

The Jacana way

Maria Dramaloti-Taylor

Incito Ventures Advisory Board

31 March 2011

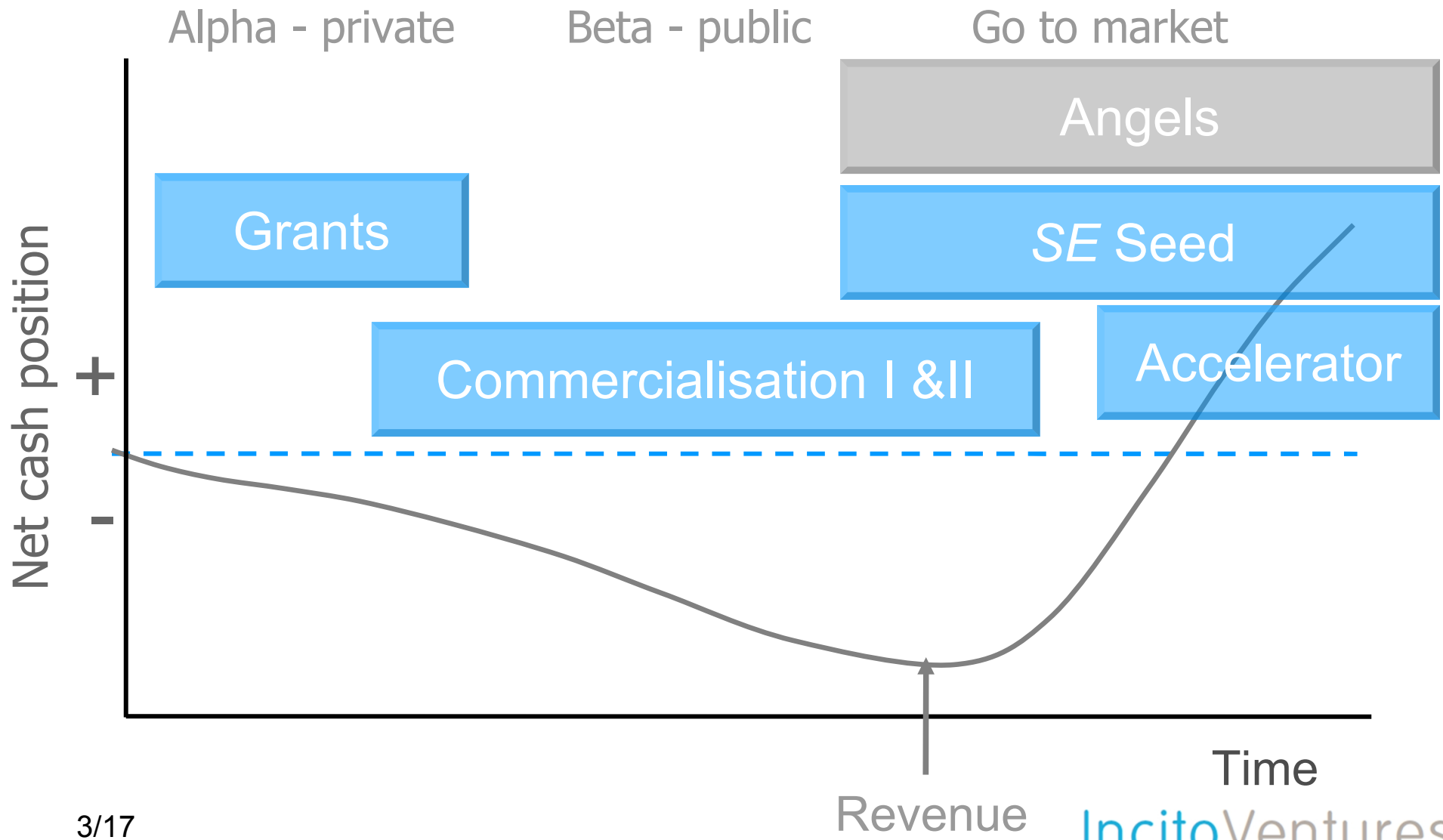


FinanceSE















- UK Venture Accelerator
 - £33m Funds Under Management
 - Pro-entrepreneur, impartial advice
 - Help entrepreneurs build businesses

