

PJ TECH CATALYST FUND

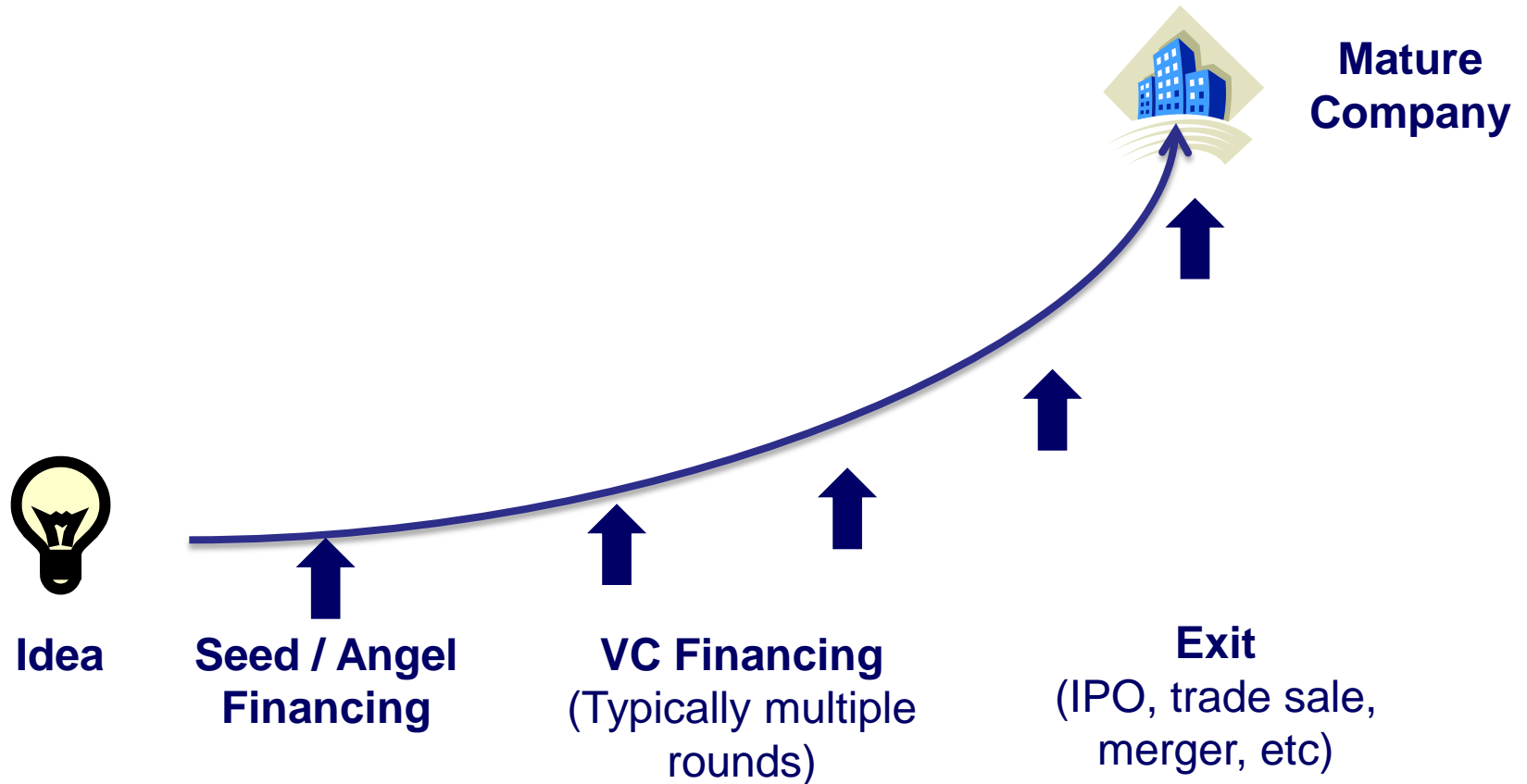


Ingredients increasing the odds of success

15th May 2014

Building a company is a long journey...

Start-up financing lifecycle



...with a lot of challenges to face..



Good Idea?

- Specific and clearly defined
- Addresses real need/problem
- Clear differentiation and added value
- USP
- Scalable
- Innovative / Disruptive
- Barriers to entry
- Expandability / High potential

What is needed from the entrepreneur?

- Innovative idea and competitive advantage
- Understanding the market and competition landscape
- Strong Commitment of the founders
- Chemistry between the team members
- Complementary skills (technical & business development)
- Patience and perseverance / long term strategy
- Good execution
- No fear for failure!

What is needed from the investor? More than Money

- Clear chemistry between the investor and entrepreneur
- Sector knowledge expertise and operational experience for proper advice/mentoring
- Contacts and network to pursue commercial and further funding opportunities
- Experience in investing/structuring deals and negotiating

Typical Topics that Should be Covered

Business Plans should typically cover:

- Description of the idea / product / service
- Market (size, growth, competition, potential)
- Competitive Advantage / business model
- Management Team
- Commercialization (go-to-market) plan
- Business Development/marketing plan
- Financials (min 3 years forecast)

Contact Details

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European Union
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Development Fund



HELLENIC REPUBLIC

MINISTRY FOR DEVELOPMENT & COMPETITIVENESS



JEREMIE European initiative is implemented in the frame of OP Competitiveness and Entrepreneurship, OP Digital Convergence and ROPs Macedonia-Thrace, Crete and Aegean Islands, Thessaly-Mainland Greece-Epirus and Attica, co-financed by Greece and the European Union