP)

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**Conclusion**



# Problems



Global Economic Crisis



Europe Recession



Business Bust

Start-ups need capital resources for their business...

**HOW ?**

# Introduction (Earlybird)

- ▶ Earlybird is a venture capital partnership company
- ▶ Portfolio spans across all of Europe - from Istanbul to Stockholm



HQ locations of portfolio companies:

BERLIN
MUNICH
ISTANBUL
PRAGUE
CAMBRIDGE, UK
STOCKHOLM
FRANKFURT
PARIS
MOUNTAIN VIEW, CA
WUERSELEN
MARLBOROUGH, MA
COLOGNE
VIENNA



Geographical activities of active portfolio companies:



Global

74% { Active in 50+ countries

International

11% { Active in 5+ countries

National

15% { Active in 1 country

# Introduction (Earlybird)

- ▶ Founded in 1997
- ▶ Just moved from Hamburg to Berlin
- ▶ Strong Investment philosophy



Total capital raised to date:

\$800m



No. of investments made since formation in 1997:

101

# Core Team Members

**Hendrik Brandis**



**Christian Nagel**



Web-enabled services & gaming

Enterprise technologies & services

Web/cloud-enabled services & telecommunication

Communication & mobile technology



**Roland Manger**

**Rolf Mathies**



# Investment Portfolio

**auctionata**  
Welcome to today's auctions.

