

# INVESTOR SUMMIT.li

**SICTIC**  
SWISS ICT INVESTOR CLUB

## Let's Get Started

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Introduction to Angel Investing



# AGENDA

- Welcome & Introduction
- Venture Investing
- 1x1 Angel Investing
- Questions & Buffer



SICTIC Vice President

**Ralph Mogenicato**

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Vice President SICTIC, Angel Investor, Entrepreneur, Professional Board Member  
lic. oec. publ., dipl. Wirtschaftsinformatiker UZH, former CEO of Synpulse, Board  
Member Crealogix

1990 - **Vontobel**

1993 -   **TEXAS INSTRUMENTS**

1996 -   
solve·evolve

2012 - Angel Investor, Senior Advisor, Active Investor,  
Consultant

2015 -   
**SICTIC**  
SWISS ICT INVESTOR CLUB

2017 - More Mandates as Professional Board Member, eg.  
Crealogix, Esurance, Inacta, ...

# My (SME) Portfolio My sweet spot is international fintech startups with a B2B / SaaS Business Model.

## Classic Companies

**ZATTOO**  
2013-19

SOLD

**itsbusinessAG**  
2011-2017 / 2018 - now

Partial Exit

**QUARTAL** | Financial Solutions  
2012 - now

**core**  
systems  
2013-2018

SOLD

**ASSEPRO** esurance  
Sicherheit für Unternehmen  
INVESTNET  
2016 - now

## Fintech (B2)B2B

**contovista**  
2013 - 2017

SOLD

**sonect**  
2017 - now

**Enterprise Bot**  
2018 - now

**ALLVER**  
2016 - now

**nector**  
2015 - now

**APIAX**  
2017 - now

**IMBURSE**  
2018 - now

**ABC**

2018 - now

**SwissDiamondCoin™**  
The Original Diamond Based Cryptocurrency

**vlot.** 2019 - now

## “Various”

**STARMIND**  
2011 - now

**unblu**  
2012 - now

**ChatOwl**  
2013 - now

**willcome.to**  
2013 - now

**KOEME**  
2012 - 2018

**CLINPAL**  
2016 - now

**startupbootcamp Africa**  
2017 - 2019

**tryb Capital**  
2017 - now



Instahive, IC21, Friendstipp



SICTIC Board Member

**Tatjana de Kerros**

tatjana@sictic.ch

Head of Corporate Venturing @ Ricola, Board Member @ SICTIC, CVC, Investor and shaker for Swiss early-stage tech ecosystem.

**Ricola®**

**SICTIC**

**Bilan**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency



venturelab

KICKSTART  
**ACCELERATOR**

أرامكو السعودية  
Saudi Aramco



مدينة الملك عبدالعزيز  
للعلوم والتقنية  
KACST

# Welcome & Introduction

*A few words about SICTIC.*



The background features a complex network of white lines connecting various white dots, resembling a digital or neural network. In the bottom right corner, a human hand is visible, reaching upwards with the index finger pointing towards the center of the slide.

Our Mission:

