


Top 10 Fundraising Pitfalls

Alex v. Frankenberg, High-Tech Gründerfonds

Agenda

- High-Tech Gründerfonds and our background
- Top 10 Fundraising Pitfalls
- So what

HTGF – key facts

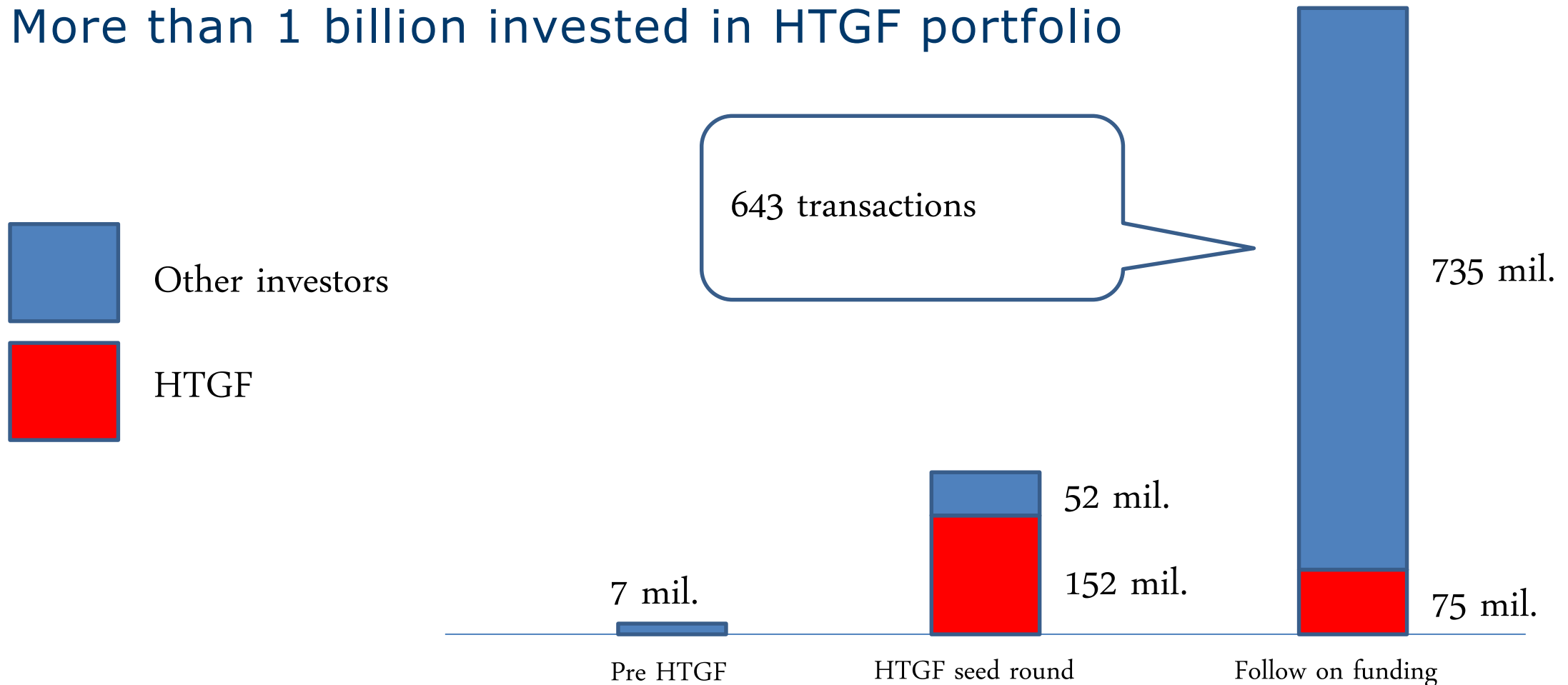
	Fonds I	Fonds II
Founded	2005	2011
Volume	272.0 mio. €	304 mio. €
Investors		
Planned duration	6 years investment plus 7 years disinvestment period	
Focus	Innovative high-tech companies in the seed phase (start of operations < 1 year)	
Investment type	Up to 2 mio. € per company, thereof 0.5 mio. € in the seed round, equity participation and mezzanine means	
Value Add	Operational support through local coaches Hands-on and strategic support by investment managers	

Results

- **367 investments**
- **735 m€ follow on investments by third parties**
- **38 Exits**
- **88 failed companies**
- **78 paper millionaires, 15 real millionaires**
- **> 150 management placements in portfolio**



More than 1 billion invested in HTGF portfolio



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Number 1

Timing



START-UPS
INITIATIVE IM BVDW
DAS BVDW START UP FORUM AM 9. SEPTEMBER 2014 – DMEXCO / KÖLN

Veranstalter



Wir sind das Netz

Partner



Number 2

Too slow



START-UPS
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Number 3

The pitch

Number 4

Over- / underselling



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BVDW

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dm exco
DIGITAL MARKETING
EXPOSITION & CONFERENCE

Number 5

Too early

Number 6

The investor



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Number 7

Valuation

Number 8

Financing volume

Number 9

Negotiation

Number 10

The relationship

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Input is the largest driver of the output

"When you are becoming really tired and its getting close to 3 or 4 AM, then you can get some cold water and put your feet in it. That will make you endure a little bit more"

Ingvar Kamprad



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Partner



Looking forward to work with you

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