



CEO ANGELS
CLUB



About

CEO Angels Club is a group of senior executives and entrepreneurs located in Bulgaria investing their own money in early stage startups in return for equity.

Members make their own investment decisions and they can invest together or individually. They also provide expertise, contacts and proactive mentorship to increase company value.



Why

- Invest together
- Learn from each other keep up with the latest innovations
- Have fun

- Help founders
- Create stronger businesses
- Create jobs and foster innovation



Current Angels

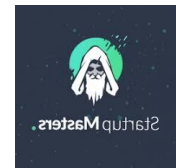
40 and counting

from





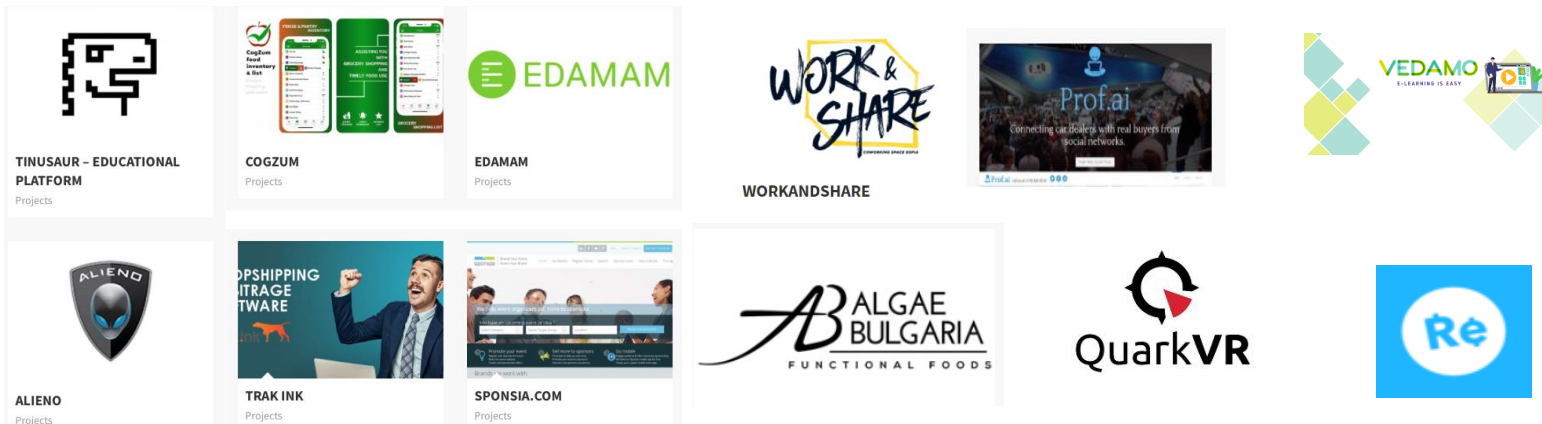
Members with diverse background & expertise





Current traction

- 40 members and growing
- 300 deals screened & 50 selected at 9 private pitching events
- 8 deals with over 2 000 000 BGN invested





Partners



FOUNDER
INSTITUTE

WBAF

World Business Angels
Investment Forum

aaia AUSTRIAN
ANGEL
INVESTORS
ASSOCIATION



BULGARIAN PRIVATE EQUITY AND
VENTURE CAPITAL ASSOCIATION



Si

Speedinvest

The Market

European
Early Stage Investment

2015

€ 8,6b





The European Trade Association for Business Angels,
Seed Funds, and other Early Stage Market Players