## To Shape The Future

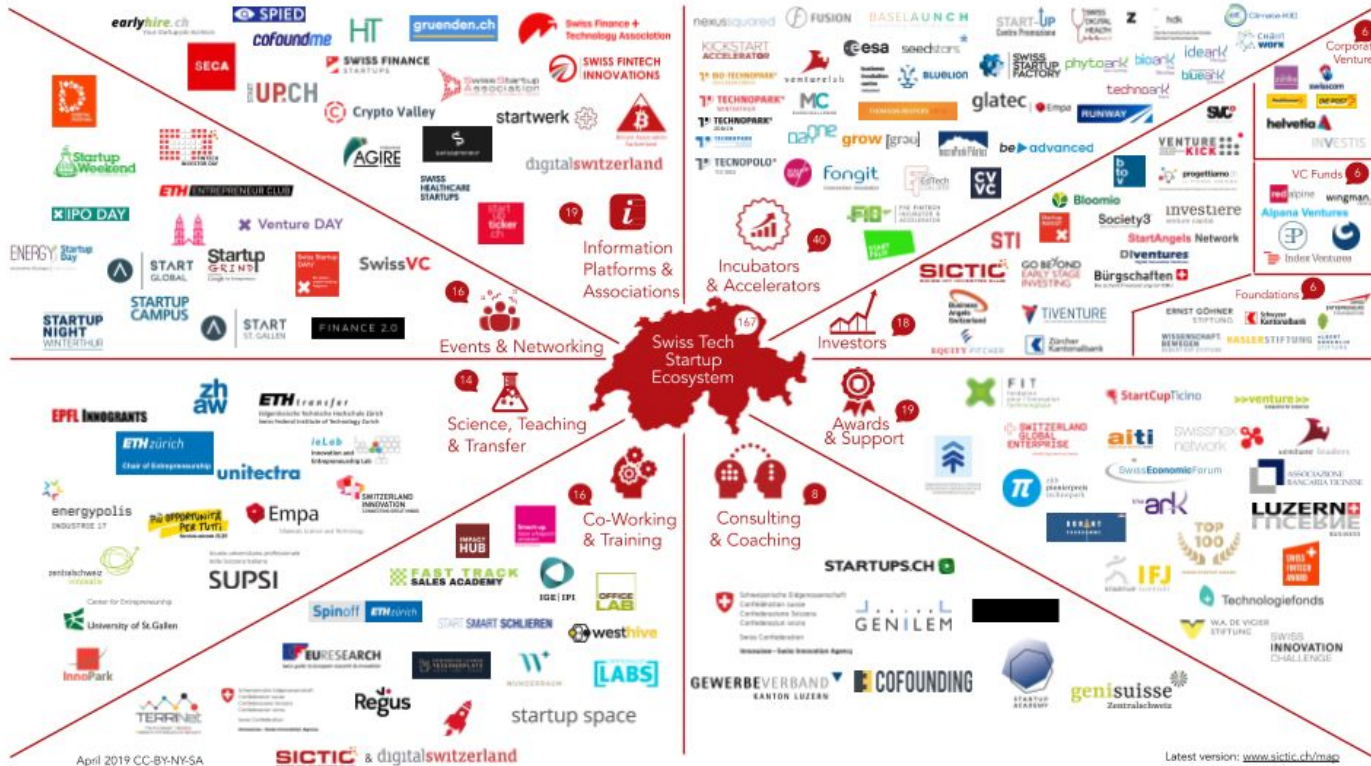
By providing **smart money** for innovative Swiss early-stage deep-tech startups that scale their business to become impactful companies.

# About Swiss ICT Investor Club (SICTIC)

- Non-profit association established in 2014 that **connects smart money investors to Swiss early-stage tech startups** (Business angels club)
- **300+ SICTIC** angel investors
- In 2017:
  - **>CHF 20M invested by** SICTIC angel investors in >19 startups;
  - Out of all 91 Swiss tech startups that got funding in 2017 (according to Swiss Venture Capital Report), **>36% pitched** at one of the SICTIC events;
  - **40%** of the 82 tech startups in the **2018 TOP 100 Swiss Startups Awards** were presented to members of the SICTIC Investor Community during their fundraise.
- SICTIC does not take any finder's fees or investment commissions, **all money goes to the startup.**

# About Swiss ICT Investor Club (SICTIC)

# SICTIC in the Swiss Startup Ecosystem



# SICTIC in Numbers

**>250**  
Investor  
Members

**>1500**  
Startup  
Screened

**>3400**  
Attendees

**488**  
Startup  
Pitches

**62**  
Matchmaking  
Events

**>3000**  
Newsletter  
Subscribers

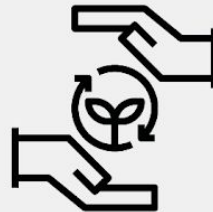
The numbers reflect SICTIC investor community and event activities until end of year 2018.