- Funded by Regional UK Government to date
- Stand alone post April 2011

FinanceSE Funds

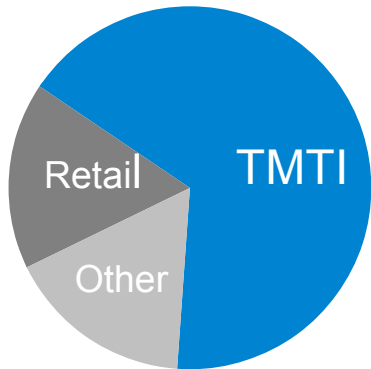


SE Seed Fund Portfolio

 <p>Babuki Lead Investor in 2 Equity Funding Rounds Not Disclosed</p> <p>FinanceSouthEast Transformative Funding 2010</p>	 <p>Benjoy Lead Investor in Seed Equity Funding Round Not Disclosed</p> <p>FinanceSouthEast Transformative Funding 2010</p>	 <p>dezineforce empowering designers Lead Investor in Seed Equity Funding Round Not Disclosed</p> <p>FinanceSouthEast Transformative Funding 2010</p>	 <p>Duvas Technologies Lead Investor in £915,000 Equity Funding Round Not Disclosed</p> <p>FinanceSouthEast Transformative Funding 2010</p>	 <p>GRAD FUTURES Lead Investor in Seed Equity Funding Round Not Disclosed</p> <p>FinanceSouthEast Transformative Funding 2010</p>	 <p>helveta Investor in Seed Equity Funding Round Not Disclosed</p> <p>FinanceSouthEast Transformative Funding 2010</p>	 <p>EMEDIA SIFT Lead Investor in 2 Equity Funding Rounds Not Disclosed</p> <p>FinanceSouthEast Transformative Funding 2009 & 2010</p>
Multi-Player casual gaming platform	Toddler Snack Food	Engineering Design Software	Multi-Gas Detection & Mapping system	Graduate recruitment website	Tracking technology for timber/fuel	Blog and news aggregator
 <p>ParcelGenie.com Instant Spontaneous Gifting Lead Investor in 2 Equity Funding Rounds Not Disclosed</p> <p>FinanceSouthEast Transformative Funding 2009 & 2010</p>	 <p>tdb fusion Lead Investor in Equity Funding Round Not Disclosed</p> <p>FinanceSouthEast Transformative Funding 2010</p>	 <p>ToxiMet Lead Investor in Seed Equity Funding Round Not Disclosed</p> <p>FinanceSouthEast Transformative Funding 2009</p>	 <p>UltraSoC Technologies Joint Lead Investor in Seed Equity Funding Round Not Disclosed</p> <p>FinanceSouthEast Transformative Funding 2009</p>	 <p>Vertical Wind Energy Lead Investor in £880,000 Equity Funding Round Not Disclosed</p> <p>FinanceSouthEast Transformative Funding 2010</p>	 <p>White Springs Empowering Sales Technology Lead Investor in Seed Equity Funding Round Not Disclosed</p> <p>FinanceSouthEast Transformative Funding 2009</p>	 <p>yango TV Lead Investor in Seed Equity Funding Round Not Disclosed</p> <p>FinanceSouthEast Transformative Funding 2009</p>
Giftng solutions for social networks/mobile	Integrated IT management solutions	Food testing technology-spin-out from Greenwich	Debug support platform for electronic systems-on-chip	Design and manufacture vertical axis wind turbines	Sales Training Software	Mobile TV

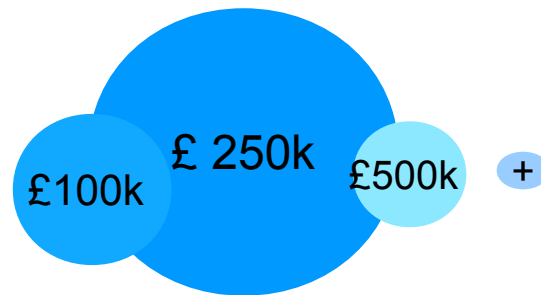
Incito Ventures

What?



TMTI + F-factor

How much?

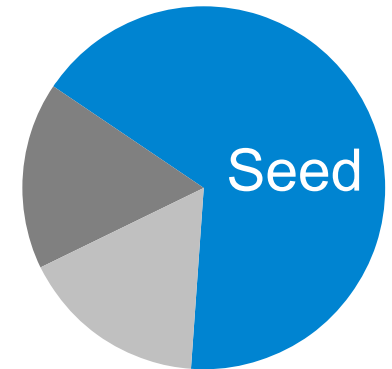


£50k

Initial investment

£1m

When?



Angel network of City professionals & exited entrepreneurs
Investing in great businesses & teams with gender-diversity

OPPORTUNITY <4% of VC-backed companies are female-led:

12% higher revenues & 30% less capital

30% better IPO performance

Incito Pipeline



space) (s y n a p s e™®



Girl Meets Dress
borrow...party!..return



Digital Forming

Mobile deals 2010

Creativity Software – MMC ventures

Getjar Networks – Accel partners

Handmade mobile entertainment – Doughty, Nauta, Seraphim

Mi-pay – Octopus

Muzicall – Ventech SA

Picochips – Pond, Atlas, Highland, Intel, Rothschild, SEP

Ubiquisys- Atlas, Accel, Advent, Yasuda Enterprise Dev.