Fueling Europe's Growth

Average investment per company

2013		165.787
2014		174.071
2015		184.271

Average investment per BAN

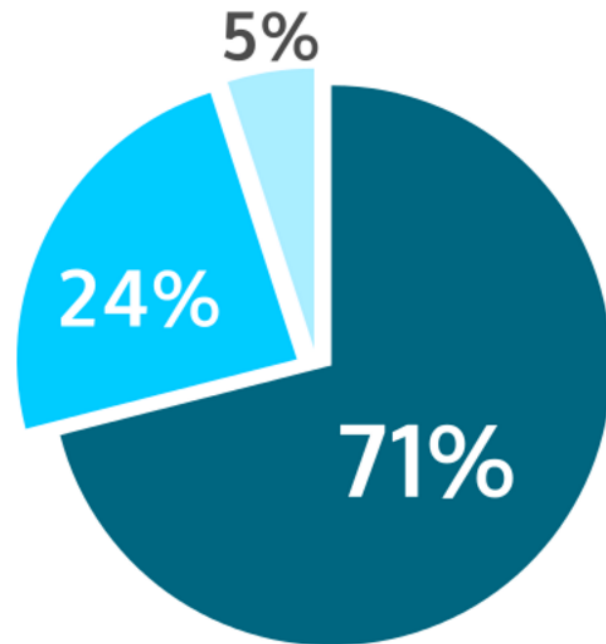
2013		1.184.378
2014		1.232.601
2015		1.291.468