**azeti**  
Solution Technology

**BZX**

**carpooling.com**  
CLICK. RIDE. SAVE.

**conject**

**DING DONG**

**EBS**  
TECHNOLOGIES

**EyeEm**

**emoteq**



**LIGHT BLUE OPTICS**

**madvertise**

**miracor**



**nfon**

**OneShield**

**peak**  
GAMES

**simfy**

**smava**

**socialbakers**  
Heart of social media statistics

**traxpay**

**nfon**

**OneShield**

**peak**  
GAMES

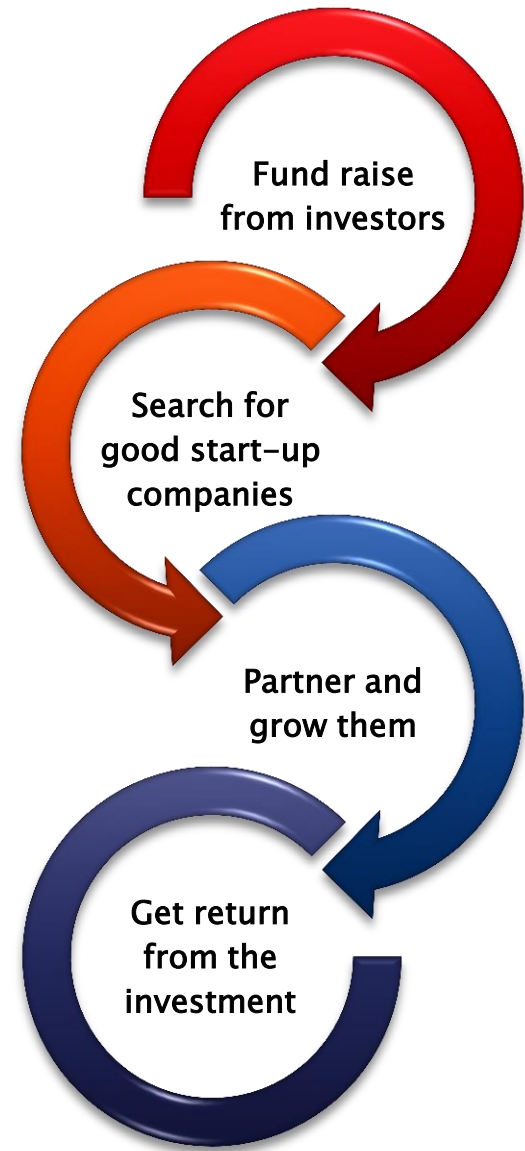
**simfy**

**smava**

**socialbakers**  
Heart of social media statistics

**traxpay**

# Business Model





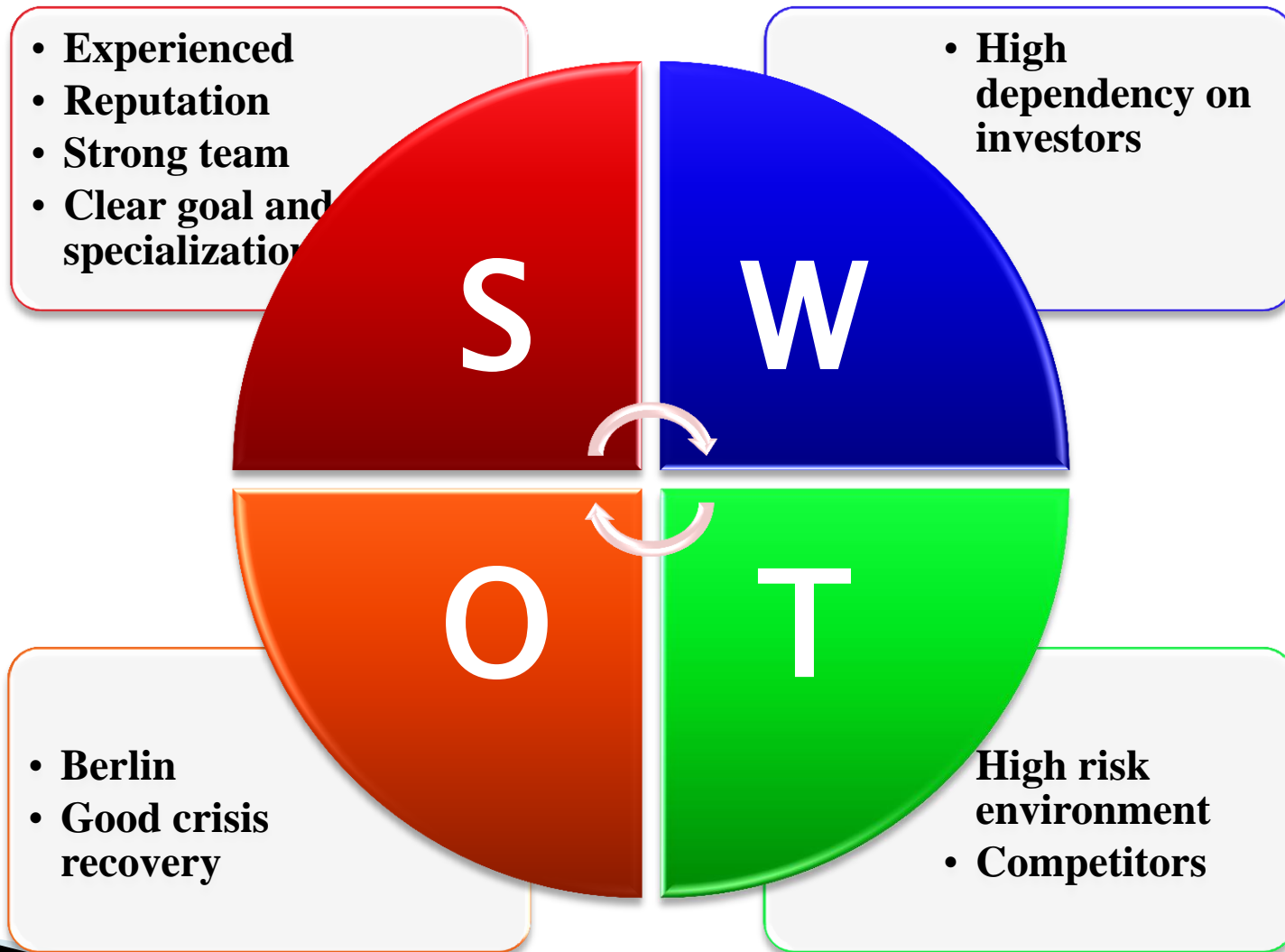
# Business Model



1. Does the **idea** have the potential to grow fast into a big business?
2. Do the **founders** have the qualifications and passion to embark on such a journey of growth?

**Intuition**

# SWOT



# Investment Philosophy(IP)

- Focus on tech companies
- Focus on early stage investments
  - €300,000 – 10.0M
- Offer capital help ,advice, contacts and business discipline
- Believe in originality not copy cat



# Example of IP



**carpooling.com**

Home

About

Press

Jobs

Contact

Choose country ▾

**Join the leading  
carpooling network!**

We connect people across 40 countries  
so they can share their rides.

