

A photograph of an iceberg floating in the ocean. The visible tip is a jagged, white mountain peak against a clear blue sky. The vast, dark blue underwater portion of the iceberg is visible below the surface, illustrating the concept of hidden potential or the 'iceberg' metaphor in business. A teal rounded rectangle is overlaid on the image, containing the title text.

Innovation, Entrepreneurship + Venture Capital

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PJ Tech Catalyst Fund – Overview

- Venture Capital Fund of €15mil. (70% EIF, 30% Piraeus Bank)
- 21 investments in seed stage technology start-up companies
- Exits: Accusonus acquired by META, Pollfish acquired by Prodege, Radiojar acquired by iHeartMedia



Innovative Entrepreneurship - Startups

The process of converting a new & innovative idea into a product (or service) and bringing it to market through a new business (start-up) or existing one





Innovative Entrepreneurship = high risk



Entrepreneurship + tech = high impact

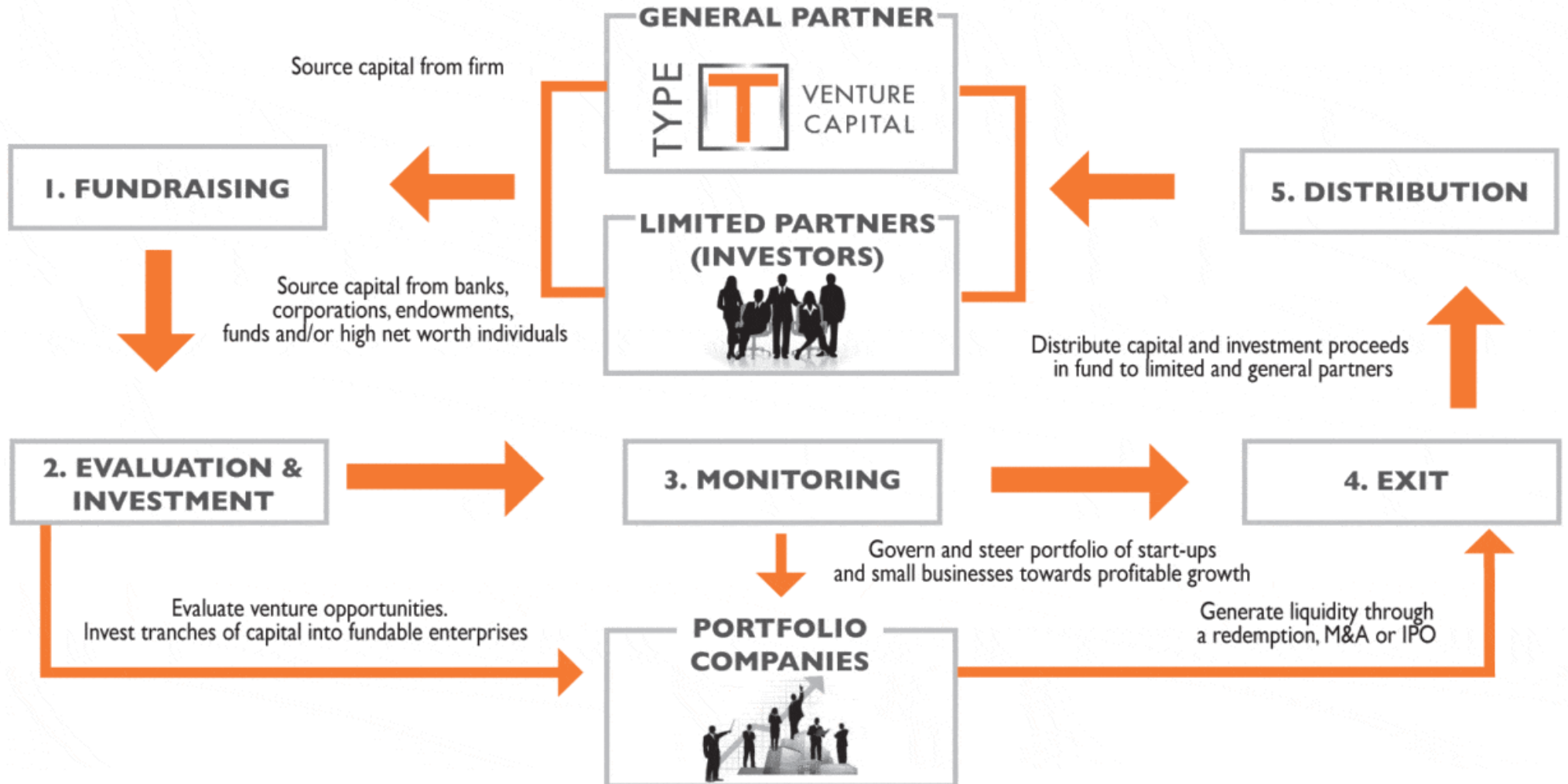
Funding for Innovative Entrepreneurship



Venture Capital

Investment funds that provide financing to innovative start-up and emerging companies that have high growth potential or have demonstrated high growth