Average investment per BA

2013		20.437
2014		20.000
2015		19.990

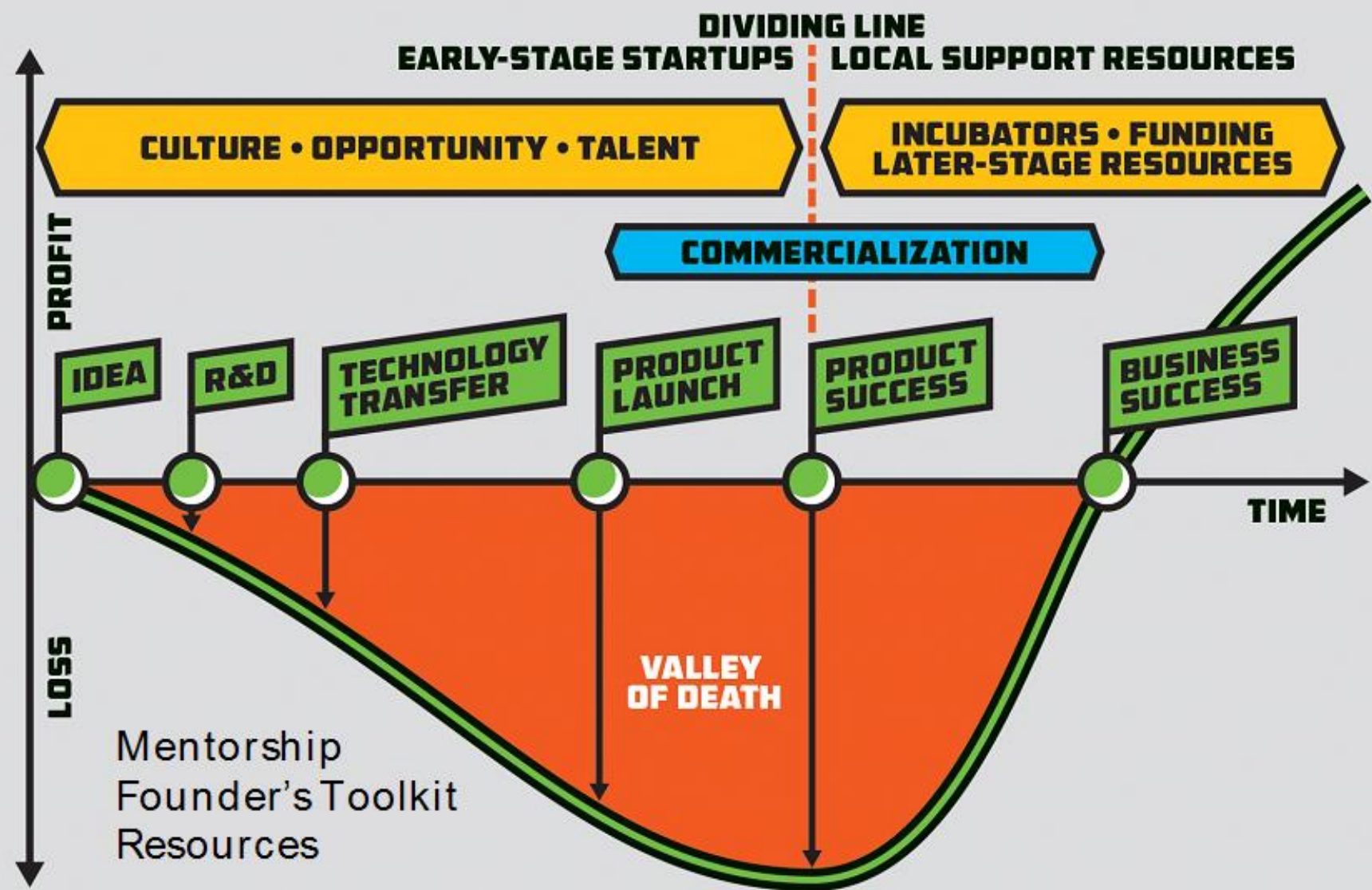
Business Angels Networks

2013		468
2014		469
2015		470

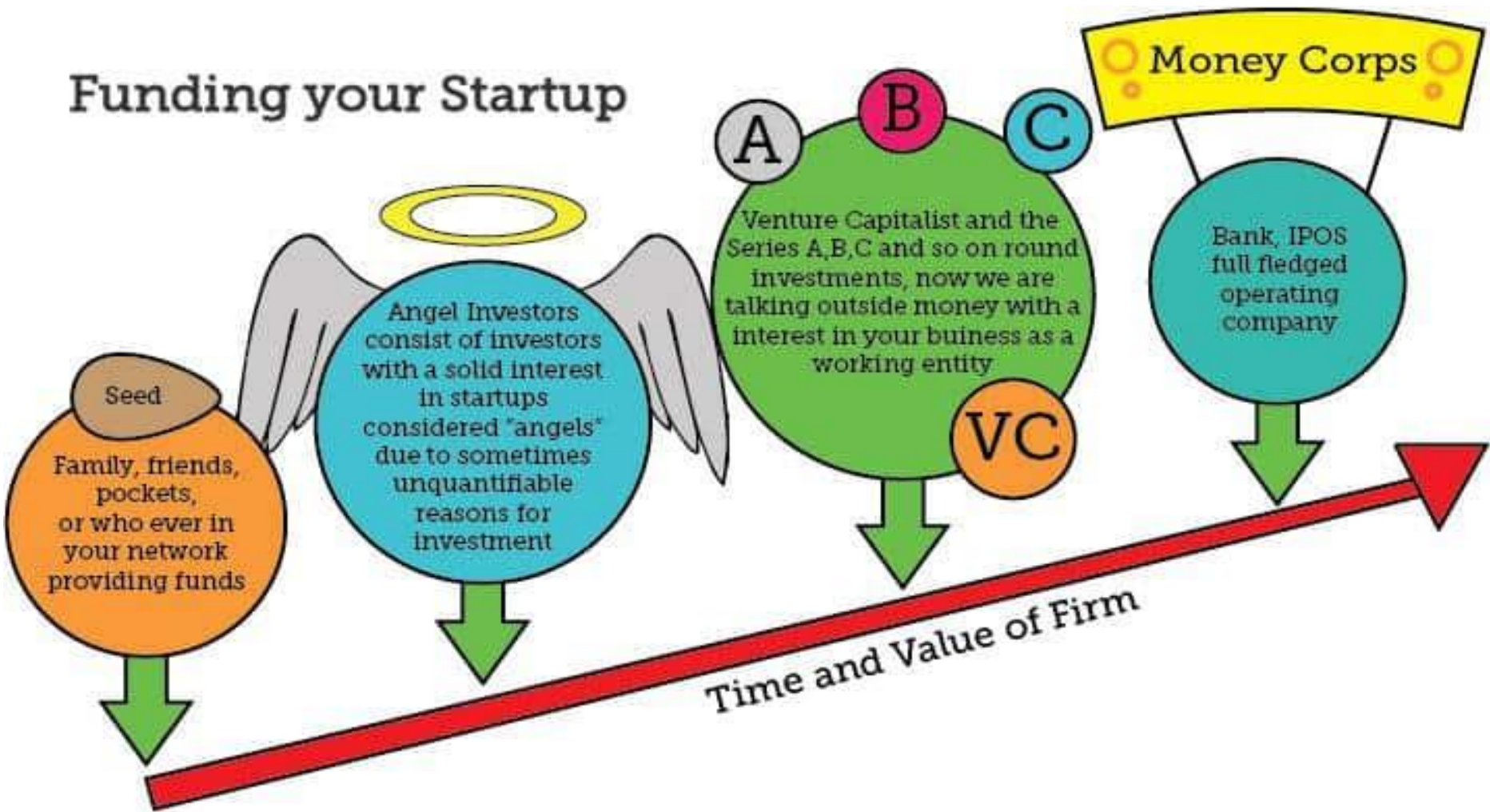


	Crowdfunding	€ 0,4b
	Early Stage VC Funds	€ 2,1b
	Business Angels	€ 6,1b

Stage



Funding your Startup





Why chose an Angel Investor

- Validation of the product/team
- Brings serious domain/sector expertise
- Provides mentoring & business knowledge
- High alignment of interests
- The Angel Investor Network can give the company a very strong network, in terms of suppliers, customers and partners therefore multiplying its possible contacts.