# SICTIC Startup Investments 2017 – 2018



**42**

SICTIC backed startup  
funding rounds



**0.75M**

Median round size

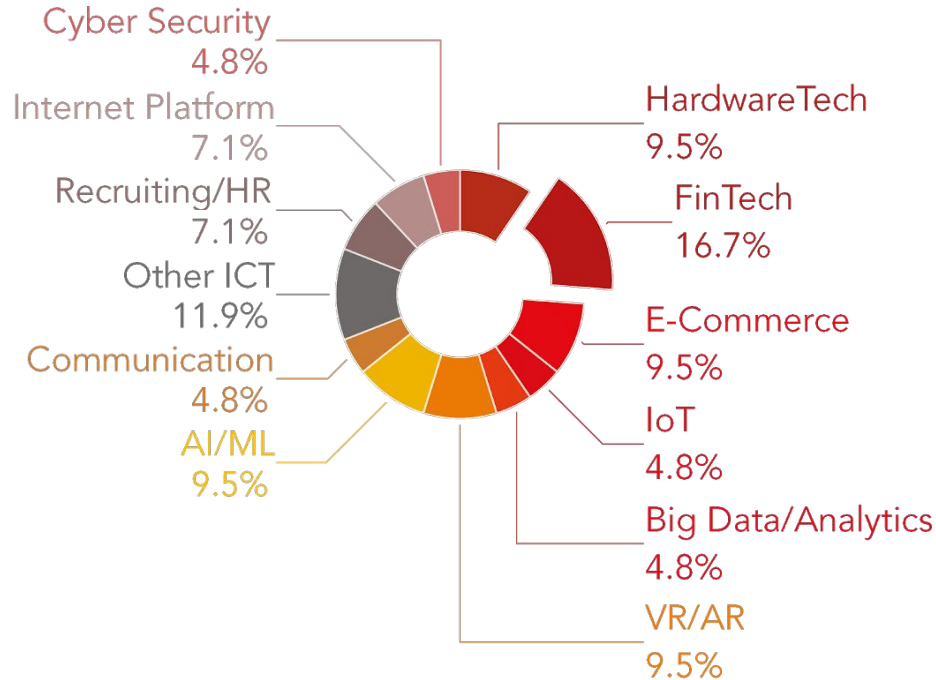


**12-15M**

SICTIC Investment  
contribution

Data for year 2018

# SICTIC Funded Startups by Sector



**2018**



# MEET THE BOARD



**Dr. Thomas Dübendorfer**  
President



**Dr. Bolko Hohaus**  
Vice President



**Ralph Morigato**  
Vice President



**Dr. Alain Dargham**  
Board Member



**Nicola Fantini**  
Board Member



**Dr. Cornelia Gut**  
Board Member



**Thomas Kern**  
Board Member



**Tatjana de Kerros**  
Board Member



**Rüdiger Petrikowski**  
Board Member



**Nina Portier Reinhart**  
Board Member



**Dr. Oliver Staffelbach**  
Board Member



**Magda Tarasinska**  
Board Member



# Investor Community Benefits

**PUBLIC**

**PUBLIC SICTIC  
NEWSLETTER**

**INVESTOR / STARTUP  
MATCHMAKING EVENTS**  
(>12 events per year, >100 pitches  
in Zurich, Lausanne, Geneva, Lugano, Zug)

**MEMBERS ONLY**


**MEMBER & DEALFLOW  
NEWSLETTER**

**ANGEL TRAININGS:  
TALKS, HAND BOOK, WEBINARS**

**ONLINE DEAL PLATFORM**

**ANGEL  
LUNCHES, APEROS, MEETUPS**

# SICTIC Dashboard - Startup Document Storage

 SICTIC Investor Dashboard

DashboardEvents ▼ResourcesSupportCo-Investors Only



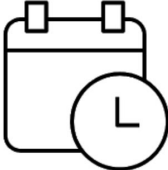

Report an Investment / ExitSubmit Deal to DD Newsletter / Preferred Co-Investor

Access the Startup Database

Trouble Shooting:

> When accessing the "Startup Database", make sure you are not signed in to an Airtable account other than your investor.sictic.ch account. You can check if you are signed in to an other account by navigating to [www.airtable.com](https://www.airtable.com).

> When prompted to sign in to Airtable, make sure you press the button "Sign in with Google".



[Startup Database](#)[New Startups](#)[Startups by Sectors](#)[Startups by Events](#)