Venture Capital



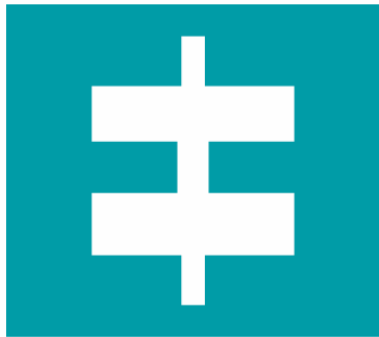
VC Investment Criteria

- **Innovative product/service**
- **Ownership of IP**
- **Apparent customer utility of product/service**
- **Large size relevant market**
- **Strong competitive advantage**
- **GTM and growth strategy**
- **Exit potential**

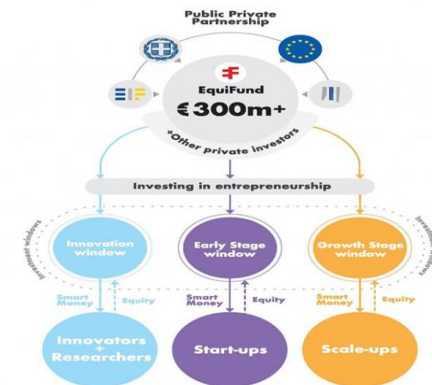
- **Competent & cohesive team with ability to execute**
- **Visionary founders**
- **Committed & persevered Team**

- **High growth potential/scalable BM**
- **Strong revenue generation from international markets**
- **High Expected IRR**

Public Contributors to Greek VC Ecosystem



HELLENIC DEVELOPMENT
BANK OF INVESTMENTS



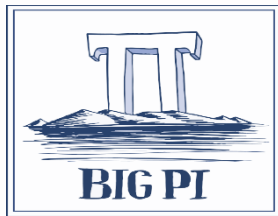
Greek VC Ecosystem



MARATHON
VENTURE CAPITAL



openfund



METAVALLON



Elikonos
Capital Partners



NGIF
Northern Greece Investment Fund



PHAISTOS
INVESTMENT FUND



SirecEnergy
Energy Sustainability Investments



Greek Startup Ecosystem

The Greek Startup Ecosystem

Lifestyle / Social / Entertainment



Logistics / Transportation



AgriTech / Foodtech



Retail / e-Commerce



Fintech



Greentech / Energy



Edtech



Healthtech / Biotech



Data Analytics / Big Data



Maritime



HR tech



Travel / Tourism / Hospitality



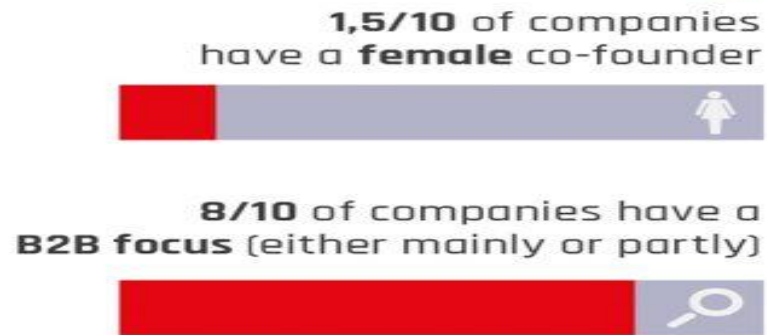
- startup-greece.org
- Startup Greece
- @startupgreeceorg
- Startup Greece
- Youth Entrepreneurship Club
- @StartupGreece_
- #grstartupecosystem #startupgreece

Various Industries



Some Statistics...

THE EQUIFUND UP TO NOW (2017-2021)



Investors in Greek Startups

Investors in Greek Startups

SEQUOIA 



ANDREESSEN
HOROWITZ



INSIGHT
— PARTNERS —



83NORTH

Acquirers of Greek Startups

Acquirers of Greek Startups



Microsoft



amazon

Google



IBM



splunk >

Ansys

DELL EMC



vmware®

Thank You!

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