The Business Angel Profile

- Experienced entrepreneur/ Senior executive
- Serves as Board member or Advisor
- Willing to share their managerial skills, specialist knowledge and networks
- Motivation: provide mentoring & support to young entrepreneurs
- Seeking profit but also fun

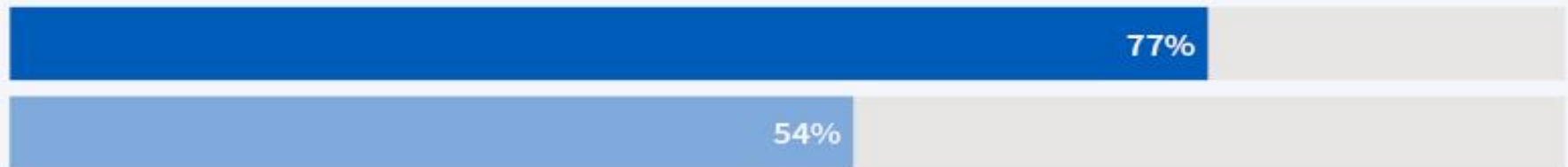




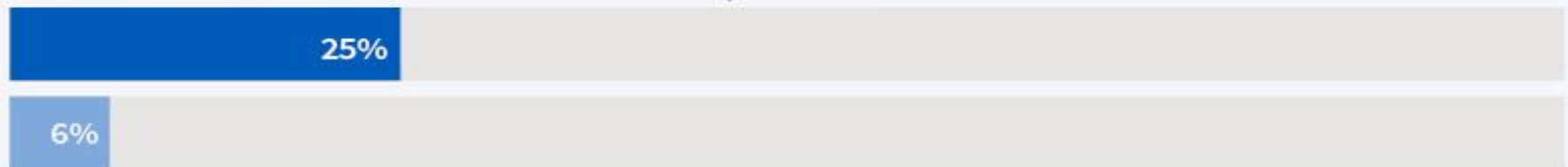
THE POSITIVE IMPACT OF ANGEL FINANCING

■ Firms with high angel interest ■ Firms with low angel interest

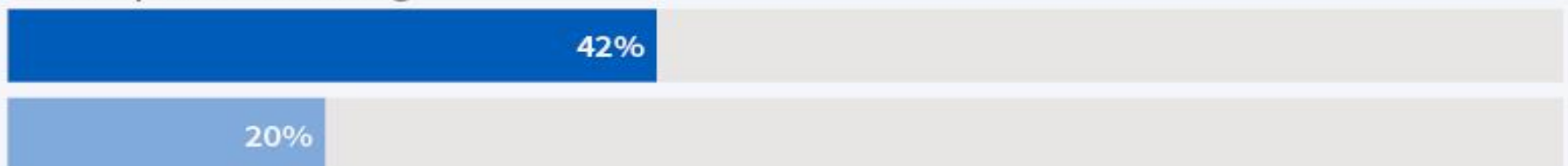
Survival: Venture continues or underwent successful exit



Success: Venture underwent IPO or acquisition



Subsequent financing



Source: Authors' calculations using data from various angel groups

Targeted Profile of the Startup

- early stage, normally post-accelerator startups
- highly scalable, big market
- Product/market fit validation – sales/users
- Established team (2 to 5 people)
- We should have a member with such expertise





Application Process

- Apply through GUST
- Initial Screening – by CEO and Staff
- 2nd Screening – Selection Committee
- Pitching – only selected startups
- Groups of angels – due diligence and
- Individual decisions

Investing

- 50-100K EUR for 8-15%
- Enough to get you to Seed VC or break-even
- Individual or Group Decision
- We have a process of 3-4 months

THANK YOU