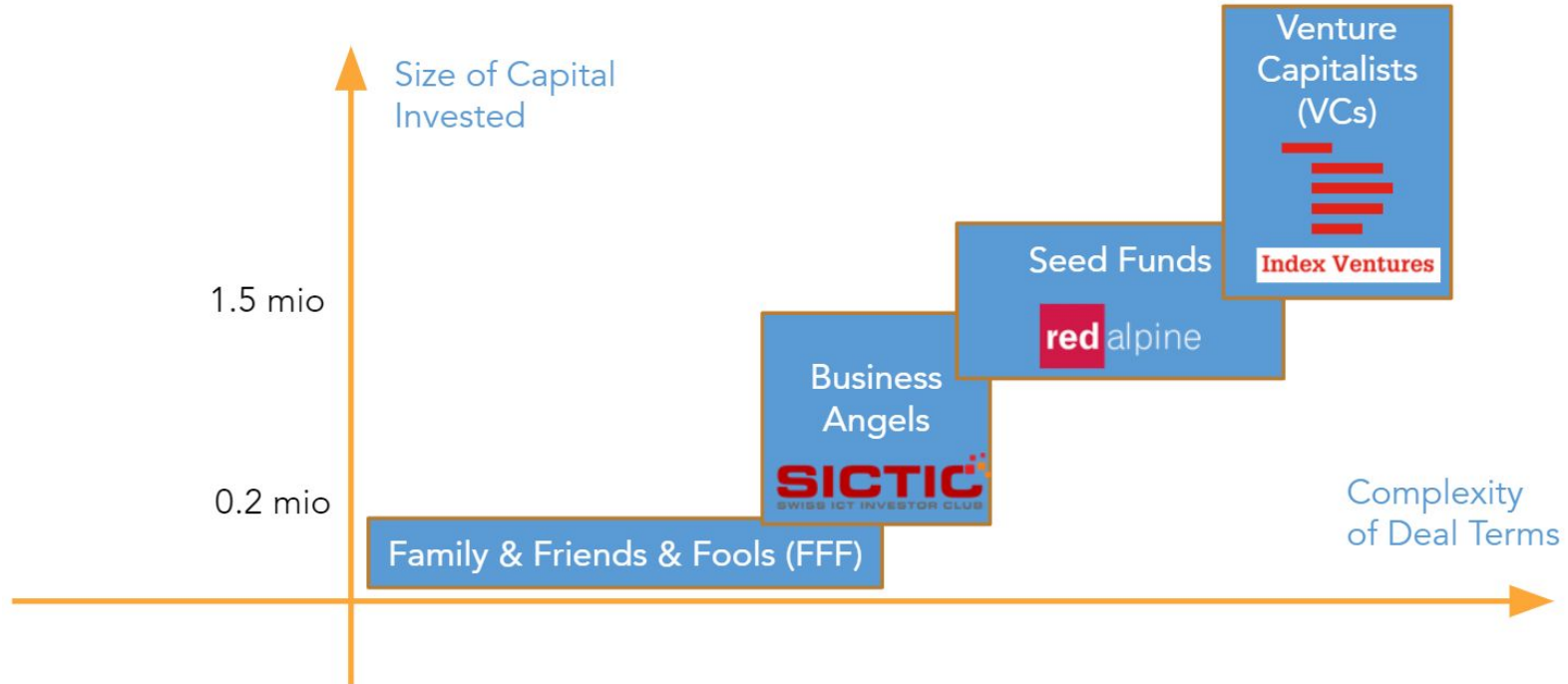
# Investor Newsletter

- Announcing Events and Pitching Startups
- Sharing Videos of Startup Pitches
- Due Diligence Newsletter
- Ecosystem News & Special Discounts to industry events

# Venture Investing

*Understand the characteristics of this asset class.*

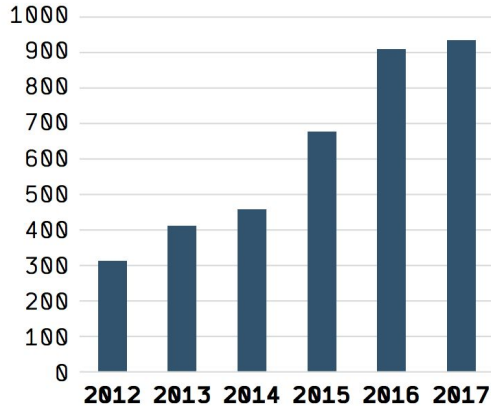
# Types of Early Stage Investors



# 2017: 938 Mio. Venture Capital for Swiss Startups

## Invested capital 2012-2017

[ CHF m ]