Amobee – Vodafone, Sequoia, Cisco

Imagine communications – DFJ

Mobixell – Apax, Comverse, intel, Smac

Perfecto Mobile – Vodafone *et al.*

Angel Capital 1.0

- 4 to 6k UK Angels , £1bn p.a.
 - ave £25k to £100k per deal
 - £100k to £500k syndicated rounds

- Low on futurism, high on cashflow & management

- Gate keepers: Business Angel Networks
 - Model: £5k & 5%
 - “Agency” issue: transaction bias

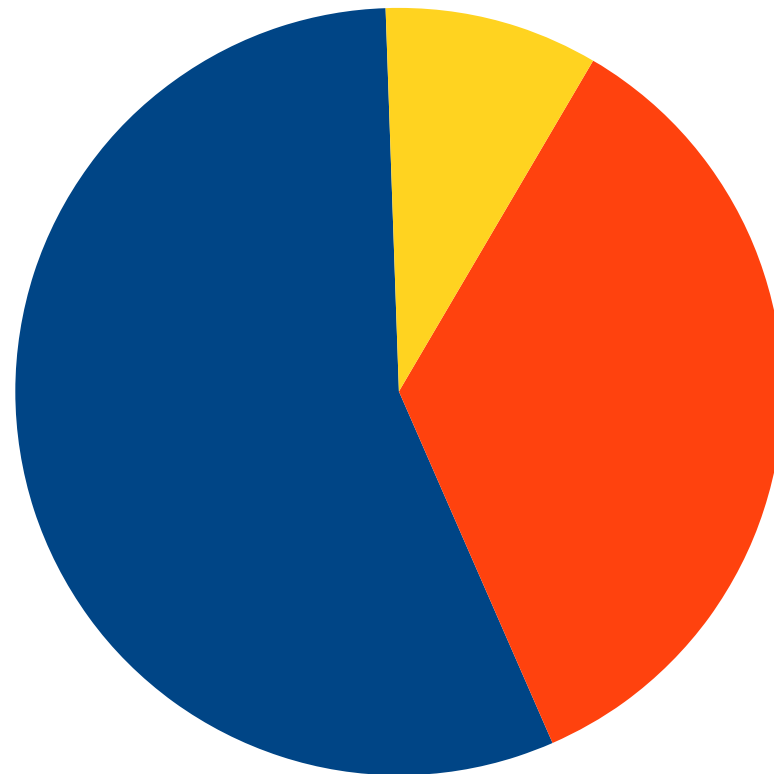
Angelic exits

Exit type:

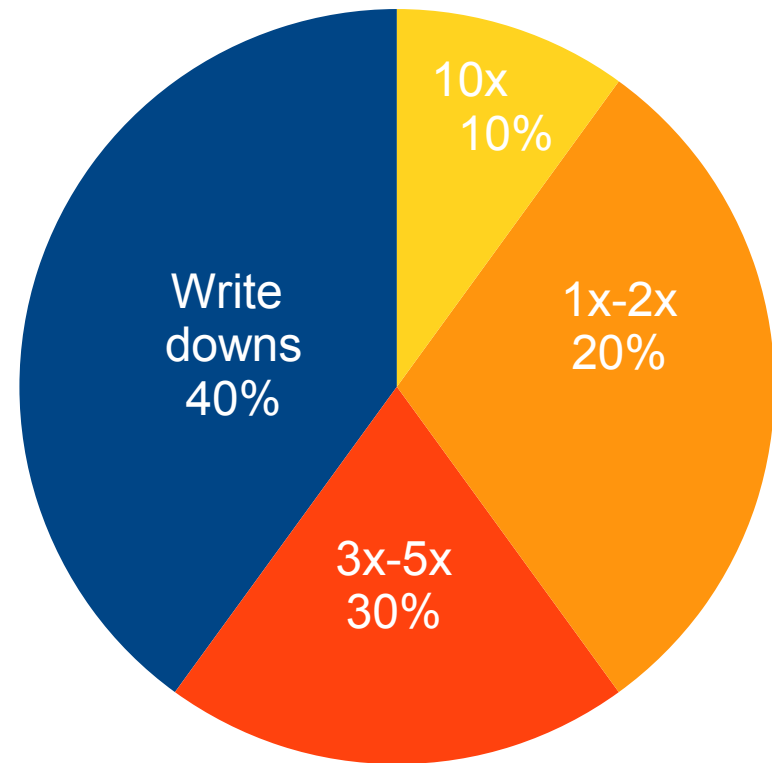
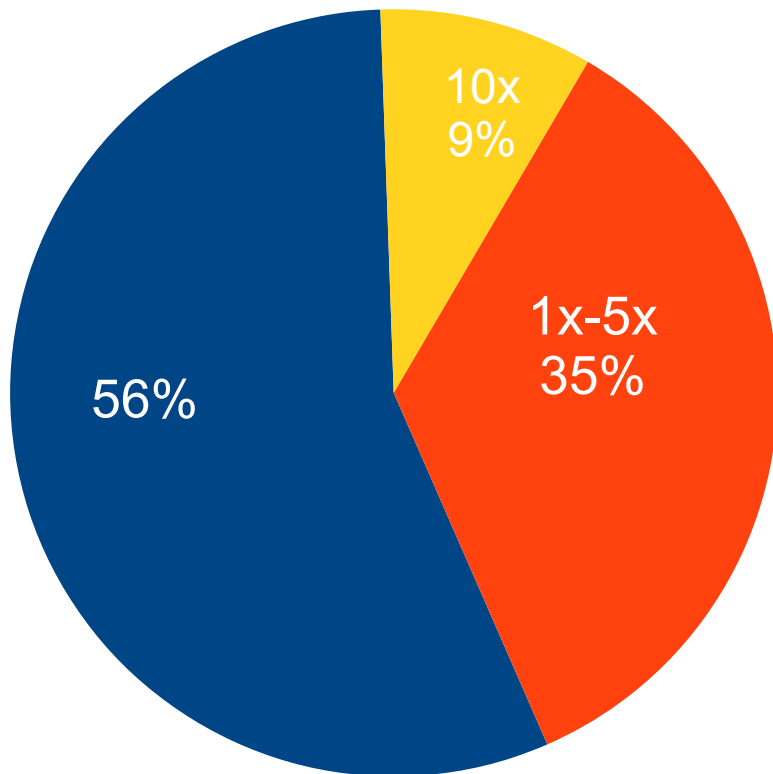
Lose the shirt