Sign up to be the first in line when carpooling.com launches

E-Mail

Subscribe



**THOUSANDS**  
OF FRIENDSHIPS  
MADE ON THE ROAD  
(+16 WEDDINGS!)



**500 MILLION**  
LITERS OF GAS SAVED  
(130 M GALLONS)



**50 MILLION**  
PEOPLE  
TRANSPORTED



**1 MILLION**  
TONS OF CARBON  
EMISSIONS SAVED

<http://www.carpooling.com/us/>

# Clients & Partners

- ▶ Partner more than 90 companies
- ▶ Raised \$800M in funds and most importantly have helped many companies





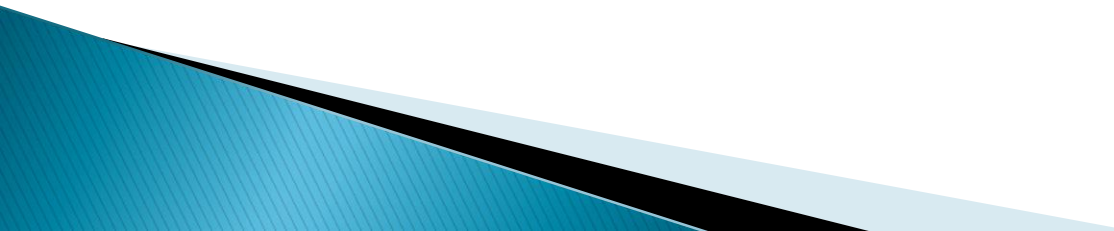
# Investment Summary

Company	Date	Round	Size	Participants
EyeEm <sup>12</sup>	7/13	Series A	\$6M	3
VERSUS IO <sup>13</sup>	5/13	Series A	\$2.8M	5
THE Football App <sup>14</sup>	4/13	Series A	€10M	1
Videdressing <sup>15</sup>	3/13	Series A	\$6M	4
Socialbakers <sup>16</sup>	11/12	Series B	\$6M	2
Auctionata <sup>17</sup>	10/12	Series A	\$16.9M	6
Traxpay <sup>18</sup>	6/12	Venture Round	\$4M	1
Moped <sup>19</sup>	6/12	Venture Round	\$1M	4
smava.de <sup>20</sup>	11/11	Venture Round	€4M	2
Crowdpark <sup>21</sup>	10/11	Series B	\$6M	2
Miracor Medical Systems <sup>22</sup>	10/11	Series B	\$10M	4
madvertise <sup>23</sup>	10/11	Series B	\$10M	3
Socialbakers <sup>24</sup>	9/11	Series A	\$2M	1
Peak Games <sup>25</sup>	9/11	Series B	\$11.5M	2
carpooling.com <sup>26</sup>	7/11	Series B		1
carpooling.com <sup>27</sup>	7/11	Series A		1
Peak Games <sup>28</sup>	5/11	Series A	\$5M	1
nfon <sup>29</sup>	11/10	Venture Round	€4M	4
Light Blue Optics <sup>30</sup>	10/10	Series A	\$13M	6
Crowdpark <sup>31</sup>	6/10	Series A	\$2M	1
simfy <sup>32</sup>	5/10	Venture Round	\$8.84M	3
madvertise <sup>33</sup>	3/10	Series A		2

# Outlook - Video

<http://live.wsj.com/video/berlin-draws-venture-capitalists/B9DD2271-D2D0-4A28-83E4-166C0CD0B679.html#!B9DD2271-D2D0-4A28-83E4-166C0CD0B679>

# Questions Asked In The Video

- ▶ Why now then into berlin?
  - ▶ Center gravity shifting or consolidation in Germany?
  - ▶ Is Berlin typical Germany or something apart?
- 

# Achievements

EARLYBIRD | UPDATE 2013

earlybirdupdate.com



No. of investments made since formation in 1997:

100



No. of currently active portfolio companies:

27



Current cumulated revenues of the 27 active companies:

\$1 Billion



No. of investments made in the last 12 months:

10



Primary focus of the portfolio companies:



Geographical activities of the active portfolio companies:

74%

GLOBAL (Active in 50+ countries)



11%

INTERNATIONAL  
(Active in 5+ countries)

15%

NATIONAL  
(Active in 1 country)

44% Consumer

41% Enterprise

15% Medical Technology

# Business Expansion Strategy

- ▶ Partnering Schools/Institution to identify prospective partnership with new startup
- ▶ Mitigate risk by expanding into Asia markets
  - Look for European company that are expanding into Asia
  - Hire Asian management to know Asian market better





# Conclusion

Take it  
away

- ▶ Hard working and committed individuals
- ▶ Big mission and vision
- ▶ Good strategies
- ▶ Finding own niche in a difficult environment
  - Worse situation, more opportunities
- ▶ Passion and strong relationship to partners/clients