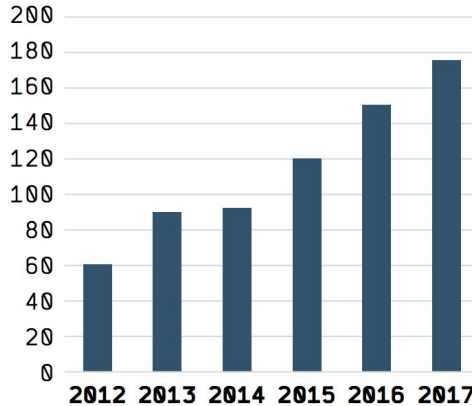
INVESTED  
CAPITAL 2017

938

CHF M

## Financing rounds 2012-2017

[ number ]



175

FINANCING  
ROUNDS 2017

## 91 Tech Startups

got funding in Switzerland in 2017

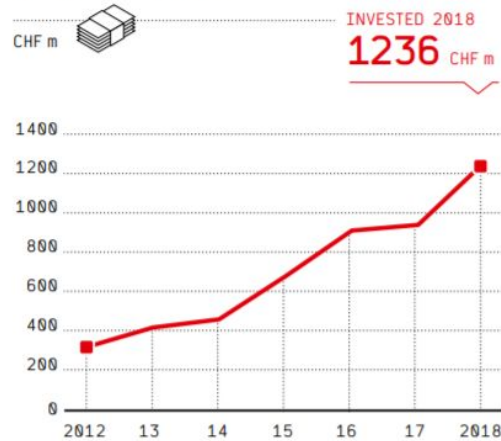
## 32+ (35%) Startups

More than 32 early-stage tech startups that have pitched at an investor event of the Swiss ICT Investor Club (SICTIC) in 2017 got funding.

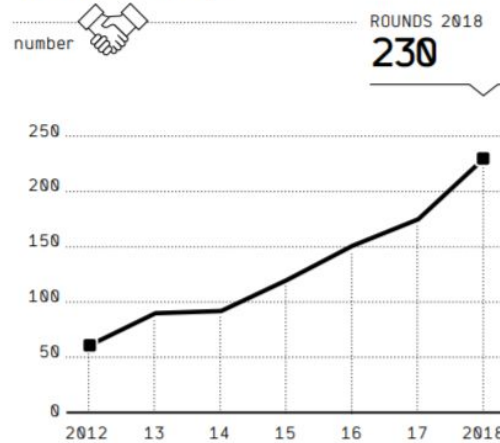
# 2018: ICT investments for the first time passed biotech



Invested capital  
in Swiss start-ups



Financing rounds  
of Swiss start-ups



**Tech Startups raised  
658 mio CHF**

**57% share of ICT and  
Fintech Rounds**

# Startup Investments as Asset Class

- **Highly illiquid**
  - Until startup exit it takes 5-9 years on average; hard to sell early. Better start with angel investing now ;-)
- **High risk**
  - You may loose it all
- **High returns**
  - High multiples possible for seed investments by angel investors
- **Smart money** is a game changer
- **Extra**
  - Learn from interesting people and have fun