Home win (1-5x)

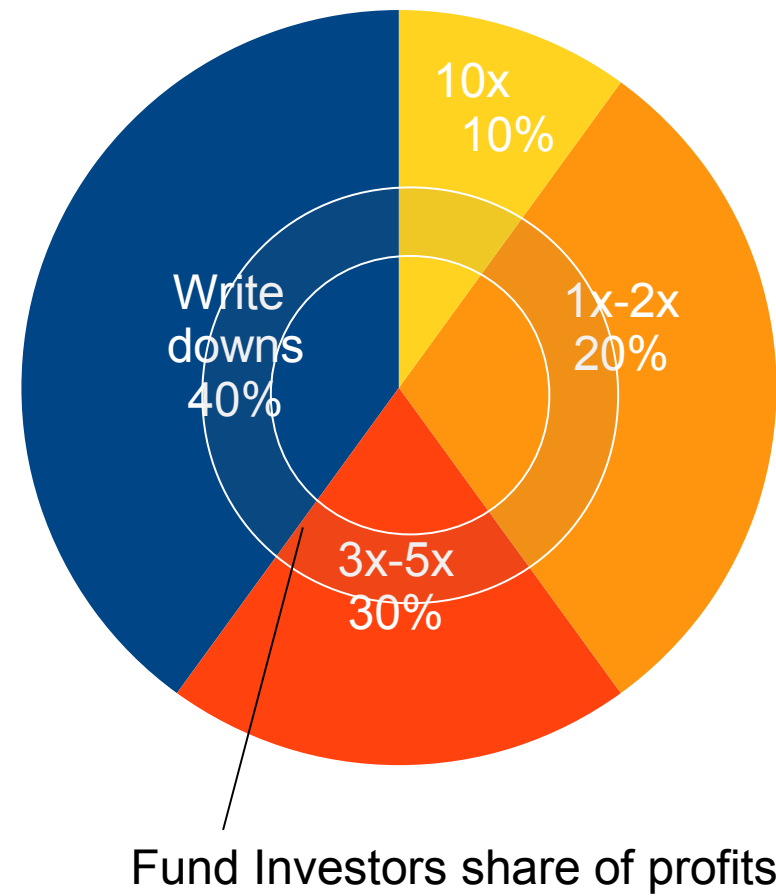
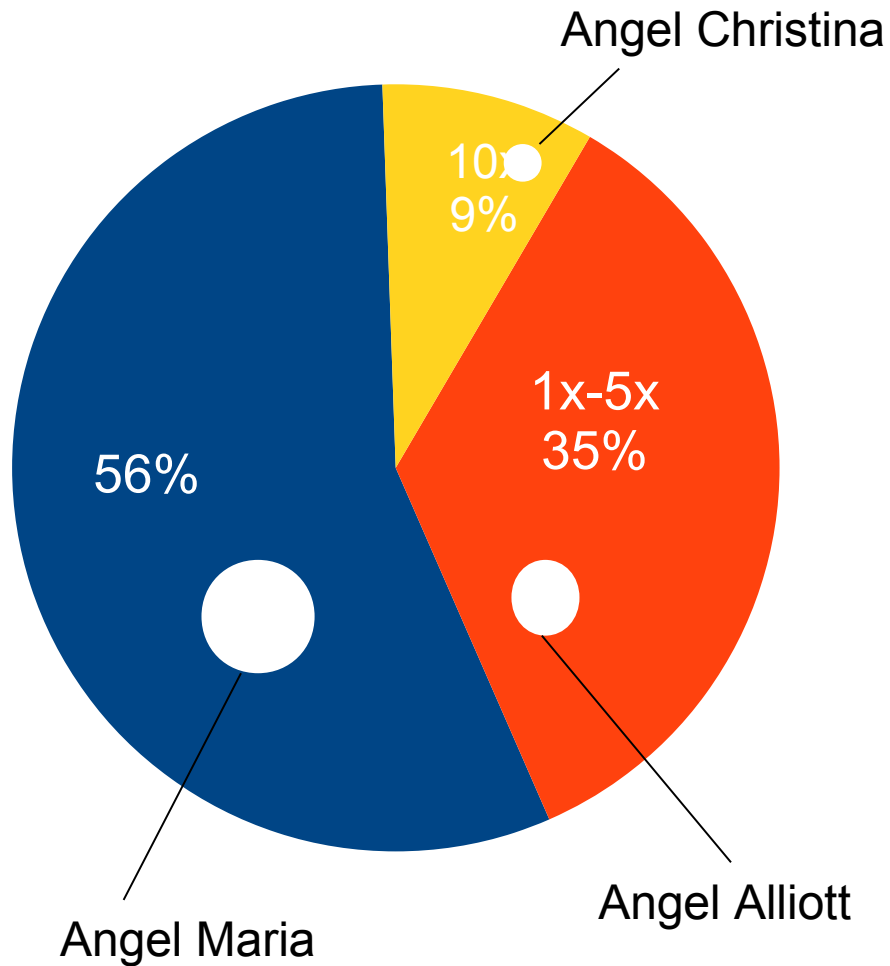
Bingo (10x)



