

Capital + Vision from a VC perspective

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PJ Tech Catalyst at a Glance

- ❖ €15m seed stage ICT Focus Fund
- ❖ 30% Piraeus Bank 70% European Investment Fund
- ❖ Management team in Athens, London and Seattle
 - International sector experts
- ❖ 21 investments in ICT
- ❖ € 10 mil invested
- ❖ Funds available for follow-on investment
- ❖ Cross-selling opportunities and sector know-how via Piraeus Bank

€1.5 mil Max Investment / company

80%

Companies >50% revenue
outside of Greece

Our Mission

Help promising entrepreneurs turn their ideas into actions



Invest

Develop local talent and attract investment into Greece



Ecosystem

Support and help shape a dynamic and successful tech start-up scene in Greece



Grow

Grow a group of promising ICT start-ups into world class companies

Building a company is a journey...



Idea

Seed / Angel
Financing

VC Financing
(Typically multiple
rounds)

Exit
(IPO, trade sale,
merger, etc)

Mature
Company

Working Together

1. Investment of up to € 1.5 mil. per company
2. Technology and operational management experience
3. International experience and standards for investing and structuring the deal and sourcing next round investors
4. Global network for business development, follow-on financing and exits

Investment Strategy and Focus

What you need to have

- **Seed stage investment -**
 - Pre-revenue accepted
 - Core team assembled
 - Typically 6 – 24 month old
- **Technology companies**
- **Part of operations in Greece**

What we are looking for

- **Strong and committed team**
- **Well thought-out idea**
- **A Secret Sauce**
- **Strong international potential**
- **Equity investment**

Show us what you can do

What we look at

- **Product**
- **Market (size, growth, comp.)**
- **Competitive Advantage**
- **Go to Market Strategy**



- **Team Experience and Skills**



- **Numbers**



- **Traction**



Why

- How do you create value
- How do you capture that value

- Why are you the right team to solve this

- Which are the KPI's that drive your Business
- What assumptions need to be true for the company to succeed

- How are your assumptions stacking up against market data
- Are customers interested?

What we look for in entrepreneurs

Leadership/Talent

Patience

Competitive Advantage

Courage – Do not fear failure

Understand Competition

Team Chemistry & Depth

Long Term Strategy

Innovative Idea

Commitment
Lifestyle vs. Lifetime

Perseverance

Business Acumen

Execution Abilities

Our Investments



mist.io



21 Investments executed - 17 follow-on investments executed

PJ Team

- Experienced international fund management team
- Deep technology and start-up experience
- Strong investment sector background
- International experience and extensive personal network



**Ion
Tsakonas**
CEO



**Nikos
Antoniou**
investment
manager



**Francesco
Benincasa**
investment
manager



**Christina
Sgardeli**
investment
manager



**Kostas
Mallios**



**Vasilis
Theoharakis**



**Chris
Tsangos**

Greek JEREMIE Funds at a Glance

- ❖ PJ Tech Catalyst, Openfund II, Odyssey Partners, Elikonos
- ❖ Established in Q4 2012 – 10 year life (4 years investment period)
- ❖ €72 mil raised from European Investment Fund (70%) and Private Investors (30%)
- ❖ € 52 mil invested in 69 ICT companies (seed & growth stage)
- ❖ International Funds and Angels co-invested along with JEREMIE Funds
- ❖ Remaining funds available for follow-on investments
- ❖ **ICT focus in various verticals** (Marketplaces, Hospitality & Tourism, Ad Tech/Marketing/Branding, HR services, Professional services, Data Storing & Analytics, Cloud services, IoT, Wearables, Sensors, Urban Development, Sound/Music, Robotics, VR, Video Games, Logistics, PoS)
- ❖ **JEREMIE Funds helped shape the Greek tech startup ecosystem**
- ❖ **Market needs Success Stories and additional Venture Capital funding**

A large iceberg floating in the ocean. The tip of the iceberg is visible above the water line, while the much larger, submerged part is visible below. The text "Thank you!" is overlaid in white on the submerged part of the iceberg.

Thank you!

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