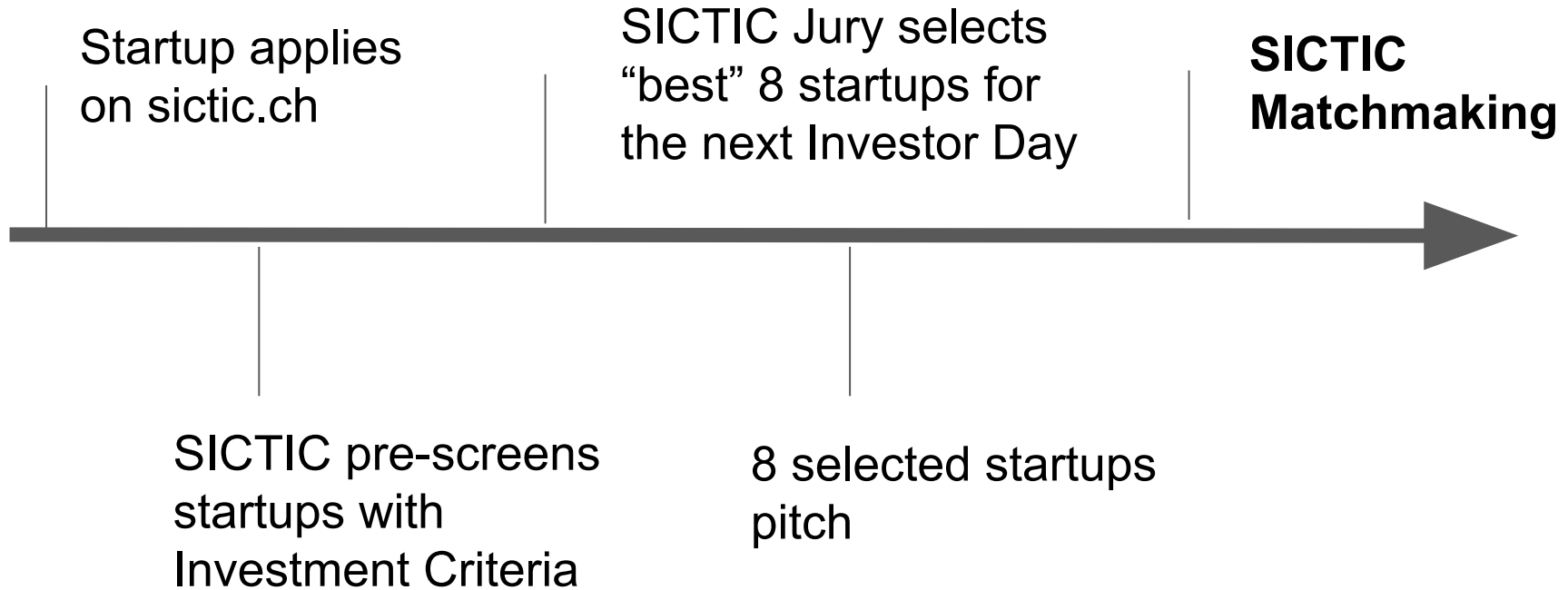




# 1x1 Angel Investing

*The Basics. But Get to the core biz of startup, to the MVP*

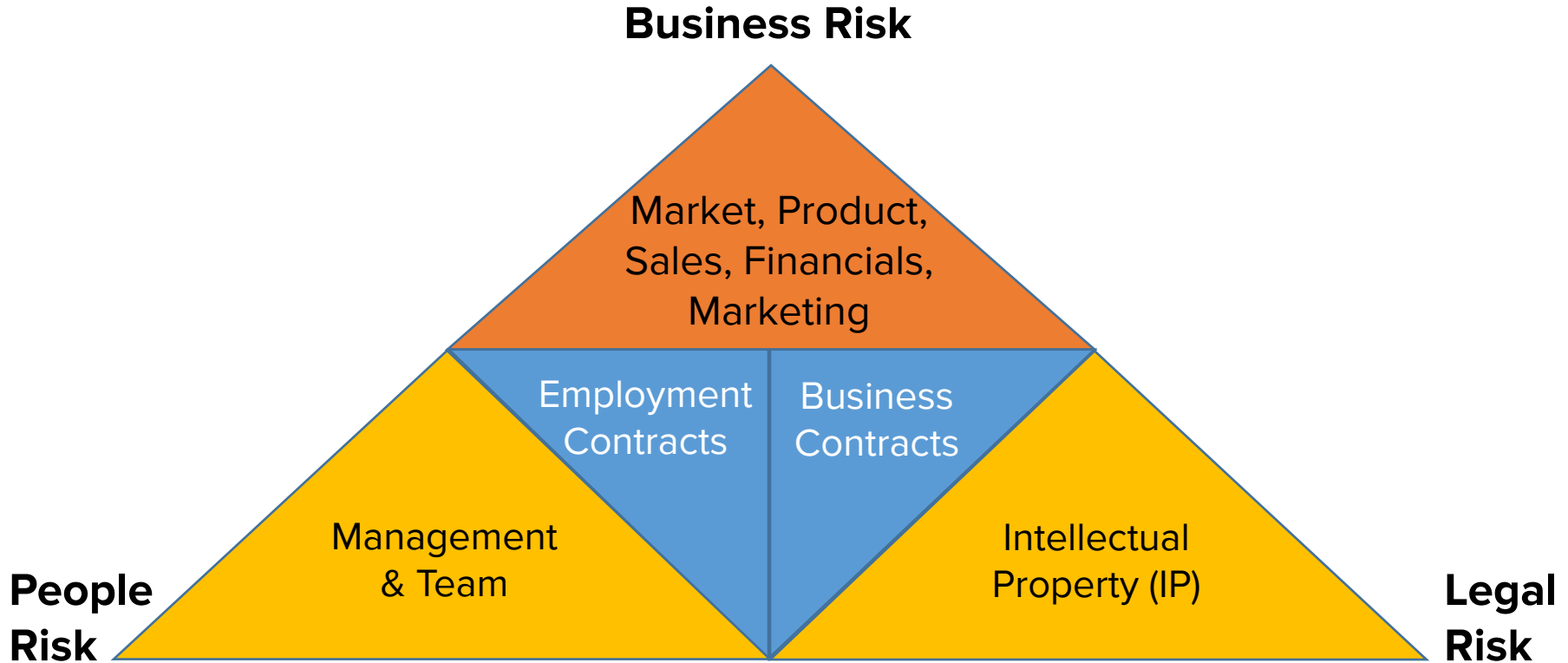
# Startup Selection Process (5)