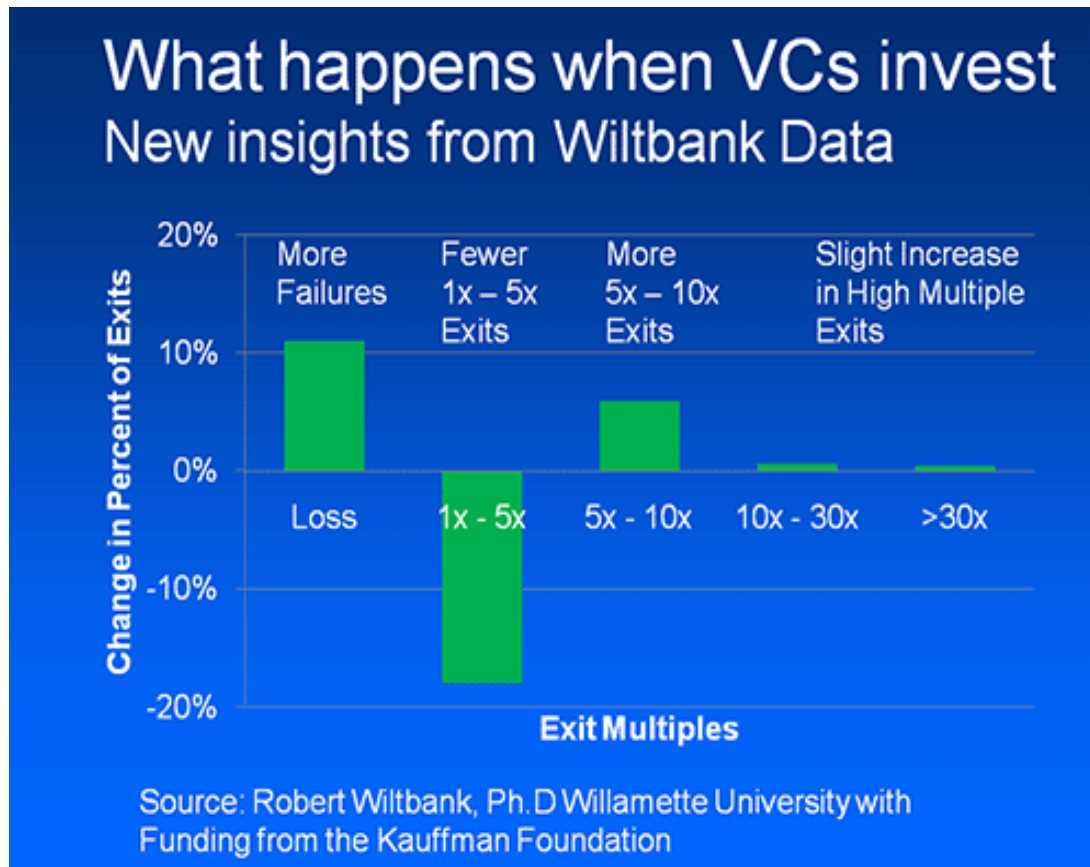
Angels exits vs. VC exits



Angels exits vs. VC exits

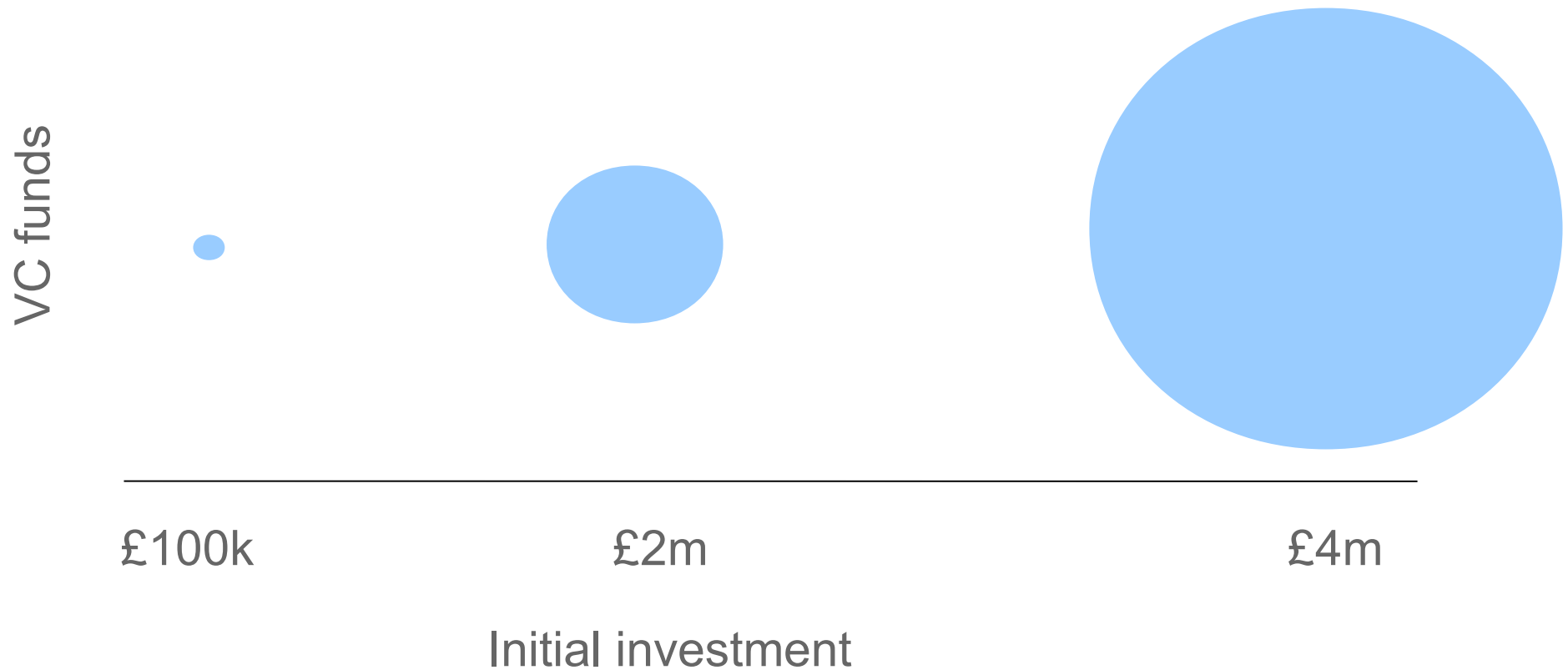


The VC effect on exits

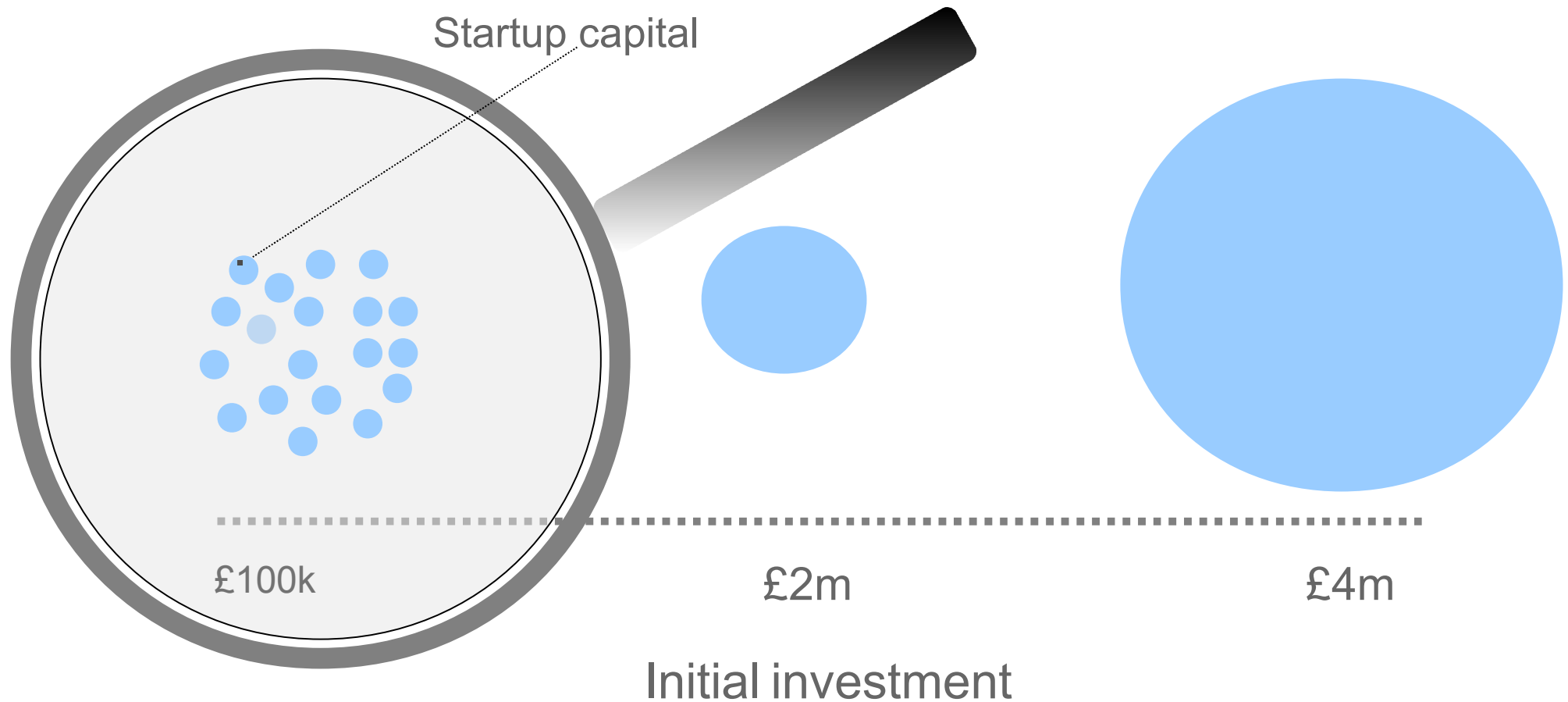


www. <http://www.instigatorblog.com>

The equity gap



The equity gap cliché



New seed taxonomy

- Accelerators / Incubators
 - Ycombinator, TechStarts, The Difference Engine, HackFWD
- Super Angel – high batting ave, sells, talks little
- SuperNetworkedAngel (Ron Conway)
- Small Possee Fund (FounderCollective)
- Lean VC who treats every seed like it

<http://www.freddestin.com/blog/>

Fight the information asymmetry

- Homework: “what they offer” vs. “what you need”
 - Initial capital per idea
 - Sector focus: do they understand it?
 - Risk tolerance: can they deal with uncertainty?
 - Compatibility: will their pride suffer if you fail?
 - Terms (& strings attached)

