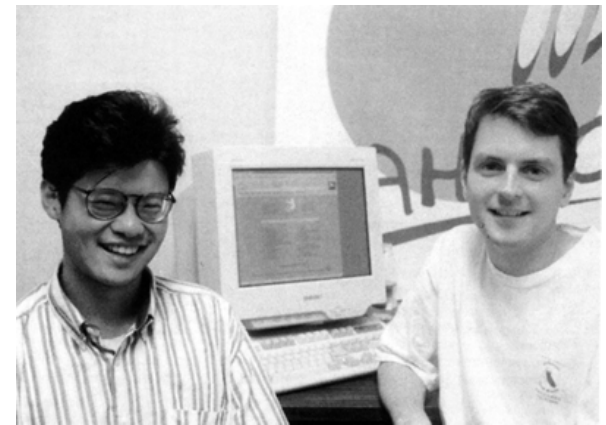
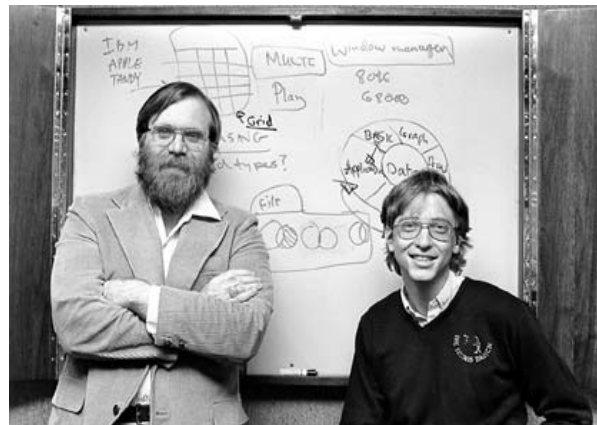


# Seedcamp

Catalysing Europe's Next Generation  
Technology Entrepreneurs

# Europe is a great place to start a company

- EU has 11 of Top 15 broadband markets
- In UK alone, online advertisers spend 2x than US
- Amazing R&D talent – High number of science & technology graduates and powerful technologies born here
- ...So, we want to help create more European versions



# We've given birth to powerful technologies...



# Experienced venture capital...



# We've begun to have some great exits...

\$4.1bn



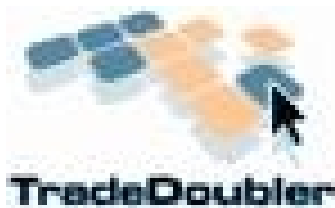
\$1.0bn



\$1.1bn

lastminute.com

\$900m



\$575m

kelkoo

\$366m



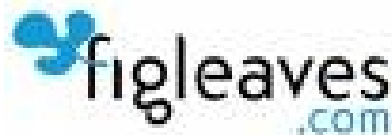
\$265m



\$280m



# We have a pipeline of web leaders....



# Entrepreneurs actively seed investing...

- Oliver Jung & Lucasz Gadowski
- Saul & Robin Klein via TAG
- Samwer Bros via European Founders Fund
- Martin Varsavsky
- Niklas Zennstrom & Janus Friis via Atomico
- Klaus Hommels
- Stefan Glaenzer
- Michael Kleindel
- Oliver Beste & Fabian Hansmann via FoundersLink
- Brent Hoberman
- Hugo Burge and David Soskin via Howzat Media

# What is Seedcamp?

- Seedcamp 2008 – **September 8<sup>th</sup> – 12<sup>th</sup>**
- **Europe-wide initiative** to catalyze the next generation of Europe's entrepreneurs
- Combination of **Seedcamp Week + 3 months** immersion + Seedcamp **on the Road**
- **Initial funding** to get started and **more importantly a strongly supportive mentor community**
- Organization supported by leading VCs, Angel investors, Corporates, Media Partners, and other experts
- The **go-to community for entrepreneurs starting** up Internet and mobile related businesses

# How does it work?

- **Application & Selection**

- Targeted at young teams from EMEA
- Open application through the web
- 20 best teams selected by panel of VCs
- Invited to come to London for week in September

June &  
July

- **Seed funding**

- Week long, immersive event in London for winners
- Successful teams surrounded by 150+ exceptional mentors
- Up to 5 teams chosen for €50k funding for 10% equity stake
- Invited to stay a further 3 months in London

**Sept  
8th-12th**

- **Company development**

- Weekly lunches & events to support teams
- Demo day after 6 weeks
- Investor day after 10 weeks

Sept to  
December

- **Seedcamp on the Road**

- Getting out to local markets
- Holding mini-Seedcamp workshops & involved in events

January  
to June

# We're backed by Europe's leaders

## Few of the Investors

**Index**  
VENTURES

**BENCHMARK**  
CAPITAL

**eden**  
ventures

**atlas**venture

**dfjesprit**

**ATOMICO**

**NZ:Northzone Ventures**

**Amadeus Capital Partners Limited**

## Some of the Mentors

Niklas Zennstrom

Martin Varsavsky

Brent Hoberman

Marc Samwer

Charlie Muirhead

Matt Jones

Tom Coates

Mike Shaver

Saul Klein

Leisa Reichelt

Jane H. Finette

Sean Park

Founders Link

Jeff Barr

Robin Klein

Rodrigo Madanes

Lukasz Gadowski

Rory Sutherland

## And a few of the Friends

**TechCrunch**

**Google**  
UK

**sparkpr**

**FT.com**  
FINANCIAL TIMES

**Microsoft**

**Sun**  
microsystems

**web2.0**  
**EXPO**

**seedcamp**

# How Do Companies Benefit

- **3-month active access to Europe-US mentor and partner network**
  - Product launch, Business Development, Marketing strategy
  - Recruiting for business and technical talent
  - Advisors, legal setup, media coverage
- **Milestones and access to Funding**
  - Accelerated speed of company development through working with other teams and clear milestones
  - Demo Day and Investor Day – receive dedicated feedback on product development and funding
- **Results**
  - Most of the companies have closed next round of angel or VC funding at the end of the 3 months
  - Product to market moved much faster from stand-alone targets

# The Future – How We Work Together

- Poland – A small percentage of applicants (<10). We would like to double this number
- We want more hackers (University, Open source) less pure MBAs
- Help us get the word out locally
- Help us create an active community:
  - Tap our network
  - Use (or start) OpenCoffee Clubs to meet peers and develop ideas
  - Get involved on our forums or FB group
- Get ready for 2008 Seedcamp