# Investment Process - Overview

1. **Exploratory Phase**
2. **Term Sheet Draft/Pre-Negotiation** (e.g. round/ticket size, valuation)
3. **Due Diligence** (usually with legal, people and business focus)
4. **Deep Dive** (for software startups often very technical, often part of DD)
5. **Signing of Term Sheet** (after investment terms finalization)
6. **Review of Shareholders / Investment & Subscription Agreements**
7. **Signing of Shareholders / Investment & Subscription Agreements**
8. **Closing**

# Due Diligence Identifies Risks Before Investing



# How to be a Angel Investor

*Get to the core biz of startup, to the MVP*

# Business Angel (or Angel Investor)

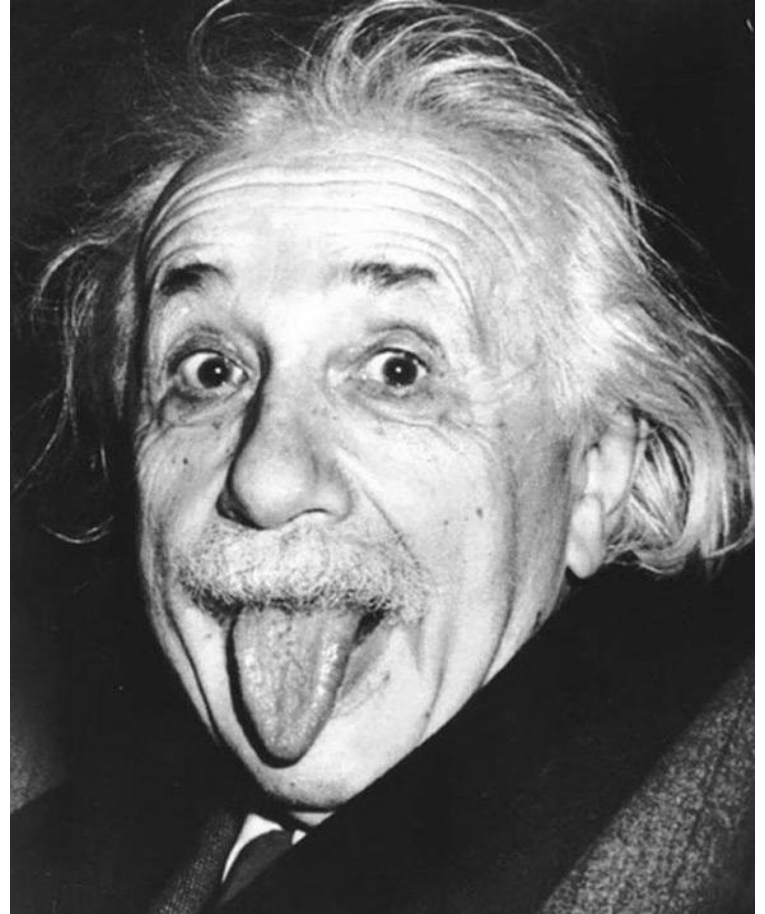
- A Business Angel is a private individual who invests his/her own money directly into a startup, typically against equity (Aktien) or convertible note (Wandeldarlehen).
- Most Business Angels have a full-time job and invest as hobby.
- A Business Angel must be capable of taking a loss of the entire investment due to the high risk that a startup will fail; as a consequence most angel investors are high net worth individuals.
- Many angels are members of a business angel club.