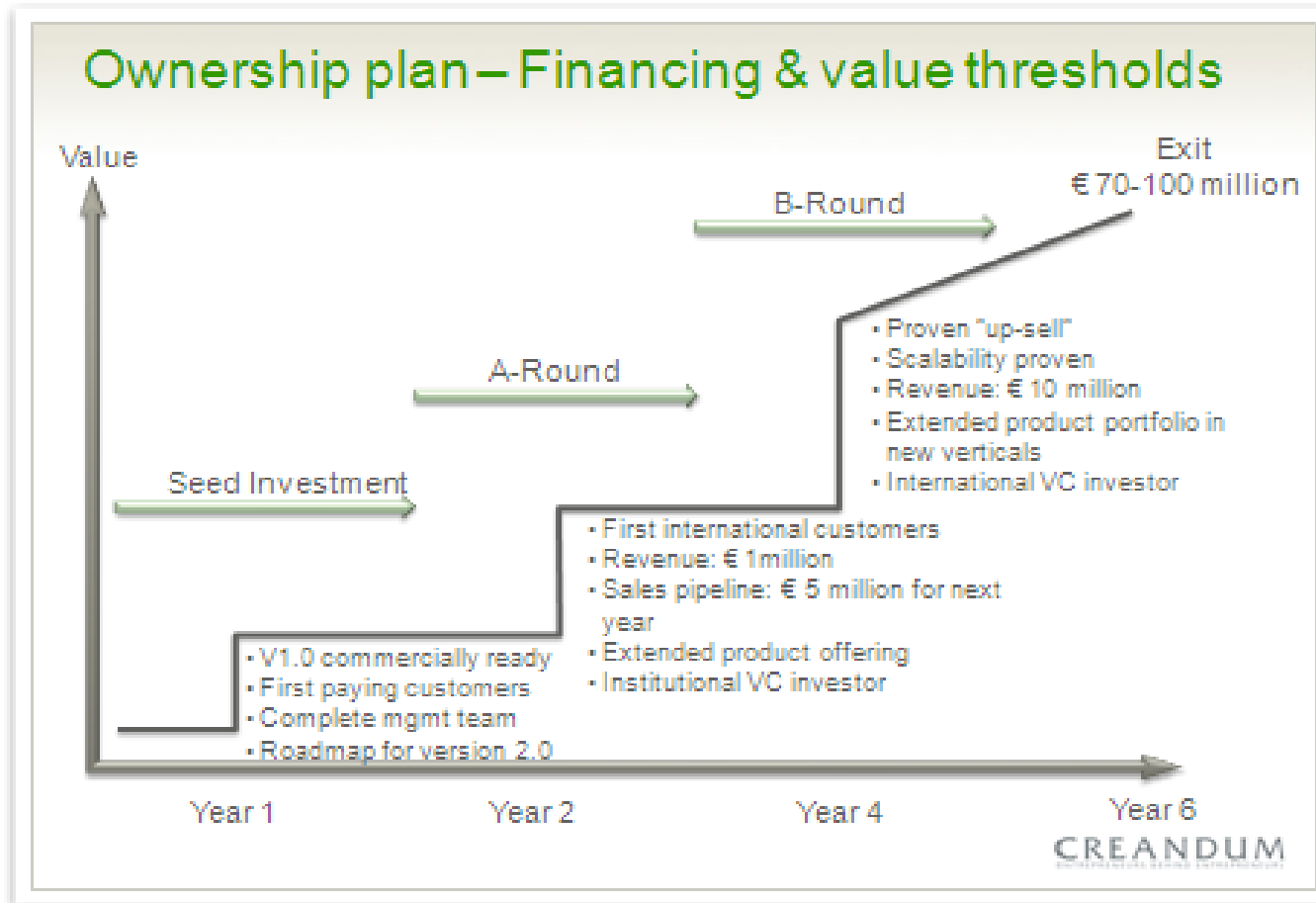
www.thefunded.com

Do it like a Jacana



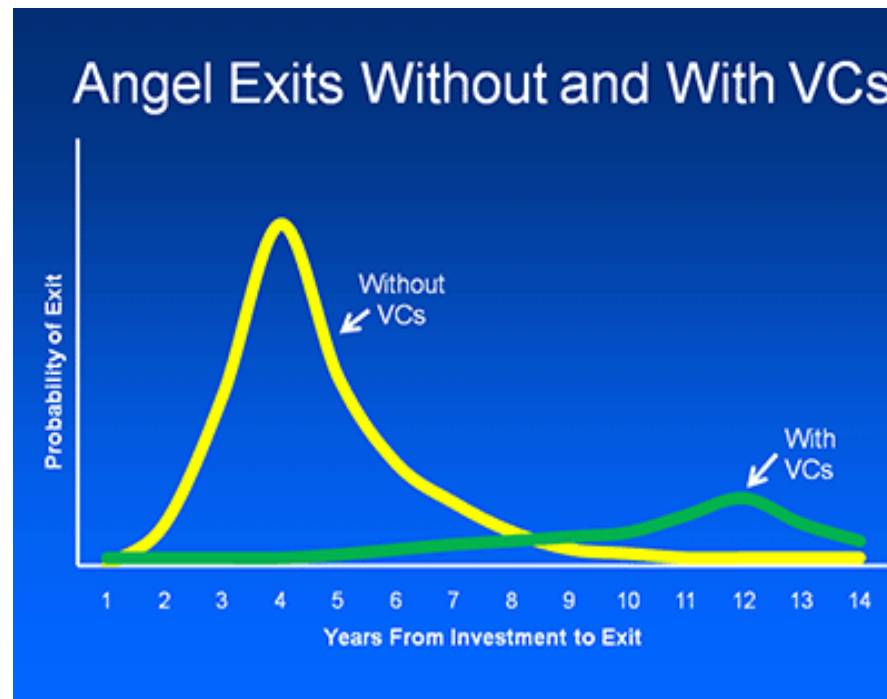
Appendices

Milestones & Rounds



<http://vcperspectives.com/wordpress/page/3/>

Time to Exit: Angels vs VCs



<http://www.techvibes.com/blog/what-happens-to-exits-when-vcs-invest>