# “Smart” money?

What business angels share with

- startups in addition to money:
- Skills
- Work experience
- Domain knowledge
- Network to experts
- Network to potential customers

Almost everyone with 5+ years full-time work experience has “smart” money to offer!



# What is Important for an Angel Investor?

Check all that applies to an angel investor:

- |   |   |
|---|---|
| <input type="checkbox"/> help entrepreneurs           | <input type="checkbox"/> get rich quick                   |
| <input type="checkbox"/> foster innovation            | <input type="checkbox"/> tell founders what is best       |
| <input type="checkbox"/> create new products/services | <input type="checkbox"/> get paid for consulting startups |
| <input type="checkbox"/> like to take a risk          | <input type="checkbox"/> take control of the startup      |



# Result - What is Important for an Angel Investor?

Check all that applies to an angel investor:

☐ help entrepreneurs

☐ foster innovation

☐ create new products/services

☐ like to take a risk

☐ get rich quick

☐ tell founders what is best

☐ get paid for consulting startups

☐ take control of the startup

# Core Motivations for Angel Investors

- Coaching satisfaction (interact with smart people, coach them)
- Giving back (money, time)
- Creating jobs
- New meaning for the career (open up, connect outside main job, learn about innovation; might even find a new exciting job in a startup)
- Shaping the future (empower entrepreneurs to build novel products and services, help to innovate, foster talents that can change the world)
- Return on investments (should not be the only motivation).

# 15 Easy Steps to Become a Happy Angel Investor (1/3)

- 01 **Get used to Failure:** Startups are more likely to fail than to succeed
- 02 **Alice in Wonderland:** New world, new rules, it is about Entrepreneurship
- 03 **Standard governance does not cut it:** no KKK (Kommandieren, Kontrollieren, Korrigieren), but: Have they done what they said they would do?
- 04 **It's all about people:** A great team with an average technology is way better than a fantastic technology with an average team - Nothing is EVER unique

# 15 Easy Steps to Become a Happy Angel Investor (2/3)

05 But beware of the **scientist – manager dilemma**

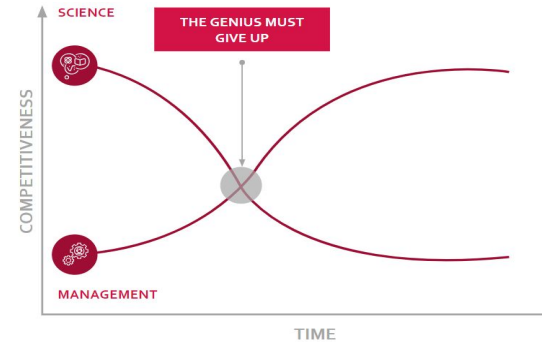
06 **Learn to invest in swarms**

07 **You are going to spend more than you think:** Set aside 50% of every investment for contingencies, goals are usually not reached on time

08 **Don't invest if you don't understand it**

09 Can you **add value beyond your money?**

10 **Help to get return** on investments (should not be the only motivation)



# 15 Easy Steps to Become a Happy Angel Investor (3/3)

- 11 Renaissance people vs “Fachidioten”: **Leadership to be given to flexible talented people** as opposed to focused experts in a single field
- 12 **Enjoy coaching smart entrepreneurs** and get satisfaction out of it
- 13 Be proud to **create jobs**
- 14 **New meaning for your career** (open up, connect outside main job, learn about innovation; might even find a new exciting job in a startup)
- 15 **Shaping the future** (empower entrepreneurs to build novel products and services, help to innovate, foster talents that can change the world)

**You have made it in life - Now it's payback time!**

**Switzerland needs Angel Investors**

# UPCOMING EVENTS

06 Nov. **Lausanne** @Vaudoise

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12 Nov. **Zürich** @Ginetta

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04 Dec. **Zürich** @SIX

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More to come in 2020

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**SICTIC**  
SWISS ICT INVESTOR CLUB

WELCOME ON BOARD

# Question & Buffer

*Everything You Always Wanted to Know About \*  
But Were Afraid to Ask.*



# Appendix

*What we couldn't squeeze in yet.*

# Resources

- Angel Book by David Rose
- SICTIC Angel Handbook Q4 2019
- SICTIC Video Library
  - Angel Workshop
  - Due Diligence workshop
- [SICTIC DD Checklist here](#)
- Financial Planning Tool